

SVB Privacy Statement

This Privacy Statement has been amended with effect from May 22, 2023.

In order to offer our services to you, we require certain information. As an example, you have to open an account with us to order our goods. **Your privacy is extremely important to us**, which is why we believe that you should always know what type of information we require from you for placing orders and receiving our newsletter or yearly SVB catalogue. We want you to know why we collect your information and how we use this information. You should know that you have effective control of both and can exercise your rights whenever you wish to do so. That is the purpose of this privacy statement.

You can trust us in keeping your information safe. Our team and our data protection officer will protect your privacy and your rights through the use of the data protection laws, in particular the European General Data Protection Regulation (GDPR) gone into effect on 25 May 2018 and the Federal Data Protection Act (new BDSG). Our privacy statement can be found in our online shop under the tab "privacy policy" on the bottom of each page and can be printed for your records. Our IT systems are protected by means of technical and organizational measures against unauthorised access, modification or distribution of your data, as well as against loss or destruction.

Name and Contact Details of the Responsible Party

The following party is responsible for SVB customer data.

SVB-Spezialversand für Yacht- und Bootszubehör GmbH

- Thomas Stamann (General Manager) -

Gelsenkirchener Str. 25 -27

28199 Bremen

Germany

Ph.: +49 421 57 29 0 550

E-Mail: info@svb.de

Contact Details of the Data Protection Officer:

If you have any questions about how we protect your privacy or general enquiries on privacy policies, or would like SVB to discontinue using your information, you can contact our data protection officer below with your specific questions and concerns:

E-Mail: privacy@svb.de / Tel.: +49 421 57 29 0 550

We can assure you that the topics and contents of such enquiries are strictly confidential.

Legal Basis

Processing of information is done in accordance with the European General Data Protection Regulation (GDPR) and the Federal Data Protection Act (new BDSG). In the section "What Does SVB Use my Data For", we explain not only the reason for use but also the legal basis on which we process data for each purpose. Depending on the legal basis on which we process your data, you may be entitled to special data protection rights in addition to your existing data protection rights such as the right to information. For example, in some cases you have the right to object to the processing of your data.

What data is collected and processed by SVB?

Our privacy promise: we collect your data in the customer management system of SVB Spezialversand für Yacht- und Bootszubehör GmbH **only for fulfilment of your enquiries, fulfilment and processing of the sales contracts between you and us and for SVB's own informational and advertising purposes or offers that are within the water sports industry, such as an annual appeal for donations for the DGzRS (German Maritime Search and Rescue Service) or information on new boats from various boat manufacturers / shipyards, boat insurance topics, harbour info, etc.** Employees of the SVB online shop and customer service team have access to the data stored in our customer management system. The SVB customer management system is based on the legitimate interests of SVB Spezialversand für Yacht- und Bootszubehör GmbH and facilitates compliance with the privacy laws regarding data accuracy and data portability. Your interests and fundamental rights were adequately accounted for. You are not required to share personal data with us and can, for example, choose to modify your cookie settings. Please note, however, that you might not be able to order from our online shop or might not experience the best-possible customer experience if you decide not to share your information with us. Nevertheless, the user is at liberty to choose and decide what he or she is willing to share with us.

Below you will find more details regarding the type of **information we use and how we use it**:

1. Contact Data / Profile Data & Messages

Profile and contact data refer to personal and demographic information about you (so-called master data) and your individual interests, which you communicate to us when registering your customer account or when you contact us by telephone or e-mail. This includes, for example, the following data:

Name, gender, address, date of birth, telephone no. email address and fax number

Profile data may also include other information about you and your interests. This information can already be collected during registration (e.g. sailboat or motorboat) or can be added later. This is the case, for example, if you subsequently add voluntary information to your profile.

Mandatory information is usually your name, e-mail address and a user-defined password. Your e-mail address and password will later form your login data.

When you communicate with us or other users about products (e.g., product reviews) and other topics by phone, email, social media, contact forms, or otherwise, we collect the content of your communications. You can use the "Customers ask Customers and Brand Experts" function to ask your product questions to other customers or the brand itself. We forward the information contained in your question to other customers so that they can answer your question and thus help you - but not your personal data.

2. Order Data

When you place an order with SVB or make a purchase on site, we collect your purchasing data. Purchasing data may include the following information, depending on the type of sale and transaction status:

Customer number, order number, details of products purchased, payment method details, delivery and billing addresses, notices and communications relating to purchases (e.g. disclaimers, complaints or messages to customer service), delivery and payment status, e.g. " Completed " or " Sent ".

3. Usage Data

When you access and use our website, we collect the personal data that your browser automatically transmits to our server. This information is temporarily stored in a so-called log file. When you use our website, we collect the following data, which is a technical requirement for us to display our website to you and to ensure stability and security:

- IP address of the computer you are using
- Date and time of access
- Name and URL of the retrieved file
- Website from which access is made (referrer URL)
- Browser used and, if applicable, the operating system of your computer, as well as the name of your internet access provider.

