



## Privacy Policy of LUISA CERANO GmbH & Co. KG – B2B (Date: July 2024)

In the following, we would like to inform you about how your personal data is handled when using our website [www.luisacerano-webfashion.de](http://www.luisacerano-webfashion.de), in accordance with art. 12, 13 and 21 of the General Data Protection Regulation (GDPR) and sect. 13 German Telemedia Act (TMG).

### 1. Responsible party

This website is operated by

LUISA CERANO GmbH & Co. KG  
Weberstraße 1  
72622 Nürtingen  
Tel.: +49 (0) 7022 / 705 - 140  
E-mail: [info@luisacerano.de](mailto:info@luisacerano.de)

as the responsible party in terms of data protection law.

### 2. Data protection officer

The Data Protection Officer of the responsible party can be reached at:

LUISA CERANO GmbH & Co. KG  
For the attention of the Data Protection Officer  
Weberstraße 1  
72622 Nürtingen  
Tel.: +49 (0) 7022 / 705 -160  
E-mail: [datenschutz@luisacerano.com](mailto:datenschutz@luisacerano.com)

### 3. Purposes and legal bases for data processing

#### 3.1 General

LUISA CERANO GmbH & Co. KG ('LUISA CERANO') respects the privacy of all visitors to this website. We process your personal data in accordance with the provisions of the General Data Protection Regulation, the Federal Data Protection Act and other applicable data protection regulations.

'Personal information' means any information relating to an identified or identifiable natural person ('data subject'). These include, for example, name, address, telephone number or e-mail address.

This data protection statement explains what information LUISA CERANO collects, stores and how it is used. This statement also explains how you can verify the accuracy of the personal information that LUISA CERANO holds about you and how you can have that personal information deleted or updated.

The privacy policy does not apply to third-party websites of other operators, which are linked from this website.

The purposes of data processing, as well as the corresponding legal bases, are named below.

#### 3.2 Informational use of the website

You can visit our website without providing any personal information. If you use our website for informational purposes only, i.e. if you do not register, log in or otherwise provide us with information about yourself, we will not collect any personal data, with the exception of the data transmitted by your browser to enable you to visit the website and information. This information is transmitted to us within the framework of the cookies used.

##### 3.2.1 Technical provision of the website

##### 3.2.1.1 Purpose

Automated collection of data and processing by the browser

For the purpose of the technical provision of the website, the server of this website automatically and temporarily collects and stores the following information in the server log files transmitted by your browser, provided that this function has not been deactivated by you:

- IP address of the requesting computer
- File request of the client
- The http response code
- The website from which you are visiting this website (referrer-url)

- Date and time of the server request
- Browser type and version
- Operating system that is used by the requesting computer
- Search term with which the website was found, e.g. via Google

An evaluation of the server log files on the basis of personal information does not take place. At no point can these data be assigned to specific persons for LUISA CERANO. This data is not merged with data from other data sources.

#### Cookies

This website uses so-called session cookies in order to make our website available for you to use. Session cookies are small text files that the provider stores in the memory of the visitor's computer. A randomly generated unique identification number is stored in a session cookie, a so-called session ID. In addition, a cookie contains information about its origin and the retention period. These cookies cannot save other data and do not contain any personal information.

You can set your browser so that no cookies are stored on the hard drive and/or cookies which are already stored are deleted once again. Please follow the instructions in your browser settings in order to prevent and delete cookies. Some features of our website are not available without the use of cookies. The following information is stored in the cookies and transmitted to us:

Date on which the cookie was created  
Expiration date of the cookie  
Values concerning variables  
Information for Google Analytics

#### 3.2.1.2 Legal basis

We process your personal data for the technical provision of our website on the basis of the following legal requirements:

- to fulfil a contract or to carry out pre-contractual measures, in accordance with art. 6 para. 1 letter b GDPR, insofar as you are visiting our website to inform yourself about our product range, especially in the webshop, our events and other offers and
- to safeguard our legitimate interests, in accordance with art. 6 para. 1 letter f GDPR, in order to make the website technically available to you. Our legitimate interest is to provide you with an attractive, technically-functional and user-friendly website for our company.

#### 3.2.2 Statistical analysis of the use of our website

##### 3.2.2.1 Purpose

We use Google Analytics for the purpose of making a statistical analysis of the use of our website. In addition, we use cookies, which enable us to analyse your surfing behaviour. This will help us to improve the quality of our website and its content. We learn how the website is used and in doing so, this enables us to continuously optimise our goods and services.

The information obtained through the statistical analysis of our website will not be merged with any other information you provide which is collected through the website.

#### Google Analytics

Regarding the web analytics service Google Analytics, LUISA CERANO would like to point out the following in accordance with the privacy regulators' guidelines:

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ('Google'). Google Analytics uses so-called cookies, which are text files that are stored on your computer and that allow your use of the website to be analysed. The information generated by the cookie about your use of this website (including your IP address) is usually transmitted to a Google server in the USA and stored there. LUISA CERANO would like to point out that this website 'Google Analytics' has been extended by the code '.\_anonymizelp()' in order to ensure an anonymous collection of IP addresses (so-called IP-masking).

