

## **Privacy Policy**

The protection of your personal data is of particular concern to us. We therefore process your data exclusively on the basis of the statutory provisions (GDPR, TKG 2003). In this data protection information, we inform you about the most important aspects of data processing on our website.

### **Contact with us**

If you contact us using the form on the website or by email, the data you provide will be stored by us for six months for the purpose of processing the inquiry and in the event of follow-up questions. We will not pass on this data without your consent.

### **Data Storage**

We would like to point out that for the purpose of simplifying the shopping process and for subsequent contract processing, the webshop operator stores the IP data of the connection owner as part of cookies, as well as the name, address, credit card number, bank details and Paypal of the buyer.

In addition, the following data is also stored by us for the purpose of processing the contract: telephone number, e-mail address and other data provided voluntarily. The data provided by you is required to fulfill the contract or to carry out pre-contractual measures. We cannot conclude the contract with you without this data. Data will not be transferred to third parties, with the exception of the transfer of credit card data to the processing bank/payment service provider for the purpose of debiting the purchase price, to the transport company/shipping company commissioned by us to deliver the goods and to our tax advisor to fulfill our tax obligations.

After the purchase process has been canceled, the data stored by us will be deleted. If a contract is concluded, all data from the contractual relationship will be stored until the expiry of the tax retention period (7 years). The data name, address, purchased goods and date of purchase are also stored until the expiry of product liability (10 years). Data processing is carried out on the basis of the legal provisions of § 96 para. 3 TKG and Art. 6 para. 1 lit a (consent) and/or lit b (necessary for contract fulfillment) of the GDPR.

### **Cookies**

Our website uses so-called cookies. These are small text files that are stored on your end device with the help of the browser. They do not cause any damage.

We use cookies to make our website more user-friendly. Some cookies remain stored on your device until you delete them. They enable us to recognize your browser on your next visit.

If you do not want this, you can set up your browser so that it informs you about the setting of cookies and you only allow this in individual cases.

If you deactivate cookies, the functionality of our website may be restricted.

### **Web-Analysis**

Our website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Cookies are used for this purpose, which enable your use of the website to be analyzed. The information generated in this way is transferred to the provider's server and stored there.

You can prevent this by setting up your browser so that no cookies are stored.

We have concluded a corresponding contract with the provider for order data processing.

Your IP address is recorded, but immediately pseudonymized by deleting the last 8 bits. This means that only a rough localization is possible.

The relationship with the web analytics provider is based on an adequacy decision of the European Commission with the USA: "Privacy Shield."

Data processing is carried out on the basis of the legal provisions of § 96 para. 3 TKG and Art. 6 para. 1 lit a (consent) and/or f (legitimate interest) of the GDPR.

Our concern within the meaning of the GDPR (legitimate interest) is the improvement of our offer and our website. As the privacy of our users is important to us, the user data is pseudonymized.

The user data is stored for a period of 26 months.

### **Newsletter**

You have the option of subscribing to our newsletter via our website. To do this, we need your e-mail address and your declaration that you agree to receive the newsletter.

In order to provide you with targeted information, we also collect and process voluntary information on areas of interest, date of birth, zip code, etc.

As soon as you have registered for the newsletter, we will send you a confirmation e-mail with a link to confirm your registration.

You can cancel your subscription to the newsletter at any time. You can either click directly on the "Unsubscribe" button in the newsletter e-mail or send your cancellation to the following e-mail address: [JenLeifire@noveltyodreams.com](mailto:JenLeifire@noveltyodreams.com). We will then immediately delete your data in connection with the newsletter mailing. This withdrawal does not affect the lawfulness of processing based on consent before its withdrawal.

### **Your Rights**

In principle, you have the right to information, correction, deletion, restriction, data portability, revocation and objection regarding your data stored by us. If you believe that the processing of your data violates data protection law or your data protection claims have otherwise been violated in any way, you can complain to us at [JenLeifire@noveltyodreams.com](mailto:JenLeifire@noveltyodreams.com) or the data protection authority.

You can reach us using the following contact details:

Novelty o' Dreams

Phone: +436507738766

Email: [JenLeifire@noveltyodreams.com](mailto:JenLeifire@noveltyodreams.com)