4. Computer and Access Data (Cookies, IP Addresses*, Profiling Data)

When using online and mobile services, it is necessary for technical data to be generated and processed in order to provide and display the functions and content

offered on your device. We collectively refer to this information as "computer and access data". Computer and access data is generated each time you use an online and mobile service. It does not matter who the provider is. Device and access data can therefore be created, for example, when you use:

Websites, apps, social media fan pages, e-mail newsletters, location-based services.

SVB collects computer data and access data from online and mobile services offered by SVB itself, i.e. our online shop. SVB may also collect computer and access data from online and mobile services provided by other companies that are social media or advertising partners of SVB or participate in the same online advertising networks, such as Google's advertising network.

Device and access data includes the following categories:

- General information about the device: Information about the type of device, the version of the operating system, configuration settings (e.g. language settings) and information about the Internet connection (e.g. name of the mobile network).
- Identifying Data (IDs), such as session IDs, cookie IDs, unique device IDs (e.g., Google Advertising ID), third-party account IDs (if you use social plug-ins or social logins or pay via PayPal), and other popular Internet technologies to identify your web browser, device, or specific app installation.
- Each time you access our servers and databases, device and access data is recorded in so-called server log files. The IP address contained therein is briefly made anonymous at the end of the respective session as soon as storage is no longer necessary to maintain the functionality of the respective website. Access data is automatically transmitted each time a web server and databases of apps and web browsers are accessed online (as part of so-called HTTP requests). This involves standardised information about the requested content (such as the name and file type of a file accessed) and other information about server access (such as the amount of data transmitted and error codes), about your device (e.g. device type, operating system, software versions, device IDs, IP address, the page previously visited and the time of access).

5. Payment and credit rating details:

We support the most common payment methods in online trading - for example prepayment, credit card, PayPal or invoice payment. In order to process your payment for the ordered goods and to fulfil the sales contract, we require your payment details. Payment details are, for example: IBAN and BIC, billing addresses, Paypal ID and preferred payment methods.

Credit rating data consists of our own records of your previous payment history to SVB and which we obtain from external credit agencies (e.g. Schufa) about you.

Credit rating data provides information on the estimated financial viability and ability of a person to fulfil their obligations. This helps companies to avoid payment defaults that arise when customers are unable to meet their financial obligations or are unable to do so on time. Taking credit data into account when selecting payment methods prevents SVB from offering customers payment methods and conditions such as invoice payment that they cannot themselves satisfy. Credit rating data is usually determined by credit bureaus. The credit bureaus then calculate a score value from the various data, which takes into account existing payment commitments and any previous payment defaults. Score values are statistics-based estimates of the future risk of a person defaulting on a payment and are presented as a numerical value, as a percentage. We have only limited influence on the data processing of external credit agencies (e.g. if we provide credit agencies with information on outstanding payment obligations).

Please be aware that your credit card details that you have entered in the SVB online shop are neither collected nor processed in computer systems of SVB GmbH. Credit card details are not stored on storage mediums of SVB GmbH. Processing payments is solely done on EDV systems and in the technical and legal responsibility of our respective payment service providers. We use the following payment service providers for credit card transactions and immediate transfers:

EVO Payments International GmbH

Elsa-Brändström-Straße 10-12,
50668 Cologne, Germany

For payments via "Paypal" we use the service provider: **PayPal (Europe) S.à r.l. et Cie, S.C.A**

22-24 Boulevard Royal
L-2449 Luxembourg

For payments via "Amazon pay" we use the service provider:

Amazon Payments Europe S.C.A.
Rue Plaetis
L-2338 Luxembourg

We only use payment service providers that are validated according to PCI DSS* and thus fulfil the most stringent requirements for secure handling and storing of credit card details.

*[PCI DSS is the abbreviation for "Payment Card Industry Data Security Standard" and is based on the security programs Visa AIS (Account Information Security) and MasterCard SDP (Site Data Protection)].

6. Location data

We also collect location data derived from the IP address of your device (to city level). An anonymous IP address shortened to three digits is used for this purpose. This IP address can thus no longer be used to identify your Internet connection or device. Each device connected to the Internet must be assigned a multi-digit, unique

number. This is called an IP address. This process (known as geolocalisation) is used by us and most other online shops, for example to detect fraudulent orders.

7. Interests data

When you interact with our website, we collect information that tells us what content, topics, products, product types or brands you are interested in. For example, we may use purchase data, wish list content and your age (provided such information is available to us) and comparisons with users with similar characteristics to determine which product categories you are interested in. This allows us to show you the products that are most likely to be relevant to you first the next time you search.

For this purpose, we also receive information and statistics from our external advertising partners on demographics (such as age, gender, region), device and access data as well as the interests of our users. We ensure that our advertising partners (e.g. Google) only provide SVB with aggregated, encrypted or anonymous data, so that we cannot assign the data to a specific person, in particular a specific user. This information can help us to better understand our users, for example in the context of customer structure analyses and user segmentation.

