



Privacy policy and consent

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1. Objective and responsible body

This Privacy Policy clarifies the nature, scope and purpose of the processing (including collection, processing, use and consent) of personal information contained in our online offering and the related websites, features and content (collectively referred to as "online offer" or "online offer") "Website"). The privacy policy applies regardless of the domains, systems, platforms, and devices (such as desktop or mobile) on which the online offering is being run.

LinguaFresh GmbH, owner: Karl Kadner, Kaitersbergstraße 9, 94486 Osterhofen (hereafter referred to as the "provider", "we" or "us") is the provider of the online offer and the responsible body under data protection law. For the contact possibilities we refer to our imprint.

The term "user" includes all customers and visitors of our online offer. The terms used, such as "Users" are to be understood gender-neutral.

2. Basic information on data processing

We only process personal data of users in compliance with the relevant data protection regulations in accordance with the requirements of data minimization and data avoidance. This means that the data of the users are processed only if a legal permission exists, in particular if the data for the performance of our contractual achievements as well as on-line services is required, or prescribed by law or in the presence of a consent.

We take organizational, contractual and technical security measures in accordance with the state of the art to ensure that the provisions of the data protection laws are complied with and in order to protect the data processed by us against accidental or intentional manipulation, loss, destruction or against access by unauthorized persons protect.

If, within the framework of this data protection declaration, content, tools or other means are used by other providers (collectively referred to as "third-party providers") and their registered office is abroad, it can be assumed that data will be transferred to the states of residence of the third-party providers, The transfer of data to third countries takes place either on the basis of a legal permission, the consent of the users or special contract clauses, which ensure a legally required security of the data.



3. Processing of personal data

In addition to the use expressly stated in this privacy policy, the personal data is processed for the following purposes on the basis of legal permissions or user consent:

- The provision, execution, maintenance, optimization and security of our services, services and user services;
- Ensuring effective customer service and technical support.

We only transfer users' data to third parties when this is necessary for billing purposes (for example, to a payment service provider) or for other purposes, if necessary, in order to fulfill our contractual obligations towards the users (for example, address information to suppliers).

When contacting us (via email), the information of the user for the purpose of processing the request and in the event that follow-up questions arise stored. Personal data will be deleted if they have fulfilled their purpose and deletion does not conflict with any retention requirements.

4. Collection of access data

We collect data about every access to the server on which this service is located (so-called server log files). The access data includes name of the retrieved web page, file, date and time of retrieval, amount of data transferred, message about successful retrieval, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider ,

We use the log data without assignment to the person of the user or other profiling according to the statutory provisions only for statistical evaluations for the purpose of operation, security and optimization of our online offer. However, we reserve the right to retrospectively check the log data if, on the basis of concrete evidence, the legitimate suspicion of unlawful use exists.

5. Cookies & reach measurement

Cookies are information transmitted from our web server or third-party web servers to users' web browsers and stored there for later retrieval. The use of cookies in the context of pseudonymous range measurement informs users in the context of this privacy policy.

The consideration of this online offer is also possible to the exclusion of cookies. If users do not want cookies stored on their computer, they will be asked to disable the option in their browser's system settings. Saved cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.



6. Integration of services and content of third parties

It may happen that contents or services of third-party providers, such as maps or fonts from other websites, are included in our online offer. The inclusion of content from third-party providers always requires that the third-party providers perceive the IP address of the users, since they could not send the content to the users' browser without the IP address. The IP address is therefore required for the presentation of this content. Furthermore, providers of third-party content can set their own cookies and process users' data for their own purposes. In the process, user profiles can be created from the processed data. We will use this content as much as possible in a data-saving and data-avoiding manner and will select reliable third-party providers with regard to data security.

The following presentation provides an overview of third-party providers as well as their contents, as well as links to their privacy statements, which further notes on the processing of data and, currently, already mentioned here, contradictory possibilities (so-called opt-out) contain:

- External fonts from Google, Inc., <https://www.google.com/fonts> ("Google Fonts"). The integration of Google fonts is done by a server call on Google (usually in the US). Privacy Policy: <https://www.google.com/policies/privacy/>, opt-out: <https://www.google.com/settings/ads/>.

