

## Privacy Notice

Here you will find out how we handle your personal data when you visit our websites. Collecting your personal data is necessary for us to be able to prepare the functions and services offered on our websites. In the following pages we will explain what data we collect about you and what rights you have concerning your data.

The following collector and person are responsible for processing personal data on our websites:

### The collector:

Ernst Böcker GmbH & Co. KG  
Ringstraße 55-57  
32427 Minden, Germany  
Tel.: (0571) 83799-0  
Fax: (0571) 83799-20  
E-Mail: info@sauerteig.de

You can contact our data protection officer at any time should you have questions about data protection:

### Data protection officer

Ernst Böcker GmbH & Co. KG  
Thomas Scheiper  
32427 Minden, Germany  
E-Mail: datenschutz@sauerteig.de

## Advertising consent

We are allowed to use your email address and address data which we receive in connection with the purchase of goods or services to advertise our own similar goods and/or services. For this purpose, you give us your explicit consent. The information is not passed on to any third parties. You may object to the use of your data at any time without incurring any costs in connection with your objection other than the transfer costs in accordance with the basic tariffs. We shall inform you each time we use your email address for this purpose again.

## Your rights

With respect to your own personal data, you have the following statutory rights against us:

1. The right to be informed.
2. You have the right to request information as to whether we process your personal data. If this is the case, then you have the right to be informed about these personal data as well as the right to further information; e.g. the purpose for which they are processed, the recipient of the data and the scheduled period of retention and /or the criteria which determine the period of retention.
3. The right to have your personal data rectified and completed.  
You have the right to request that incorrect data be rectified immediately. Taking the purpose of processing into consideration, you have the right to request that incomplete data be completed.
4. The right to information being erased (“the right to be forgotten”).  
You have the right to have your data erased if their processing is unnecessary. This is the case, for example, when your data are no longer required for their originally intended purpose; you have withdrawn your declaration of consent under data protection law or the data has been processed unlawfully.
5. The right to restricted processing of your personal data.  
You have the right to restricted processing of your data; for example, if you are of the opinion that the personal data are incorrect.
6. The right to data portability.  
You have the right to receive your personal data in a structured, common and machine-readable format.
7. The right to withdraw your declaration of consent under data protection law.  
You may withdraw your consent to the processing of your personal data at any time with future effect. The withdrawal of your consent does not affect the legality of processing which was carried out under your consent up to the date of withdrawal.

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| <ol style="list-style-type: none"><li>8. The right to object<br/>You have the right to lodge an objection at any time regarding the processing of certain of your personal data. In the case of direct advertising, you have, as the person concerned, the right, at any time, to lodge an objection against the processing of your personal data for the purpose of such advertising; that applies likewise to profiling in so far as it is connected with such direct advertising.</li></ol> |
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You may assert these rights at any time with the collector (see above) or with the data protection officer (see above).

Moreover, you may, at any time, lodge a complaint with your competent data protection supervisory authority if you think data processing does not comply with the regulations of the data protection law.

## Informational use

If you use our websites without otherwise submitting data to us (e.g. by registering or using the contact form), we shall collect technically required data which are then automatically transferred to our servers; including:

- IP address
- Date and time of enquiry
- Contents of the request
- Access status /http status code
- Browser type
- Language and version of the browser software
- Operating system

This information is required for technical reasons, to allow us to show you our websites. We also use the data to ensure the security and stability of our websites. The lawful basis for collecting this information is Art. 6 (1) (f) of the GDPR.

## Data collection, processing purpose and lawful basis

We collect your personal data when concluding our contract with you. The data include for example your first and surname, address, email address and telephone number. We use these data exclusively to meet our obligations under your contract with us. For example, we use your address in order to send you the goods you have ordered or your email address to contact you.

The lawful basis for processing your personal data is in accordance with Art. 6 (1) (b) of the GDPR contract performance. Should we have your further consent as per Art. 6 (1) (a) of the GDPR it forms an additional lawful basis.