8. Photos, name of your boat and other information from your Skipper Profile

In your My SVB account, under "Skipper Profile", you can share photos and other personal content with us or other users in order to communicate with us or other users or to personalise services (e.g. by uploading a profile picture).

9. Social Network Data - "Social Plugins"

Our website uses social plugins from social networks such as Youtube, Vimeo, Facebook, Twitter and Pinterest. By means of these plugins, you can for example share content or recommend products. The plugins on SVB.de are by default deactivated and thus do not send any data. By clicking on the button "activate Social Media" you can activate the plugins. The plugins can of course be deactivated again by simply clicking a button. If these plugins are activated, your browser establishes a direct connection with the server of the respective social network as soon as you visit a page on our website. The content of the plugin is directly transferred by the social network to your browser and then embedded into the website. Once the plugins are embedded, the social network is notified when you visit a page on our website. If you are logged into the social network, the same can assign your visit to your account. If you interact with the plugins, for example click on the Facebook "Like" button or comment on something, the relevant information is directly transferred from your browser to the social network and stored there.

Please consult the privacy statements of the respective social networks and websites regarding purpose and extent of data collection, further processing and use of the data by social networks as well as your rights and configuration options in order to protect your privacy. The links can be found below.

Even if you are not logged into social networks, websites with active social plugins may send data to the networks. If a plugin is active, a cookie with an identifier is placed whenever the website is accessed. Since your browser sends this cookie every time a connection with a network server is established, the network could basically create a profile with this information, which websites were accessed by the users of that identifier. It would then be possible later on to assign this identifier to a person when that person, for example, signed into the social network. If you do not wish that social networks collect your information via active plugins, you can select the function “Block Third Party Cookies” in your browser settings. As a result, the browser does not send cookies to the server for embedded content of other providers. However, disabling this function might in addition to the plugins also negatively affect other functions.

Our website uses plugins from the following social networks:

YOUTUBE & VIMEO – for embedding product and informational videos

In order to provide you with helpful product and informational videos on our website, we use the services of YouTube (YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA) – represented by Google (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) and VIMEO (Vimeo, Inc. 555 West 18th Street, New York, New York 10011) for embedding videos. These videos are embedded in extended data protection mode. Simply visiting a website with an embedded video does not result in data being stored by Youtube and/or VIMEO. If you click on the video and watch it, your IP address is submitted to YouTube and/or VIMEO and YouTube/Vimeo are notified that you have watched the video. If you are logged into YouTube/Vimeo, this information will also be stored in your user account (you can prevent this by logging out of YouTube prior to watching videos).

We do not know and have no influence at all on how YouTube collects and uses your information. More detailed information can be found in the privacy statement of YouTube at <https://www.google.de/intl/de/policies/privacy/> and the privacy statement of Vimeo at <https://vimeo.com/privacy>. Moreover, reference is made to our general explanation regarding the use and the deactivation of cookies in this privacy statement.

FACEBOOK

We use plugins of the social network facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (“Facebook”). The link for the privacy statement of Facebook can be found here: <https://www.facebook.com/policy.php>

Furthermore, we utilise the Facebook Conversion Pixel. With your permission, we use so-called “Conversion Pixels” of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (short “Facebook”). With this tool, the user behaviour with regard to our offer can be comprehended after a user has clicked on an ad on Facebook. This serves the function to measure the success of the ads and to evaluate them for statistical as well marketing purposes and potentially optimize future ads. The information collected by us is generally not personal, but rather

anonymous – that means we cannot assign this information to a specific person. However, Facebook stores and processes the information, which, based on our knowledge, is done as follows: Accordingly, Facebook can establish a link to the respective user profiles. Facebook can also use this information for its own advertising purposes, according to the privacy policy of Facebook (found here <https://www.facebook.com/policy>). By using this data, Facebook and its partners can place advertisements on and outside of Facebook and, where necessary, cookies will be stored on the computers of users for this purpose. You need to agree as follows to the above procedure:

Declaration of consent

"I agree to the use of Facebook Conversion Pixels." If you are younger than 13, please ask your legal guardian for permission.

I may revoke this consent at any time with future effect by deactivating the cookies in my browser settings.

TWITTER

We use plugins of the social network Twitter, which is operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA ("Twitter"). The link for Twitter's privacy statement can be found here: <https://twitter.com/de/privacy>

PINTEREST

We use plugins of the social network Pinterest, which is operated by Pinterest Inc., 635 High Street, Palo Alto, CA, USA ("Pinterest"). The link for the privacy statement of Pinterest can be found here: <https://policy.pinterest.com/de/privacy-policy>

We store and process this information (with the exception of the IP address*) in the central SVB customer management system of SVB GmbH for fulfilling and processing the contract as well as for our own advertising purposes. For finalising the contract and to identify you, we at least need a last name, first name and your address. For purchases in the online store, we also need your email address to send an order confirmation and for delivery also your delivery address and phone number. Without this information, we cannot fulfil the respective contract.

