

Data protection

1. data protection at a glance

When you visit our website, personal data is processed.

Personal data is any information that can be used to identify you personally.

We take the protection of your personal data very seriously. Your personal data will be treated confidentially in accordance with this privacy policy and the statutory data protection regulations. This privacy policy explains the type, scope and purpose of the processing of personal data within our online offering.

With regard to the terms used, such as "processing" or "controller", we refer to the definitions in Art. 4 of the General Data Protection Regulation (GDPR).

2. general notes and mandatory information

Data protection

When you use this website, various personal data is collected. Personal data is data that can be used to identify you personally. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission over the Internet (e.g. when communicating by e-mail) may be subject to security vulnerabilities. Complete protection of data against access by third parties is not possible.

Note on the responsible body

The controller responsible for data processing on this website is:

LANA GROSSA Mode mit Wolle Handels- und Vertriebs GmbH
Ingolstädter Straße 86
85080 Gaimersheim

Phone: +49 8458 61-0

E-mail: office@lanagrossa.de

The controller is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

Data protection officer

We have appointed data protection officers for our company who can be contacted if you have any questions about data protection

Ms. Patrice Raies, datenschutzbeauftragter@lanagrossa.de

Revocation of your consent to data processing

Many data processing operations are only possible with your express consent. You can withdraw your consent at any time. All you need to do is send us an informal e-mail. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Right to lodge a complaint with the competent supervisory authority

In the event of breaches of data protection law, the data subject has the right to lodge a complaint with the competent supervisory authority. The competent supervisory authority for data protection issues is the state data protection officer of the federal state in which our

company is based. A list of data protection officers and their contact details can be found at the following link: https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

Right to data portability

You have the right to have data that we process automatically on the basis of your consent or in fulfillment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another controller, this will only take place if it is technically feasible.

SSL or TLS encryption

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or inquiries that you send to us as the site operator. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

Information, blocking, deletion

Within the framework of the applicable legal provisions, you have the right to free information about your stored personal data, its origin and recipient and the purpose of the data processing and, if necessary, a right to correction, blocking or deletion of this data at any time. You can contact us at any time at the address given in the legal notice if you have further questions on the subject of personal data.

Objection to advertising e-mails

We hereby object to the use of contact data published as part of our obligation to provide a legal notice for the purpose of sending unsolicited advertising and information material. The operators of this website expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, such as spam e-mails.

3. data collection on our website

Cookies

Some of the Internet pages use so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies are used to make our website more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your end device until you delete them. These cookies enable us to recognize your browser on your next visit.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be restricted.

Cookies that are required to carry out the electronic communication process or to provide certain functions that you have requested (e.g. shopping cart function) are stored on the basis of Art. 6 para. 1 f GDPR. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimized provision of its services. Insofar as

other cookies (e.g. cookies to analyze your surfing behavior) are stored, these are treated separately in this privacy policy.

Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

This data is not merged with other data sources.

The basis for data processing is Art. 6 para. 1 f GDPR, which permits the processing of data for the fulfillment of a contract or pre-contractual measures.

4. analysis tools and advertising

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable your use of the website to be analyzed. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there.

Google Analytics cookies are stored on the basis of Art. 6 para. 1 f GDPR. The website operator has a legitimate interest in the analysis of user behavior in order to optimize both its website and its advertising.

IP anonymization

We have activated the IP anonymization function on this website. This means that your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Browser plugin

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data

by Google by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

Objection to data collection

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set to prevent your data from being collected on future visits to this website:

[Deactivate Google Analytics](#)

You can find more information on how Google Analytics handles user data in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

Order data processing

We have concluded the EU standard contractual clauses with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Demographic characteristics in Google Analytics

This website uses the "demographic characteristics" function of Google Analytics. This allows reports to be created that contain statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google and from visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section "Objection to data collection".

