

Data Protection Statement

in accordance with the GDPR

I. Name and address of the controller

The controller pursuant to the General Data Protection Regulation and other national data protection laws of the Member States as well as other provisions of data protection legislation is:

Heinrich Bauer GmbH & Co.KG

Hans-Bunte-Str. 2

90431 Nuremberg

Germany

Tel.: 0911/32452-0

Email: info@bauer-spielwaren.de

Website: www.bauer-spielwaren.de

The data protection officer of the controller is:

Marc Reinhoffer

c/o Heinrich Bauer GmbH & Co.KG

Hans-Bunte-Str. 2

90431 Nuremberg

Germany

Tel.: 0911/32452-27

Email: datenschutz@bauer-spielwaren.de

Website: www.bauer-spielwaren.de

II. General information on data processing

1. Extent of the processing of personal data

In principle, we only process our users' personal data to the extent that this is necessary to enable our website to function and provide our content and services. As a rule, our users' personal data is only processed with the user's consent. An exception applies in cases

where it is not possible to obtain prior consent for practical reasons and processing of the data is permitted by law.

2. Lawful basis for the processing of personal data

Insofar as we obtain the consent of the data subject for the processing of personal data, Art. 6, subpara. 1, point (a) of the EU General Data Protection Regulation (GDPR) serves as the lawful basis.

In the case of the processing of personal data that are necessary in order to fulfil a contract to which the data subject is party, Art. 6, subpara. 1, point (b) of the GDPR serves as the lawful basis. This also applies to processing that is necessary for to complete pre-contractual requirements.

Insofar as the processing of personal data is necessary in order to fulfil a legal obligation on our company, Art. 6, subpara. 1, point (c) of the GDPR serves as the lawful basis.

In the case where the vital interests of the data subject or another natural person make the processing of personal data necessary, Art. 6, subpara. 1, point (d) of the GDPR serves as the lawful basis.

If processing is necessary for the purposes of legitimate interests pursued by our company or a third party and these interests do not override the interests and fundamental rights and freedoms of the data subject, Art. 6, subpara. 1, point (f) of the GDPR serves as the lawful basis for the processing.

3. Erasure of data and storage time

The data subject's personal data are erased or blocked as soon as the reason for which they are stored ceases to apply. They may be stored for longer if this was required by European or national legislators in Union regulations, laws or other provisions to which the controller is subject. The data are also blocked or erased if a storage time prescribed by the specified regulations expires, unless it is necessary to continue storing the data in order to conclude a contract or fulfil a contract.

III. Provision of the website and creation of log files

1. Description and extent of data processing

On any visit to our website, our system collects automated data **and** information from the computer system of the computer accessing the site.

The following data are collected:

- (1) Information on the browser type and version used
- (2) The user's Internet Service Provider
- (3) The user's IP address
- (4) The date and time of access

(5) Websites from which the user's system accesses our website

The data are also stored in our system's log files. There is no storage of these data together with other personal data of the user.

2. Lawful basis for data processing

The lawful basis for the temporary storage of the data and log files is Art. 6, subpara. 1, point (f) of the GDPR.

3. Reason for data processing

Temporary storage by the system of the IP address is necessary to make the website available on the user's computer. For this, the user's IP address must remain stored for the duration of the session.

Storage in log files is required for the website to function. In addition, we use the data to optimise the website and ensure the security of our IT system. The data are not evaluated for marketing purposes in this context.

These reasons also include our legitimate interests in processing the data pursuant to Art. 6, subpara. 1, point (f) of the GDPR.

4. Storage time

The data are erased as soon as they are no longer required to fulfil the purpose for which they were collected. Where the data were collected in order to make the website available, this is the case when the session in question is ended.

In the case of the storage of data in log files, this is the case at the latest after seven days. Longer storage is possible. In this case the user's IP address is erased or anonymised so that assignment to the client that accessed the website is no longer possible.