*The IP address is only used, if so required for safeguarding the legitimate interests of the responsible party or a third party, as long as the interests or basic rights and freedoms of the affected person that requires protection of personal information do not outweigh these (e.g. for pursuing legal claims and for clarification of crimes).

What does SVB use my data for and on what legal basis?

SVB processes your data in compliance with all applicable data protection laws. In doing so, we naturally observe the requirements of data protection law for the processing of personal

data. We therefore only process your data for the purposes explained to you in this data protection declaration or as specified when the data was collected. These are primarily for the processing of purchases and the provision, personalisation and further development as well as the security of our services. In this chapter we also provide information on the legal basis on which we process data for individual purposes. Depending on the legal basis on which we process your data, you may be entitled to special data protection rights in addition to your existing data protection rights such as the right to information. For example, in some cases you have the right to object to the processing of your data.

1. In order to process your payment for the ordered goods and to fulfil the sales contract.

Name, gender, address, date of birth, e-mail address and telephone number:

- So that we can complete an effective sales contract with you.
- **For your order to be delivered to you: we use your personal information in order to deliver your purchases to your specified delivery address.** This is an essential part of your order with us and is required to perform our contract with you.
- So we can mail a copy of our **SVB catalogue per postal service** following your specific enquiry.
- To be able to process returns and warranty claims.
- The provision, personalisation and tailoring of our service to suit your needs
- To ensure the overall security, operability and stability of our services, including protection against attacks.
- **Mailing of the contract outline in the form of an order summary and a 2nd confirmation of the order.** This contract will be saved in our records.
- Sending of a dispatch tracking by e-mail, so that you are always up to date about the status of your order and know where it is at any given time. By confirming the data protection declaration in our online shop or by giving your e-mail address by telephone, you consent to the forwarding of your e-mail address to the parcel service for shipment tracking. Your e-mail address will be used by the postal service providers to offer you tracking of your order and to keep you informed about the whereabouts of your ordered goods and the exact hour of delivery.
- To send you offers by e-mail or fax that you have requested from us.
- The provision of news, announcements, newsletters and other direct communication, insofar as this is an integral part of our contractual services or the services you have requested.
- Non-promotional communication with you regarding technical, security and contractual matters (e.g. fraud warnings, account blocking or contract amendments).
- To send an annual appeal for funds.

2.

Legal bases:

Where the purpose is the execution of a contract agreed with you or the provision of a service requested by you, the legal basis is Article 6 paragraph 1 letter b DSGVO. Otherwise, the legal basis is Article 6 (1) (f) DSGVO, whereby our legal interests lie in the above-mentioned purposes.

3. To personalise your shopping experience

We process your data to provide useful and handy services that best meet your needs and interests. As the SVB Shop offers thousands of products and hundreds of brands, it is essential that we present our content and offers in a way that meets your needs so that you can find the products you are really interested in. This requires a user-specific assessment of the relevance of products and content.

To personalise shopping at the SVB Shop, we use computer and access data, which we collect for purposes of user analysis. We also use device and access data that we receive from advertising partners when you visit the SVB Shop. If you are logged into your customer account during your visit to the SVB Shop, we also use profile data, interest data and purchase data for shopping personalisation. We refer to this form of shopping personalisation as onsite optimisation. Only with such shopping personalisation can we present you with appropriate search results, product suggestions, style recommendations and other content that corresponds to your actual interests. Without such shopping personalisation, which many online shops carry out as standard today, searching for products relevant to you would be less user-friendly, more tedious and you would not benefit as much from our offer. Of course, you can still access all content regardless of shopping personalisation. With shopping personalization, however, you will see the content that is more relevant to you sooner.

Our customers are also able to request product customisation by submitting image files via an upload function on our website. The submitted image motif is used as a template for the personalisation of the selected product.

One or more image files can be uploaded directly from the memory of an end device via automated, encrypted data transmission using the upload form on the website. We then collect, store and use the data supplied exclusively in the processing of your individual product in accordance with the respective service description on our website. The data is not shared with third parties. Should the supplied data files or digital motifs contain personal data (in particular images of identifiable persons), all of the aforementioned processing operations will be carried out exclusively for the purpose of fulfilling your online order.

You can also upload pictures of products via our rating tool.

By uploading content such as images and photographs to our website, you grant us a non-exclusive, worldwide, royalty-free, irrevocable, sub-licensable and perpetual licence to use, display, edit, modify, reproduce, distribute and store such content and to create derivative work from it. You agree not to assert any moral rights or privacy rights against us for the use of your content. We survey, process and use personal data of the client only to the extent necessary for performance of the offered service.

Legal bases:

The legal basis for the processing of your data for shopping personalisation within the context of personalised services is Article 6 paragraph 1 letter b DSGVO. The legal basis for the processing of your data in the context of onsite optimisation is Article 6 paragraph 1 letter f DSGVO, whereby our legitimate interests lie in the above-mentioned purposes.

