

STRENESE

Data Protection Policy of the Strenesse New GmbH Online Partner Portal

1 Responsible Parties

Strenesse New GmbH (hereinafter referred to as “Strenesse”) attaches great importance on a legitimate application of data processing aiming to protect your personal information. The personal information, which you entrust to Strenesse when visiting the Strenesse Online Partner Portal (hereinafter referred to as “Partner Portal”), is gathered and protected in compliance with statutory provisions – for instance, the German Telemedia Act and the German Data Protection Act – as well as with principles as stated in the following.

Responsible party for the operation of the Partner Portal at www.partnerportal-strenesse.com, including all its webpages and all adjustments for mobile devices like tablets etc., is

Strenesse New GmbH
Eichendorffplatz 3
86720 Noerdlingen
Germany

*Phone: +49 (0)9081- 807 153**
E-Mail: info.sales@strenesse.com

Strenesse would like to point out that some functions or applications of the desktop version as described hereinafter may not be offered on all versions for mobile devices.

Strenesse will not be liable for content and information about Strenesse provided by websites of third parties (e.g. multi-label platforms, wholesale partners), and cannot guarantee for the content to be correct, up to date or complete. Solely the respective supplier or operator of these websites is responsible for their contents. This also applies to the application of the data processing by third party websites.

2 Collection of Personal Data

2.1 Personal Data

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Registered office: Noerdlingen • Registration court Augsburg, HRB 31106

CEO: Dr. Juergen Gessler

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Personal data mean any information relating to an identified or identifiable natural person such as first and last name, phone number, billing and shipping address or e-mail address. Strenesse collects, processes and uses such data only in accordance with statutory provisions, or as far as you allowed permission to use your personal data.

2.2 Login Page

For only visiting the login page of the Partner Portal, it is not necessary to provide any personal details. Personal information will only be stored when visiting the Partner Portal after being logged in to the account. Additionally, data stored within the customer account - such as payment method or billing address – stem from the underlying contract with Strenesse.

2.3 Customer Account

Within the customer's account, you have the possibility to view the currently stored data stemming from the underlying contract with Strenesse; these data include all information regarding billing and shipping address, login data (e-mail address and password) and order history (orders which have been placed by using this account). Furthermore, the customer is able to create a personal wish list for all favorite articles.

Except the password, it is not possible for the customer to change the stored data in the customer account. To change these data, please contact our sales department:

Strenesse New GmbH
Sales Department
Eichendorffplatz 3
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2.4 Storage of Visitor Data

When visiting the Partner Portal, Strenesse stores the pages you visited, the date, the duration of your visit, the website transferring you to our site, as well as the browser used in order to continuously optimize the performance of the site for you as a customer.

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3 Processing and Use of Personal Information

Strenesse processes and uses all personal data for fulfilling your orders and enquiries in accordance with applicable data-protection legislation and only to the extent required in each case.

3.1 Use of Service Providers

For shipping your order as well as for sending promotional or editorial e-mailings, Strenesse cooperates with specific service providers. All our cooperation partners handle personal information on behalf of Strenesse and in compliance with statutory data protection provisions. All personal data are only used for the purpose for which it is provided to Strenesse and are not passed on to any other third parties. Strenesse does not trade with personal information.

The decision is entirely yours whether you wish to enter the data for the relevant purposes at the Partner Portal.

3.2 Cookies and Web Beacons

3.2.1 Cookies

Cookies are small files of text data sent by websites, which are stored by your browser on the hard drive of your computer, tablet or mobile phone. Strenesse uses this technology to improve the Partner Portal (e.g. to make website navigation easier), to optimize your user experience (e.g. to identify most popular pages and features) as well as to better the offers presented to you at the Partner Portal. The use of cookies, by e.g. logging your personal preferences, enables Strenesse to save your virtual shopping bag or to recognize you when you visit the Partner Portal again. In addition, some cookies will be sent by third parties enabling Strenesse to place product recommendations that reflect your interests offered to you on our partners' websites ("retargeting").

The information acquired does not allow identification of an individual nor includes any payment details. You can change your browser settings to block or delete cookies. If you do so, Strenesse would like to point out that some areas or functions of the Partner Portal may no longer function properly.

3.2.2 Web Beacons (Pixel Tags)

At the Partner Portal, Strenesse also uses web beacons (also called "pixel tags"), which are small graphics. When opening a page, a web beacon will be downloaded from a server and registered, e.g. enabling to identify which pages were viewed, when and which actions were undertaken.

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3.3 Web Analytic Tools and Social Plugins

Strenesse uses Google Analytics, a web analytic tool provided by Google Inc. (“Google”), as well as the Web analytic tool by Shopware AG (“Shopware”). These analytical tools use cookies, which are stored on your computer to help the website analyze how users view the pages. The acquired information about the use of the Partner Portal (including your IP address) is passed on to Google servers where it is stored. Google and Shopware will use this information to evaluate your clicking behavior at the Partner Portal, to compile reports and statistics for Strenesse, and to provide further services relating to the use of the Partner Portal and the Internet.

Google may also transfer this information to third parties if required by law or if these third parties process the data on Google's behalf. Google will not link your IP address to other data stored by Google. You can prevent cookies from being stored by setting your browser settings accordingly. If you do so, Strenesse would like to point out that some areas or functions of the Partner Portal may no longer function properly.

By using the Partner Portal, you agree to the processing of data about you in the way described above and for the purpose stated above. To object the collection and storage of such data as well as to generally deactivate Google Web Analytics, you can download and install a browser add-on at this website tools.google.com/dlpage/gaoptout?hl=en.

For more information about the web analytic tools of Shopware please visit their website en.shopware.com/.

4 Data Security

Strenesse uses a variety of technical and organizational security processes to protect your personal information stored with us. Strenesse regularly aligns its security processes to newest technological developments and optimizes them continuously.

5 Right to Obtain, Correct or Delete Information

The Customer has the right to obtain all details regarding personal information stored with Strenesse, if applicable, their origins and the purpose of their storage.

Besides this, the Customer has the right to correct, block or delete personal data as well as to revoke any given permission relating to the collection, processing or use of data at any time with future effect.

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If you have questions or enquiries on data protection or on the processing and use of your personal data, please contact us by e-mail: datenschutz@strenesse.com.

6 Supported Browsers

The Partner Portal is optimized for the latest versions of Firefox, Chrome, Safari and Internet Explorer. When using an older browser, Strenesse would like to point out that areas or functions of the Partner Portal may not function properly or can only be viewed partially.

7 Modifications

Strenesse New GmbH reserves the right to modify this Data Protection Policy from time to time.

Date: January 2017

***Call to Deutsche Telekom landline (Germany), prices from mobile or landline providers may vary.**

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