5. Right to object and right to erasure

The collection of the data in order to make the website available and the storage of the data in log files is essential for the operation of the website. The user therefore has no right to object.

IV. Use of cookies

a) Description and extent of data processing

Our website uses cookies. Cookies are text files that are stored in the internet browser or from the internet browser on to the user's computer system. If a user accesses a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic sequence of characters that enable the browser to be unambiguously identified when the website is accessed again.

We use cookies in order to make our website more user-friendly. Some elements of our website require the browser accessing it to be identified following a change of page. The following data are stored and transmitted in the cookies:

- (1) Session ID

We also use third party cookies on our website that enable the user's surfing behaviour to be analysed. These are used in the context of social media plugins.

The following data can be transmitted in this way:

- (1) Frequency of accessing pages

On accessing our website, the user is informed about the use of cookies for analysis purposes and his or her consent obtained to the processing of the personal data used in this connection. Reference is also made to this data protection statement in this context.

b) Lawful basis for data processing

The lawful basis for the processing of personal data in the context of the use of cookies that are necessary for technical reasons is Art. 6, subpara. 1, point (f) of the GDPR.

The lawful basis for the processing of personal data in the context of the use of cookies for analysis purposes is Art. 6, subpara. 1, point (a) of the GDPR where the user's consent to this has been obtained.

c) Reason for data processing

The purpose of using cookies that are necessary for technical reasons is to make the website easier for the user to use. Some of our website's functions cannot be provided without the use of cookies. For these, it is necessary that the browser can again be recognised after a change of page.

We need cookies for the following purposes:

- (1) Bookmarking session data

The user data collected by cookies that are necessary for technical reasons are not used to create user profiles.

Third party analysis cookies are used in order to improve the quality of our website and its content. From the analysis cookies, we learn how the website is used and so can continuously optimise our website.

This includes providing the optimum view of our Facebook site on our website.

These reasons also include our legitimate interest in the processing of personal data pursuant to Art. 6, subpara. 1, point (f) of the GDPR.

At the same time, consent to the processing of personal data concerning you pursuant to Art. 6, subpara. 1, point (f) of the GDPR is contained herein, as the plugin only becomes active after you have given your consent.

d) Storage time, right to object and right to erasure

Cookies are stored on the user's computer and transferred from it to our website. As a user, therefore, you have complete control over the use of cookies. By changing the settings in your browser, you can deactivate or restrict the transfer of cookies. Cookies already stored can be erased at any time. This can also be automated. If cookies for our website are deactivated, it is possible that not all website functions may be able to be fully used.

V. Contact form and email contact

1. Description and extent of data processing

Our website has a contact form which can be used to contact us electronically. If a user makes use of this option, the data entered in the input mask are transmitted to us and stored. These data are:

- (1) Company and contact name
- (2) Street/No., city, postcode, country
- (3) Telephone, fax, mobile, email
- (4) Information on product lines
- (5) Legal form

In addition when the message is submitted, the following data are stored:

- (1) Date and time of registration

As part of the submit process, your consent to the processing of the data is obtained and reference is made to this data protection statement.

Alternatively, contact can be made using the email address provided. In this case, the user's personal data submitted with the email are stored.

The data obtained in this context are not passed on to third parties. The data are used solely for processing the conversation.

2. Lawful basis for data processing

The lawful basis for the processing of the data is Art. 6, subpara. 1, point (a) of the GDPR where the user's consent to this has been obtained.

The lawful basis for the processing of the data following the sending of an email is Art. 6, subpara. 1, point (f) of the GDPR. If the objective of email contact is the conclusion of a

contract, an additional lawful basis for the processing is Art. 6, subpara. 1, point (b) of the GDPR.

3. Reason for data processing

We use the processing of personal data from the input mask solely to process the contact request. In the case of contact by email, the necessary legitimate interest in processing the data is also present.

The other personal data processed during the submit process serve to prevent misuse of the contact form and ensure the security of our IT system.