## Data transfer to order processor

We have assistants to help us deal with the processing, especially in the IT sector. As order processors, these persons process your data for us and are legally and contractually obliged to handle the data with due care and diligence. Order processing of this kind is, for example, when we retain your data in an external computer centre. We use such service providers in the following areas:

- IT
- Tele-communication
- Sales/Marketing

## Other data transfers

We transfer personal data to external sites in order to meet our contractual and legal obligations. We are legally obliged to transfer data to government authorities such as tax offices, customs authorities, supervisory authorities and law enforcement authorities.

When transferring data to external sites in third countries i.e. outside of the EU or the EEC, we ensure that these sites handle your data with the same care and diligence as within the EU and the EEC. We transfer personal data only to third countries in which the EU Commission has confirmed they have in place an appropriate level of protection or when careful and diligent handling of the data has been ensured by means of contracting agreements or other suitable guarantees.

## Retention period

We process and retain your personal data only as long as is necessary to meet our contractual obligations with you. On cessation of our contractual obligations your data are blocked or erased.

There might also exist other legal retention obligations such as commercially-based or tax-based obligations to retain data (e. g. under the German Commercial Code or the general Fiscal Law). Where such obligations to retain data exist, we shall block or erase your data when these retention requirements cease.

## Use of cookies

We use cookies in order to facilitate and improve the use of our websites. Cookies are small text files which are stored via the web browser onto a computer when a website is accessed. They serve to identify a session, for example a permanent login on a website or the shopping cart function of an online shop.

Most web browsers accept cookies automatically. You can erase retained cookies at any time via the settings on your web browser. You can also adapt the settings on your web browser so that no cookies are stored– but that could mean that not all of the functions of our websites are available to you.

Processing is carried out on the basis of Section 15 (3) of the German Telemedia Act and Art. 6 (1) (f) of the GDPR for reasons of a legitimate interest in the above-named purposes. Your personal data which has been collected in this way is pseudonymised so that the data can no longer be traced back to you. These data are not stored together with any other of your personal data.

***You have the right to object at any time to your relevant personal data being processed on the basis of Art. 6 (1) (f) of the GDPR for reasons arising from your particular situation.***

Cookies are stored on your computer which means that you have full control over their use. By selecting the appropriate technical settings on your internet browser you can prevent cookies from being stored and the data contained therein being communicated. Cookies which have already been stored can be erased at any time. We would, however, point out that you might not be able to make full use of all of the functions of this website.

The following links tell you how to administer (and how to deactivate) cookies on most commonly used browsers:

Chrome Browser: <https://support.google.com/accounts/answer/61416?hl=de>

Internet Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Safari: <https://support.apple.com/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

## Making a job application

You can submit a job application on our website or send one by email. When you make an application, we collect and retain the data you have entered in the input mask or which you have sent us by email. We process your data only to deal with your application and are not passed on to anyone or anywhere else. The lawful basis for processing is Art. 6 (1) (b) of the GDPR. Should we not be able to offer you a post, we only retain your data for a maximum of 6 months after the end of the application process.

## Contact form

You can enter your personal data in the contact form on our websites. If you use the contact form, we collect and retain the data you have entered in the input mask (e.g. surname, first name, email address). These data are not passed on to any third parties.

In the event of consent having been given, the lawful basis for processing is Art. 6 (1) (a) of the GDPR. Should your enquiry lead to the preparation of the conclusion of a contract, Art. 6 (1) (b) it shall serve as an additional lawful basis.

We use the data exclusively to deal with, and to reply to, your enquiry.

## Newsletter

You can subscribe to a newsletter on our websites. If you subscribe to the newsletter, we collect and store the data which you have entered in the input mask (e.g. surname, first name, email address). The data are not passed on to any third parties. You can only subscribe to the Newsletter by giving your consent. The legal basis for processing is Art. 6 (1) (a) of the GDPR. We use the data exclusively for sending Newsletters.

## Registration option

You can register on our websites. If you register, we collect and retain the data you have entered in the input mask (e.g. surname, first name, email address). These data are not passed on to any third parties.