Google Analytics Remarketing

Our websites use the functions of Google Analytics Remarketing in conjunction with the cross-device functions of Google AdWords and Google DoubleClick. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

This function makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google AdWords and Google DoubleClick. In this way, interest-based, personalized advertising messages that have been adapted to you depending on your previous usage and surfing behavior on one device (e.g. cell phone) can also be displayed on another of your devices (e.g. tablet or PC).

If you have given your consent, Google will link your web and app browsing history to your Google account for this purpose. In this way, the same personalized advertising messages can be displayed on every device on which you sign in with your Google account.

To support this function, Google Analytics collects Google-authenticated user IDs that are temporarily linked to our Google Analytics data in order to define and create target groups for cross-device advertising.

You can permanently object to cross-device remarketing/targeting by deactivating personalized advertising in your Google account; follow this link: <https://www.google.com/settings/ads/onweb/>.

The aggregation of the data collected in your Google Account is based solely on your consent, which you can give or withdraw from Google (Art. 6 (1) a GDPR). For data collection processes that are not merged in your Google account (e.g. because you do not have a Google account or have objected to the merging), the collection of data is based on

Art. 6 para. 1 f GDPR. The legitimate interest arises from the fact that the website operator has an interest in the anonymized analysis of website visitors for advertising purposes.

Further information and the data protection provisions can be found in Google's privacy policy at: <https://www.google.com/policies/technologies/ads/>.

Google Doubleclick

We use the Doubleclick service provided by Google LLC, 1600 Amphitheatre Parkway, 94043 Mountain View, USA, to measure the effectiveness of our advertising campaigns, to limit the frequency with which you are shown a particular advertisement and to only show advertisements that are relevant to you and your interests. In particular, information about the time of your visit, the advertisements you have clicked on and your previous user behavior on third-party websites is collected and stored. This information is not passed on to third parties, but is only used for campaign management and campaign control. In addition, user profiles are created which are used for our own market research purposes - in particular on the basis of the interests identified. The information generated by the cookies is transferred by Google to a server in the USA for analysis and processed there. This data is only collected with your consent (Art. 6 para. 1 a GDPR). Further information can be found at <https://www.google.com/policies/privacy/ads/>.

Google Tag Manager

The Google Tag Manager web service from Google LLC, 1600 Amphitheatre Parkway, 94043 Mountain View, USA, is loaded on our website. We use this data to ensure the full functionality of our website. In this context, your browser may transmit personal data to Google Tag Manager. The legal basis for data processing is Art. 6 para. 1 f GDPR. The legitimate interest lies in the error-free functioning of the website. The data is deleted as soon as the purpose of its collection has been fulfilled. You can find Google's security and data protection principles at <https://policies.google.com/privacy?hl=de>.

5th Newsletter

Newsletter data

If you would like to receive the newsletter offered on the website, we require an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. No further data is collected, or only on a voluntary basis. We use this data exclusively for sending the requested information and do not pass it on to third parties.

The data entered in the newsletter registration form is processed exclusively on the basis of your consent (Art. 6 para. 1 a GDPR). You can revoke your consent to the storage of the data, the e-mail address and its use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

MailChimp

This website uses the services of MailChimp to send newsletters. The provider is Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA.

MailChimp is a service with which, among other things, the sending of newsletters can be organized and analyzed. If you enter data for the purpose of subscribing to the newsletter (e.g. e-mail address), this data is stored on MailChimp's servers in the USA.

With the help of MailChimp, we can analyze our newsletter campaigns. When you open an email sent with MailChimp, a file contained in the email (known as a web beacon) connects to MailChimp's servers in the USA. This makes it possible to determine whether a newsletter message has been opened and which links, if any, have been clicked on. Technical information is also collected (e.g. time of access, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. It is used exclusively for the statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients.

If you do not wish to be analyzed by MailChimp, you must unsubscribe from the newsletter. We provide a link for this purpose in every newsletter message. You can also unsubscribe from the newsletter directly on the website.

The data processing takes place on the basis of your consent (Art. 6 para. 1 a GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted from both our servers and MailChimp's servers after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

For more information, please refer to MailChimp's privacy policy at:
<https://mailchimp.com/legal/terms/>.