4. Fraud prevention and credit assessment

Fraud prevention

In order to counteract the risk of data security breaches, the data of the users of our services is transmitted in encrypted form. This applies both to the order and registration through the customer account. We use SSL (Secure Socket Layer) encryption for this purpose. As a result of the encryption, data cannot be viewed by third parties. In order to protect ourselves further against external attacks, we make use of special security technologies that continuously monitor our systems and immediately detect and display any anomalies. In addition, we protect our systems against loss, destruction, unauthorised access, alteration or distribution of customer data by unauthorised persons through technical and organisational measures. In this way, we aim to keep the risk of unauthorised access as low as possible, since the protection of your data is our top priority. Nevertheless, as with other companies, we cannot guarantee total protection.

Information which you share with us when setting up an SVB skipper profile (nickname, first name, boat information, photos, sailing experience, training, specialty)

You have the opportunity to create a skipper profile on our website. You can decide whether you want your profile to be publicly visible or not (My SVB > My SVB Skipper Profile). For example, you can show other users which boat you own and how much sailing experience you have in a public profile. You can also share photos here as well. The user profile's main purpose is to connect boating enthusiasts with each other in order to be able to answer and ask product questions. Other customers can see which questions you have already answered in your profile. We use this information to enhance your shopping experience and to give you personalized product recommendations. Please keep in mind that you are responsible for the information which you provide on our website and share with others. Please think carefully about what you make public, especially if it is confidential information. You can deactivate your public profile at any time.

Credit check

We might check your credit in order to allow for immediate delivery of ordered products prior to payment. The outcome of the automated credit check can result in the inability to choose certain types of payment (e.g. purchase on account). We submit your name, address and your date of birth to the service provider below, who will supply us with credit-relevant information regarding your payment history and an evaluation of the risk of non-payment based on mathematical-statistical methods

using address data (scoring) as well as data for verification of your address (verification of postal deliverability):

SCHUFA
65203 Wiesbaden
and/or
CEG Creditreform Consumer GmbH
Hellersbergstr.11
41460 Neuss

Legal bases:

The legal basis for the credit assessment described above is Article 6(1)(b) DSGVO, as it is necessary for the implementation of necessary pre-contractual measures. In addition, this processing of your data is based on Article 6 paragraph 1 letter f DSGVO, based on our and other users' legitimate interest in avoiding payment defaults, detecting and preventing fraud and investigating criminal offences.

5. **Sending email newsletters for advertising purposes** with details regarding new products at SVB and services if you agree to this – based on a separate agreement, a double opt-in method. We use the services of the company SendGrid (SendGrid Inc. 1801 California, Street, Suite 500, Denver, Colorado 80202, USA) for sending newsletters and informative emails.

At SVB GmbH, we use your information solely for our own advertising purposes. We would like to keep you informed regarding new products, our services as well as interesting events. Therefore, we also use your information for recommending certain products, services and events beyond your purchases that could be of interest to you. Evaluating the purchase history and sending relevant advertising by mail or email to existing customers only takes place in consideration of your legitimate rights and only for products and services of SVB GmbH. Contacting you via email is only done with your permission, which you can revoke at any time:

Email: privacy@svb.de / Ph.: 0421-57290550

Note: Further information regarding your rights is provided in the section “Your Rights as an Affected Person”.

6. **Your shopping cart / SVB wish list and advertisements for products that could be of interest to you through the use of cookies.**

In order to facilitate the use of our website and to personalise your shopping experience, we use “cookies”. Cookies are small text files that your browser can store on the hard drive of your computer and that are helpful when using our website. We use cookies in order to better understand how our website is used and to enable easier navigation. Furthermore, cookies allow us to detect whether you have previously visited our website or are a new visitor. The cookies that we use do not store your personal information. If you do not wish to receive cookies, you may change the settings of your web browser accordingly.

The cookies used by our websites may originate from SVB or advertising partners. If you only want to accept SVB cookies, but not the cookies of our advertisers, you can set your browser to do so (e.g. "Block third-party cookies"). In general, the Help function in the menu bar of your web browser will tell you how to block new cookies and how to turn off cookies you have already received. We recommend that you completely log out of shared computers that are set to accept cookies and flash cookies after you have finished using our websites.

We use three categories of cookies for our services:

Necessary cookies: These cookies are required for the optimal navigation and operation of the website. For example, these cookies are used with the shopping basket function so that the goods remain stored in your shopping basket while you continue shopping. Necessary cookies are also used to save certain entries and settings that you have made so that they do not have to be repeated every time and to tailor SVB content to your individual interests. The website cannot be used without cookies, or only to a limited extent.

Statistics cookies: These cookies record device and access data in order to analyse the use of our websites, such as which areas of the website are used and how they are used (so-called surfing behaviour), the speed at which content is loaded and whether errors occur. These cookies contain only anonymous or pseudonymous information and are used to improve our website only, as well as to find out what interests our users have, and to measure how effective our advertising is. Statistics cookies can be blocked without affecting the navigation and operation of the website.