In the event of consent having been given, the lawful basis for processing is Art. 6 (1) (a) of the GDPR. If your registration serves to prepare a conclusion of a contract then Art. 6 (1) (b) shall be an additional lawful basis.

Your need to register in order to use certain contents and services on our websites and/or for the performance of a contract or for the execution of pre-contractual measures.

## Use of Google reCAPTCHA

On our website we use the Google Inc. service reCAPTCHA (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). The request serves to distinguish whether the input has been made by a person or by automatic machine processing. The request includes the dispatch of the IP address and, where required, other data needed by Google for the reCAPTCHA service to Google. For this purpose, your input is transferred to Google for further use. However, within the member states of the European Union or in other contracting states in the Agreement on the European Economic Area your IP address is first truncated by Google. Only in exceptional cases, is the complete IP address passed on to a Google server in the USA and there truncated. At the request of the operator of this website, Google uses this information to evaluate your usage of the service. The IP address transferred by your browser within the framework of reCAPTCHA is not amalgamated into other Google data. Where necessary, your data is also transmitted in the USA.

An adequacy decision of the European Commission - the "Privacy Shield" - is in place for data transfer into the USA. Google participates in the "Privacy Shield" and is subject to its specifications. By activating the request, you consent to your data being processed. Processing is done on the basis of Art. 6 (1) (a) of the GDPR with your consent. You may withdraw your consent at any time without the legality of processing carried out with your consent up to the date of withdrawal being affected. You can find more details about Google reCAPTCHA together with the accompanying privacy notice under: <https://www.google.com/privacy/ads/>

## Integration of YouTube-Videos

We have integrated YouTube-Videos into our online offer. They are stored under <http://www.YouTube.com> and can be played directly from some of our websites.

When you visit our website, YouTube receives the information that you have accessed the relevant subpage of our website. Moreover, log data are transferred depending on whether YouTube provides a user account into which you are logged or whether no user account exists. If you are logged into Google, your data are assigned directly to your account. If you do not want this assignment with your profile at YouTube, you must log out before activating the button. YouTube stores your data as usage profile and uses them for advertising, market research and/or for needs-based design of its website. Such evaluation is made especially for delivering needs-based advertising and to inform other users in the social network about your activities on our website (even for users not logged in). You are entitled to object to the formation of this user profile, whereby to exercise this right you must address YouTube.

You can find more information about the purpose and scope of data collection and their processing by YouTube in Google's Privacy Notice. You will also find further information about your rights and settings options with which to protect your private sphere: <https://www.google.de/intl/de/policies/privacy>.

Google also processes your personal data in the USA and is subject to the EU-US Privacy Shield: <https://www.privacyshield.gov/EU-US-Framework>.

Further information on Google:  
Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA

## Google Analytics

A few of our websites potentially use Google Analytics to analyse and improve its usage.

Google Analytics is a website analysis service provided by Google Inc. ("Google"). Google uses so-called "cookies", small text files which are stored on your computer and which allow you to analyse the use of the website. The information generated by the cookie about your use of the website is usually transferred to a Google server in the USA and retained there. When the IP anonymization is activated on this website your IP address, however, will be first truncated by Google within the member states of the European Union and in other contractual states under the Agreement on the European Economic Area. Only in exceptional cases, is your complete IP address transferred to a Google server and there truncated. At the request of the operator of this website Google will use this information to evaluate the use of the website, to compile reports regarding website activities and to provide other services connected with the website use and internet use for the website operator. The lawful basis for processing data using Google Analytics is Art. 6 (1) (f) of the GDPR. The IP address transferred in the framework of the Google Analytics from your browser is not amalgamated with other Google data.

You can prevent the cookies from being stored by setting your browser software appropriately; however, we would point out that in this case you may not be able to make full use of all of the functions of this website. Furthermore, you can prevent data generated by the cookie and data referring to your use of the website to Google (including your IP address) being collected and processed by Google by downloading and installing the browser plugin available under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>.