4. Storage time

The data are erased as soon as they are no longer required to fulfil the purpose for which they were collected. This is the case for personal data from the contact form input mask and those that were sent by email once the conversation with the user is ended. The conversation is ended when it is clear from the circumstances that the situation in question has been conclusively resolved.

The additional personal data collected during the submit process are erased at the latest after seven days.

5. Right to object and right to erasure

The user has the option at any time to withdraw his or her consent to the processing of personal data. If the user makes contact with us by email, he or she can object to the storage of his or her personal data at any time. In this case, the conversation cannot be continued.

You can exercise your right to withdraw consent and to object to storage by email to:

datenschutz@bauer-spielwaren.de

In order to verify that you are in fact entitled to exercise the right to withdraw and the right to object, we recommend that you send the email to us from the email address given to us.

In this case, all personal data stored following a contact request are erased.

VI. Data subject's rights

If personal data concerning you are processed, you are the data subject as defined in the GDPR and you have the following rights with respect to the controller:

1. Right to information

You can ask the controller for confirmation as to whether personal data concerning you are being processed by us.

If such data are being processed, you can request the following information from the controller:

- (1) the purposes for which the personal data are being processed;
- (2) the categories of personal data which are being processed;
- (3) the recipients or categories of recipients to which personal data concerning you were disclosed or are still being disclosed;
- (4) the period of time for which it is planned to store personal data concerning you or, if this information cannot be provided, the criteria used to determine this period;
- (5) the right to rectification or erasure of personal data concerning you, the right to restriction of processing by the controller or of objection to such processing;
- (6) the right to lodge a complaint with a supervisory authority;
- (7) all available information on the source of the data if the personal data were not obtained from the data subject;
- (8) the existence of automated decision-making, including profiling, referred to in Article 22 subparas. 1) and 4 of the GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

You are entitled to request information as to whether personal data concerning you is to be transferred to a third country or international organisation. In this context, you can ask to be informed about the appropriate safeguards in connection with the transfer pursuant to Art. 46 of the GDPR.

2. Right to rectification

You have the right to rectification and/or completion with respect to the controller insofar as personal data concerning you being processed are incorrect or incomplete. The controller must undertake the rectification without delay.

3. Right to restriction of processing

You can request restriction of processing of personal data concerning you in the following circumstance:

- (1) if you contest the accuracy of personal data concerning you, for a period enabling the controller to verify the accuracy of the personal data;
- (2) the processing is unlawful and you oppose the erasure of the personal data and request the restriction of the use of the personal data instead;
- (3) the controller no longer needs the personal data for the purposes of the processing, but you need them for the establishment, exercise or defence of legal claims, or
- (4) if you have objected to processing pursuant to Art. 21 subpara.1 of the GDPR and it has not yet been established whether the legitimate grounds of the controller override your grounds.

If the processing of personal data concerning you has been restricted, such data shall, with the exception of storage, only be processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of

another natural or legal person or for reasons of important public interest of the Union or of a Member State.

If the restriction of processing has been obtained in the above mentioned circumstances, you shall be informed by the controller before the restriction is lifted.

4. Right to erasure

a) Obligation to erase

You can request the controller to erase personal data concerning you immediately and the controller shall have the obligation to erase these data without delay where one of the following grounds applies:

- (1) Personal data concerning you are no longer necessary in relation to the purposes for which they were collected or otherwise processed.
- (2) You withdraw your consent on which the processing is based according to Art. 6, subpara.1, point (a), or Art. 9, subpara. 2, point (a) of the GDPR and where there is no other legal ground for the processing.
- (3) You object to the processing pursuant to Art. 21, subpara. 1 of the GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21, subpara. 2 of the GDPR.
- (4) Personal data concerning you have been unlawfully processed.
- (5) Personal data concerning you have to be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.
- (6) Personal data concerning you have been collected in relation to the offer of information company services referred to in Art. 8, subpara. 1 of the GDPR.