Marketing cookies ("tracking cookies"): These cookies contain identifiers and collect device and access information in order to personalise our site's advertisements to match your individual interests. Our advertising partners operating online advertising networks also collect device and access data on our websites. This allows us to display personalised advertisements that match your interests (retargeting) on other websites and in apps from other vendors. Marketing cookies can be blocked without affecting the navigation and operation of the website. In this case, however, shopping personalisation may not be possible.

7. Google Remarketing

While you are surfing the web, SVB's advertisements are displayed by means of Google remarketing in order to show you our new and familiar products.

We utilise the remarketing technology of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). Once you have visited our webpages and online services and have expressed your interest in our products, this technology may generate targeted ads while you are surfing Google partner sites. Display of these ads also takes place by means of cookies. These are small text files that are

stored on the user's hard drive. With these text files, the user behaviour can be analysed when a website is visited and subsequently that information is used for targeted product recommendations and interest-based advertising.

If you would like to opt out of receiving interest-based ads, you may deactivate the use of cookies through Google for these purposes by visiting the website <https://www.google.de/settings/ads/onweb>.

8. Google Analytics

To constantly improve our website and your shopping experience.

Our website uses Google Analytics, a web analysis service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). These services are used on the basis of Article 6, Paragraph 1 p. 1 lit. f. GDPR. Google Analytics uses cookies, which are text files that are placed on your computer, to help the website analyse how visitors use the site. The information generated by the cookie about your use of the website, such as browser type/version, operating system, referrer URL (website previously visited), hostname of the computer (IP address) and time of server request will be transmitted to and stored by Google on servers in the United States. Google will not associate your IP address with any other data held by Google. We would like to point out that this website uses Google Analytics with the "anonymizeIP" code. This results in the masking of your IP address, ensuring that all data is collected anonymously. On rare occasions, the full IP address is transferred to a Google Server in the USA, where it is shortened.

Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. 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 all the functions of this website.

You may also prevent collection of your data with regard to your use of the website (incl. your IP address) that was generated by the cookie through Google and their processing of said data by downloading and installing a browser plugin from the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>. As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent Google Analytics from collecting data by clicking on this link. An opt-out cookie is then placed that prevents future collection of your information when visiting this website. The opt-out cookie only works with that particular browser and only with our website and is stored on your device. If you delete the cookies in this browser, you have to place the opt-out cookie once again. [Note: More information on embedding the opt-out cookie can be found here: <https://developers.google.com/analytics/devguides/collection/gajs/?hl=de#disable>]

We further use Google Analytics to evaluate data from double-click cookies and AdWords for statistical purposes. If you would like to prevent this, you can deactivate it via the Ads settings (<https://adssettings.google.com/authenticated>).

9. Matomo

We utilise Matomo to continuously improve the user-friendliness of our website and to ensure we are able to provide the best user experience to our customers.

This website uses Matomo (InnoCraft, 7 Waterloo Quay PO625, 6140, in Wellington, New Zealand). The use is carried out on the basis of consent in accordance with Art. 6 (1) of the GDPR framework, in particular the letters a), b) and f), the general principles in Art. 5 (1) of the GDPR, as well as the specific requirements as stated in Art. 25 (2) of the GDPR. Matomo stores data in Europe and uses so-called "cookies", text files that are stored on your end device and enable us to analyse the use of our website and recurring visits.

The information generated by the cookie about your use of the website such as: anonymised host name of the accessing computer (masked IP address, the last 2 bytes are removed), date and time of the request, optional user ID, title of the page accessed (page title), URL of the page accessed (page URL), page accessed before the current page (referrer URL), screen resolution used, time zone of the local user, files clicked and downloaded (download), links clicked to external domains (outlink), page speeds (time needed by the web server to generate the pages and then downloaded by the user), pseudo-anonymised location of the user: Country, region, city, approximate latitude and longitude (low accuracy geolocation), main language of the browser used (Accept-Language header), user agent of the browser used (User-Agent header) and are transmitted to and stored on a Matomo server within Europe in Germany and Ireland.

In addition, this website uses the Matomo functions Heatmap and Session Recording. Matomo Heatmap provides information about scroll activities, mouse movements and click numbers. Matomo Session Recording documents user sessions individually. SVB can then replay a recorded session and thus evaluate the use of the website. No data entered in forms is recorded and entered data is not visible at any time.

Additional information regarding privacy in connection with Google Analytics can be found in the support section of Google Analytics (<https://support.google.com/analytics/answer/6004245?hl=de>).

10. Social Networks – Social Plugins

Our website uses social plugins from social networks such as Youtube, Vimeo, Facebook, Twitter and Pinterest. By means of these plugins, you can for example share content or recommend products. The plugins on SVB.de are by default deactivated and thus do not send any data. By clicking on the button "activate Social Media" you can activate the plugins. The plugins can of course be deactivated again by simply clicking a button.