In case of deployment, we use Google Analytics with the extension “\_anonymizeIp()” to truncate IP addresses (so-called IP masking). Reference to a certain person is thus excluded. Google participates in the EU-US Privacy Shield; <https://www.privacyshield.gov/EU-US-Framework> which even in exceptional cases where Google transfers personal data to the USA provides a reasonable level of data protection.

Information on Google: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001

More detailed information about terms of use by Google:  
[www.google.com/analytics/terms/de.html](http://www.google.com/analytics/terms/de.html)

More detailed information about data protection by Google:  
[www.google.com/intl/de/analytics/privacyoverview.html](http://www.google.com/intl/de/analytics/privacyoverview.html)

## Google Maps

On some of our websites, we use the Google Maps offer in order to show you interactive maps directly on our website and to allow you to use the map function easily. By using Google Maps, data are transmitted to Google in the USA, among others your IP address.

You can prevent the transfer of data to Google by deactivating JavaScript in your browser settings. In this case, however, you cannot use Google Maps on our website.

The lawful basis for processing your data is Art. 6 (1) (f) of the GDPR. Google participates in the EU-US Privacy Shield: [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework).

Information on Google:

Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA

More detailed information to Google terms of use:  
[www.google.com/analytics/terms/de.html](http://www.google.com/analytics/terms/de.html)

More detailed information on data protection by Google:  
[www.google.com/intl/de/analytics/privacyoverview.html](http://www.google.com/intl/de/analytics/privacyoverview.html)

More detailed information of terms of use for Google Maps:  
[www.google.com/intl/de\\_US/help/terms\\_maps.html](http://www.google.com/intl/de_US/help/terms_maps.html)

## Use of Google Fonts

On some of our websites we use Google Fonts with which we can integrate certain fonts into our website. These fonts are provided by Google via servers in the USA. When our website is accessed, the visitor's web browser builds up a direct connection to these servers whereby the visitor's IP address, among other things, is transferred to Google, where it is stored. Google participates in the EU-US Privacy Shield: [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework).

Further information on Google: Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA

Further information on data protection at Google:  
<https://www.google.com/policies/privacy/>

## Use of 1&1 WebAnalytics

This website uses 1&1 WebAnalytics, a web analysis service provided by the company 1&1 AG. 1&1 WebAnalytics uses so-called "cookies", small text files which are stored on your computer and allow you to analyse website use. The information generated by the cookie about your use of the website (including IP address) is transferred to a 1&1 server and retained there.

1&1 uses this information to evaluate your use of the website, to compile reports about website activities for the website operator and to provide other services connected with website and internet use. If necessary, 1&1 will transfer these data to third parties insofar as this is legally prescribed or insofar as the third party processes these data at the request of 1&1. In no event does 1&1 relate your IP address with other data. You can prevent the installation of the cookie by setting your browser software appropriately; however, we would point out that in this case you may not possibly be able to make full use of all the functions of this website. By using this website you consent to the data collected about you being processed by 1&1 in the manner previously described and for the aforementioned purpose.

Information about 1&1: 1&1 Internet SE - Elgendorfer Str. 57 - 56410 Montabaur

Further information about data protection at 1&1:  
<https://hosting.1und1.de/terms-gtc/terms-privacy/>

## Data protection

We do everything we can to protect your data within the framework of the currently applicable data protection laws and technical means. Your personal data are transferred by us in an encoded form; regarding both your orders and your customer login. Although we use the Secure Socket Layer (SSL) coding system, we must point out that there may be vulnerabilities when data are transferred in the Internet (e.g. when communicating by email). It is not possible to ensure complete protection from access by third parties. In order to protect your data, we operate technical and organisational measures in accordance with Art. 32 of the GDPR which are constantly being brought up to state-of-the-art. Neither can we guarantee that our offer is available at a certain times; disruptions, interruptions and malfunctions cannot be ruled out. The servers we operate are regularly and diligently secured.

## Miscellaneous

We reserve the right to amend, rectify or supplement the contents of this Privacy Notice at any time. You will find the respective current version under:  
<https://sauerteig.de/images/AGB/DataProtection.pdf>

Amended last: May 2018