6. plugins and tools

Adobe Typekit Web Fonts

This website uses Adobe Typekit Web Fonts, which are provided by Adobe Systems Incorporated, 345 Park Avenue, San Jose, CA 95110-2704, USA, for the uniform display of fonts. When you access a page, your browser loads the required fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, your browser does not need to connect to Adobe's servers, as we have stored the fonts locally. No personal data is processed by third parties. Further information on data protection at Google can be found at:
<https://www.adobe.com/de/privacy/policies/typekit.html>.

Google Maps

This site uses the map service Google Maps via an API. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use the functions of Google Maps, it is necessary to save your IP address. This information is usually transmitted to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer.

The use of Google Maps is in the interest of an appealing presentation of our online offers and to make it easy to find the places we have indicated on the website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 f GDPR.

You can find more information on the handling of user data in Google's privacy policy: <https://www.google.de/intl/de/policies/privacy/>.

Google reCAPTCHA

We use the reCAPTCHA service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, to protect your inquiries via the contact form. The query serves to distinguish whether the input is made by a human or abusively by automated, machine processing and is based on a legitimate interest in securing the contact form (Art. 6 para. 1 f GDPR). The query includes sending the IP address and any other data required by Google for the reCAPTCHA service to Google. For this purpose, your input is transmitted to Google and used there. The IP address transmitted by your browser as part of reCaptcha will not be merged with other Google data. The deviating data protection provisions of Google apply to this data. You can find more information about Google's privacy policy at: <https://policies.google.com/privacy?hl=de>

7. social media

Facebook

When you visit our Facebook page, the company Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, collects, among other things, your IP address and other information that may be stored on your PC in the form of cookies. This information is used to provide us, as the operator of the Facebook pages, with statistical information about the use of the Facebook page. The data collected about you in this context is processed by Facebook and may be transferred to countries outside the European Union.

For more information on the purpose and scope of data collection, its processing and use, as well as your rights in this regard and settings options for protecting your privacy, please refer to Facebook's privacy policy at <http://de-de.facebook.com/about/privacy>

and https://de-de.facebook.com/full_data_use_policy

YouTube

When you visit our YouTube page, Google LLC, 1600 Amphitheatre Parkway, 94043 Mountain View, USA, collects, among other things, your IP address and other information that may be stored on your PC in the form of cookies. If you are logged in to YouTube, Google can assign this visit to our YouTube page to your YouTube account and thus link the data. For more information on the purpose and scope of data collection, its processing and use, as well as your rights in this regard and settings options to protect your privacy, please refer to Google's privacy policy at <https://www.google.de/intl/de/policies/privacy/>

Instagram

When you visit our Instagram page, a product of Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, your IP address and other information, which may be available on your PC in the form of cookies, are recorded. If you are logged in to Instagram, Instagram can assign the click on the Instagram link on our site to your Instagram account and thus link the data. For more information on the purpose and scope of data collection, its processing and use, as well as your rights in this regard and settings options for protecting your privacy, please refer to Instagram's privacy policy at <https://help.instagram.com/155833707900388>

Pinterest

We use the social network Pinterest, Pinterest, Inc, 808 Brannan Street, San Francisco, CA 94103, USA. By clicking the "Pin it" button, Pinterest receives the information that you have accessed the corresponding page of our website. If you are logged in to Pinterest, Pinterest can assign the visit to your Pinterest account. The data transmitted by clicking the "Pin it" button is stored by Pinterest in the USA. If you do not agree to this, you must log out of your Pinterest account before clicking the "Pin it" button.

The scope and purpose of the data collection and the further processing and use of the data by Pinterest as well as your corresponding rights and design rights to protect your privacy can be found in Pinterest's data protection information at: <http://pinterest.com/about/privacy/> .

If you do not want Facebook to be able to associate your visit to our pages with your Facebook user account, please log out of your Facebook user account.

Do you have any questions?

Would you like more information about data protection? Then let us know your request!

Please contact: datenschutzbeauftragter@lanagrossa.de

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