7. Integration of external links

This website contains links to third party websites ("external links"). These websites are the responsibility of the respective operators. The provider has checked the third-party content when first linking external links to determine whether any legal violations exist. At that time, no violations were evident. The provider has no influence on the current and future design and content of the linked pages. The setting of external links does not mean that the provider accepts the content behind the reference or link. A constant control of external links is not reasonable for the provider without concrete evidence of legal violations. With knowledge of legal offenses however such external links are deleted immediately.

8. Use of the Amazon link

On our pages links to our product pages of the online mail order company Amazon are integrated. If you click on the Amazon link while logged into your Amazon buyer account, Amazon will receive the information that you have visited our product page with your IP address. This allows Amazon to associate the call of our products with your buyer's account. For more information, see the Amazon Privacy Policy. If you do not want Amazon to associate our products and product pages with your Amazon buyer account, please log out of your Amazon buyer account.



9. Use of the Facebook plugin

Our online offering uses social plugins ("plugins") from the social network facebook.com operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland ("Facebook"). The plugins are recognizable by one of the Facebook logos (white "f" on blue tile, the terms "Like", "Like" or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". The list and appearance of Facebook Social Plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>.

When a user invokes a feature of this online offering that includes such a plugin, their device establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to the device of the user and incorporated by him into the online offer. In the process, user profiles can be created from the processed data. We therefore have no influence on the amount of data that Facebook collects with the help of this plugin and therefore informs the users according to our knowledge. By integrating the plugins, Facebook receives the information that a user has accessed the corresponding page of the online offer. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. If users interact with the plugins, for example, press the Like button or leave a comment, the information is transmitted from your device directly to Facebook and stored there. If a user is not a member of Facebook, there is still the possibility that Facebook will find out and save their IP address. According to Facebook, only an anonymous IP address is stored in Germany.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as the related rights and setting options for protecting the privacy of users, can be found in Facebook's privacy policy: <https://www.facebook.com/about/privacy/> ,

If a user is a Facebook member and does not want Facebook to collect data about him via this online offer and link it to his member data stored on Facebook, he must log out of Facebook and delete his cookies before using our online offer. Other settings and inconsistencies regarding the use of data for advertising purposes are possible within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the US-American site <http://www.aboutads.info/choices/> or the EU page <http://www.youronlinechoices.com/>. The settings are platform independent, i. they are adopted for all devices, such as desktop computers or mobile devices.



10. Google Analytics supplement

Google Analytics Supplement This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, your IP address will be shortened by Google beforehand within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address provided by Google Analytics as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible. In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading the browser plug-in available under the following link and install:

<http://tools.google.com/dlpage/gaoptout>

You can prevent the collection by Google Analytics by clicking on the following link. An opt-out cookie will be set which prevents the future collection of your data when visiting this website

For more information about Terms of Use and Privacy, please see the Google Analytics Terms or the Google Analytics Overview. We point out that on this website Google Analytics to the code "gat._anonymizeIp();" was extended to ensure the anonymous collection of IP addresses (so-called IP masking).

11. Rights of users and deletion of data

Users have the right, upon request, to receive information free of charge about the personal data that we have stored about them. In addition, users have the right to correct inaccurate data, revoke consent, block and delete their personal information, and to file a complaint with the appropriate regulatory authority in the event of unlawful processing.

The data stored with us are deleted as soon as they are no longer necessary for their purpose and the deletion does not conflict with any statutory storage requirements.

12. Changes to the privacy policy

We reserve the right to change the privacy policy in order to adapt it to changed legal situations, or to changes in the service and data processing. However, this only applies to declarations of data processing. If users' consent is required or elements of the privacy policy contain provisions of the contractual relationship with the users, the changes will only be made with the consent of the users.

Users are requested to inform themselves regularly about the content of the privacy policy.