If these plugins are activated, your browser establishes a direct connection with the server of the respective social network as soon as you visit a page on our website. The content of the plugin is directly transferred by the social network to your browser

and then embedded into the website. Once the plugins are embedded, the social network is notified when you visit a page on our website. If you are logged into the social network, the same can assign your visit to your account. If you interact with the plugins, for example click on the Facebook “Like” button or comment on something, the relevant information is directly transferred from your browser to the social network and stored there.

Please consult the privacy statements of the respective social networks and websites regarding purpose and extent of data collection, further processing and use of the data by social networks as well as your rights and configuration options in order to protect your privacy. The links can be found below.

Even if you are not logged into social networks, websites with active social plugins may send data to the networks. If a plugin is active, a cookie with an identifier is placed whenever the website is accessed. Since your browser sends this cookie every time a connection with a network server is established, the network could basically create a profile with this information, which websites were accessed by the users of that identifier. It would then be possible later on to assign this identifier to a person when that person, for example, signed into the social network. If you do not wish that social networks collect your information via active plugins, you can select the function “Block Third Party Cookies” in your browser settings. As a result, the browser does not send cookies to the server for embedded content of other providers. However, disabling this function might in addition to the plugins also negatively affect other functions.

Our website uses plugins from the following social networks:

YOUTUBE & VIMEO – for embedding product and informational videos

In order to provide you with helpful product and informational videos on our website, we use the services of YouTube (YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA) – represented by Google (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) and VIMEO (Vimeo, Inc. 555 West 18th Street, New York, New York 10011) for embedding videos. These videos are embedded in extended data protection mode. Simply visiting a website with an embedded video does not result in data being stored by Youtube and/or VIMEO. If you click on the video and watch it, your IP address is submitted to YouTube and/or VIMEO and YouTube/Vimeo are notified that you have watched the video. If you are logged into YouTube/Vimeo, this information will also be stored in your user account (you can prevent this by logging out of YouTube prior to watching videos).

We do not know and have no influence at all on how YouTube collects and uses your information. More detailed information can be found in the privacy statement of YouTube at www.google.de/intl/de/policies/privacy/ and the privacy statement of Vimeo at <https://vimeo.com/privacy>. Moreover, reference is made to our general explanation regarding the use and the deactivation of cookies in this privacy statement.

FACEBOOK

We use plugins of the social network facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The link for the privacy statement of Facebook can be found here: <https://www.facebook.com/policy.php>

Furthermore, we utilise the Facebook Conversion Pixel. With your permission, we use so-called "Conversion Pixels" of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (short "Facebook"). With this tool, the user behaviour with regard to our offer can be comprehended after a user has clicked on an ad on Facebook. This serves the function to measure the success of the ads and to evaluate them for statistical as well marketing purposes and potentially optimize future ads. The information collected by us is generally not personal, but rather anonymous – that means we cannot assign this information to a specific person. However, Facebook stores and processes the information, which, based on our knowledge, is done as follows: Accordingly, Facebook can establish a link to the respective user profiles. Facebook can also use this information for its own advertising purposes, according to the privacy policy of Facebook (found here <https://www.facebook.com/policy.php>). By using this data, Facebook and its partners can place advertisements on and outside of Facebook and, where necessary, cookies will be stored on the computers of users for this purpose. You need to agree as follows to the above procedure:

Declaration of consent

"I agree to the use of Facebook Conversion Pixels." If you are younger than 13, please ask your legal guardian for permission.

I may revoke this consent at any time with future effect by deactivating the cookies in my browser settings.

TWITTER

We use plugins of the social network Twitter, which is operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA ("Twitter"). The link for Twitter's privacy statement can be found here: <https://twitter.com/de/privacy>

PINTEREST

We use plugins of the social network Pinterest, which is operated by Pinterest Inc., 635 High Street, Palo Alto, CA, USA ("Pinterest"). The link for the privacy statement of Pinterest can be found here: <https://policy.pinterest.com/de/privacy-policy>

11. OTRS

We use the e-mail ticket system of OTRS AG, Zimmersmühlenweg 11, 61440 Oberursel, Germany ("OTRS") for processing customer requests. Should users of our website contact us by email, this is stored and managed in the ticket system in

order to enable chronological processing and to improve the service experience. Users are able to view the current processing status of their request at all times via the individually assigned ticket number. Personal data that has been provided as part of the request, in any case name, first name and email address, is collected, transmitted to OTRS, stored there and accessed exclusively for the purpose of organising and processing the requests.

We have a contractual agreement with OTRS for the processing of orders, with which we oblige OTRS to protect the data of our customers and not to pass it on to third parties. Your data will be deleted after final processing of your request. This is the case if it can be inferred from the circumstances that the matter concerned has been conclusively clarified and provided that there are no legal retention obligations to the contrary.

Further information on OTRS data protection can be found at <https://otrs.com/gdpr/>.