b) Information to third parties

If the controller has made personal data concerning you public and has an obligation to erase them pursuant to Art. 17, subpara. 1 of the GDPR, it shall, taking account of available technology and the cost of implementation, take reasonable steps, including technical measures, to inform controllers, which are processing the personal data, that you as data subject have requested the erasure by such controllers of any links to, or copy or replication of, those personal data.

c) Exceptions

There is no right to erasure insofar as the processing is necessary

- (1) for exercise of the right to freedom of expression and information;
- (2) for compliance with a legal obligation which requires processing under Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- (3) for reasons of public interest in the area of public health in accordance with points (h) and (i) of Art. 9, subpara. 2, points (h) and (i) and Art. 9, subpara. 3 of the GDPR;

- (4) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Art. 89, subpara. 1 of the GDPR insofar as the right referred to in subpara. (a) is likely to render impossible or seriously impair the achievement of the objectives of that processing, or
- (5) for the establishment, exercise or defence of legal claims.

5. Right to information

If you have established the right to rectification, erasure or restriction of processing with respect to the controller, the latter shall have an obligation to communicate such rectification or erasure of the data or restriction of processing to all recipients to whom personal data concerning you have been disclosed, unless this proves impossible or involves disproportionate effort.

You shall have the right with respect to the controller to be informed of these recipients.

6. Right to data portability

You shall have the right to receive personal data concerning you, which you have provided to the controller, in a structured, commonly used and machine-readable format. You shall also have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where

- (1) the processing is based on consent pursuant to Art. 6, subpara. 1, point (a) of the GDPR or Art. 9, subpara. 2, point (a) of the GDPR or on a contract pursuant to Art. 6, subpara. 1, point (b) of the GDPR, and
- (2) the processing is carried out by automated means.

In exercising this right, you shall also have the right to have personal data concerning you transmitted directly from one controller to another, where technically feasible. This must not adversely affect the rights and freedoms of others.

The right to data portability shall not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

7. Right to object

You shall have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on Art. 6, subpara. 1, point (e) or (f) of the GDPR; this also applies to profiling based on those provisions.

The controller shall no longer process personal data concerning you unless it can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or the processing is for the purpose of the establishment, exercise or defence of legal claims.

Where personal data concerning you are processed for direct marketing purposes, you shall have the right to object at any time to processing of personal data concerning you for

such marketing; this also applies to profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, personal data concerning you shall no longer be processed for such purposes.

In the context of the use of information company services - notwithstanding Directive 2002/58/EC - you may exercise your right to object by automated means using technical specifications.

8. Right to withdraw consent given under data protection law

You shall have the right to withdraw your consent given under data protection law at any time. The withdrawal of consent shall not affect the legitimacy of processing carried out based on consent up to the time of its withdrawal.

9. Automated individual decision-making, including profiling

You shall have the right not to be subject to a decision based solely on automated processing - including profiling - which produces legal effects concerning you or similarly significantly adversely affects you. This does not apply if the decision

- (1) is necessary for the conclusion or performance of a contract between you and the controller,
- (2) is authorised by Union or Member State law to which the controller is subject and which also contains suitable measures to safeguard your rights and freedoms and your legitimate interests or
- (3) is based on your explicit consent.

Such decisions may not, however, be based on special categories of personal data referred to in Art. 9 subpara. 1 of the GDPR, unless Art. 9, subpara. 2, point (a) of (g) applies and suitable measures to safeguard the rights and freedoms and your legitimate interests are in place.

With regard to the cases referred to in points (1) and (3), the controller shall implement suitable measures to safeguard the rights and freedoms and your legitimate interests, including at least the right to obtain human intervention on the part of the controller, to express a point of view and to contest the decision.

10. Right to lodge a complaint with a supervisory authority

Without prejudice to any other administrative or judicial remedy, you shall have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR.

The supervisory authority with which the complaint has been lodged shall inform the complainant on the progress and the outcome of the complaint including the possibility of a judicial remedy pursuant to Art. 78 of the GDPR.