12. **To prevent and detect fraud.** By accepting the privacy statement in our online store or by providing us with your email address via phone, you agree to the collection, processing and use of your personal information, as listed below, in order to detect and prevent fraud through profile tracking. Fraud affects everyone and in order to prevent this, we attempt to detect and correct it. In order to do so, we collect and store information when you visit our online shop. The following information is collected:

Your information to finalise a contract (purchased item, name, invoice and delivery address, email address, type of payment and shipping method) and your device's profile (i.e. hardware and software details of your device) by means of the following data categories: information we collect, such as the language setting of your browser or the operating system of your device.

Information about your computer collected by means of the https protocol, for example stored cookies on your device. This way, we can recognise your devices during later visits of our online shop. We automatically check whether anything indicates potential abuse of our online shop.

In the event that abuse is suspected, an employee of our online shop reviews the suspicion and the underlying evidence. If a contract is denied, you are notified; and upon request, the primary reasons for this decision can be disclosed. Your consent in particular encompasses the eventuality that you are recognised when you visit our online shop again with the purpose of automatically evaluating whether anything indicates abuse of our online shop. Your online profile information is only used by SVB for the purpose of identifying and preventing abuse (fraud prevention).

Your consent can be revoked with future effect at any time.

Email: privacy@svb.de / Ph.: 0421-57290550

This information is necessary for security reasons. Further use of our online shop is unfortunately not possible once you have revoked your consent.

Recipient of Personal Details

SVB does not sell your information to third parties – whether this information is personal or of another nature. You can be sure of this.

Nevertheless, we have to submit your information within the scope of our statutory permission to the following types of companies in order to provide you with important services and to fulfil our sales contract:

- companies that are responsible for safely delivering your purchases and catalogue orders, such as parcel services & shipping providers, forwarders, dialogue marketing specialists / lettershop services
- payment service providers that process payments & potential refunds of your order
- IT service providers for maintenance and software support of our IT systems
- credit reporting / service providers for credit assessments, collection agencies, law enforcement authorities and institutions for credit assessments and fraud prevention
- careful disposal of your information after a certain, statutory time period: file and data storage media destruction companies

Data that has been passed on in this way may only be used by the recipient to carry out his or her task. Any other use of the information is not permitted.

Duration of Data Storage

We store your data as long as it serves a specific purpose: as long as you have an account with us or as long as we require your information for providing services to you or (if you are in contact with our customer support) only as long as support-related reporting is necessary.

In case it necessary or required for fulfilling legal (e.g. telecommunications data retention), fiscal and official regulations, settling disputes, preventing fraud and abuse, we may store

some of your information, even after you have closed your account or said account no longer is required for providing services to you.

The storage duration for certain information that is used for finalising sales contracts and for which a fiscal retention period is stipulated (receipts) is at least 10 years. During that time, use of the information is limited. The retention period begins with the end of the calendar year during which the offer was submitted or the contract was fulfilled.

Your Rights / Your Right as an Affected Person

PDF by mail or Fax

You have the following rights regarding your data with the SVB:

Objection to Marketing

You have the right to object at any time to processing of your personal data for marketing purposes without incurring any costs other than the transmission costs in accordance with the basic tariffs. The below listed contacts are available to you for that purpose. For that purpose, the following contacts are available.

Revoking Consent

Your consent to processing of your personal data can be revoked at any time with future effect. Please note though that you might have to re-enter your information prior to placing a new order.

You have the following rights with regard to your personal information:

- Right to be informed
- Right to rectification. You can retrieve, verify and change your personal information by logging into "My SVB Account". Please change your personal details as soon as possible in case they have changed or are incorrect.
- Deleting and restricting processing
- Objection against use
- Data portability
- Right to file appeals with supervisory authorities

Right to object

You have the right to object at any time to processing of your personal data. In case you object, we will no longer process your personal information, unless we can demonstrate compelling and legitimate reasons for processing that outweigh your interests, rights and freedoms. Additionally, if processing is necessary for the establishment, exercise or defence of legal claims. This also includes profiling based on those provisions. Your legal right to be informed, to correction or deletion of personal data remains unaffected. Please contact us at the below listed phone number or email address if you would like to look at your personal data and receive more information regarding fees that might be charged in accordance with applicable laws. If you assert your legal right to be informed, to correction or deletion of your personal data, we might, under certain circumstances and in accordance with applicable laws, refuse to provide information, correct or delete your personal data.

To exercise your rights, please contact our data protection officer:

E-Mail: privacy@svb.de / Ph.: +49 421 57 29 0 550

We will immediately process your requests and in accordance with legal requirements at no cost. Furthermore, we will advise you of the actions we have taken.

Legal Matters and Claims

To settle claims (transport damage) and in all legal matters, SVB GmbH reserves the right to instruct external companies / law firms. In this context, information is exchanged with the intent to process the respective case.

Update and Changes

We will occasionally update our privacy statement to reflect actual circumstances and the current legal situation. In case of changes or updates to this privacy statement, we will notify you by email (provided we have your email address on file).

As of: May 22, 2023