Through the process of IP anonymisation on this website, your IP address will be truncated by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before a transfer takes place. This is done in order to prevent the data from being linked to a specific person. The full IP address will only be sent to a Google server in the US and truncated there in exceptional cases.

On behalf of LUISA CERANO, Google will use this information to evaluate your use of the website, compile reports on website activity and provide other services related to website activity and internet usage with respect to LUISA CERANO. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

You can prevent the storage of cookies by setting your browser software accordingly; However, LUISA CERANO would like to point out that in this case, you may not be able to use all the features of this website to the full extent. In addition, by downloading and installing the browser plug-in available under the following link, you may prevent Google from collecting the data generated by the cookie which is related to your use of the website (including your IP address), as well as their processing of this data: <http://tools.google.com/dlpage/gaoptout?hl=de>.



If you use our website on a mobile device, you can also prevent Google Analytics from collecting your data by clicking on the following link. An opt-out cookie will be set which prevents your data being collected during future visits to this website. If you delete your cookies, you must click this link again: <https://www.google.com/settings/ads/onweb/>

For further information about the terms of use and data protection, please visit the URL <http://www.google.com/analytics/terms/de.html> and/or the URL <https://www.google.de/intl/de/policies/>

LUISA CERANO also uses Google Ads remarketing technology and Google Tag Manager, an advertising platform of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ('Google'). Using pseudonyms, users who have visited this site will be redirected through targeted advertising on the pages of the Google Partner network. Cookies may be used for this purpose (see section 3.2.1.1), which enable the recognition of an Internet browser. These usage profiles serve to analyse visitor behaviour and are used for targeted product recommendation and interest-based advertising. **The 'pseudonymised' user profiles are not merged by LUISA CERANO with personal data about the bearer of the pseudonym.** You may opt-out of the collection and storage of data for the purpose of web analytics and advertising control at any time by activating Google's opt-out link <https://www.google.com/settings/ads/plugin>. For more information about Google Remarketing and Google's data protection policy, please visit: <http://www.google.com/privacy/ads/>.

In addition, you can also use Google Remarketing and Google Tag Manager, as well as all cookies or other types of tracking (eg, counting pixels) by means of their browser settings and/or via free browser add-ons, such as 'Adblock Plus' (<https://adblockplus.org/de/>) in combination with the 'EasyPrivacy' list (<https://easylist.to/>).

### 3.2.2.2 Legal Requirements

We process your personal data for the statistical analysis of our website on the basis of the following legal requirements:

- to safeguard our legitimate interests, in accordance with art. 6 para. 1 letter f GDPR, in connection with sect. 15 para. 3 Telemedia Act; our legitimate interest lies in the needs-based design of our website.

### 3.2.3 Links to social media operators

On this website you will find links (hyperlinks) to the social media networks and the platforms Facebook, YouTube and Instagram. These services are offered by the companies listed below ('Providers').

Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ('Facebook').

YouTube is operated by YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA, ('YouTube') - a subsidiary of Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA.

Instagram is operated by Instagram LLC, 1601 Willow Road, Menlo Park, CA 94025, USA ('Instagram').

For information concerning the purpose and scope of data collection the further processing of data and its use by Facebook, YouTube and Instagram, as well as your rights regarding this and the options that are available for protecting your **privacy, please refer to the provider's privacy policy:**

Data protection policy of Facebook: <https://de-de.facebook.com/policy.php>

Data protection statement of YouTube/Google: <https://www.google.de/intl/de/policies/privacy/>

Data protection policies of Instagram: <https://help.instagram.com/155833707900388>

If you do not want a provider to be able to associate the click of a link which links its website presence to your local user account, you must log out of the relevant service before clicking on such a link. Even if you are not registered with the providers, after clicking on a link concerning the use of cookies, data can be sent to the provider.

## 3.3 Active use of the website

In addition to using our website purely for information, you can also actively use our website to buy goods in our online shop or to contact us. In addition to the processing of your personal data for a purely informative use (as described above), we then collect and process further personal data from you which we need in order to process your order and/or to process and answer your enquiry.

### Orders in the LUISA CERANO B2B shop

As our trading partner, you can register in our online shop and order goods as registered shop customer. Log-in is your e-mail address, with which you are registered.

LUISA CERANO only uses the personal information that you provide during the creation of your customer account on the website, such as



- **Company's name\***
- Address\*
- Country\*
- Value added tax identification no.\*
- Website
- Contact person\*
- E-mail\*
- Telephone\*
- Fax
- Delivery address

in the context in which this is necessary for the justification, content or modification of our contractual relationship with you.

#### Processing of your order

To be able to deliver the ordered goods, we process your name and delivery address to providers of logistic services.

#### Compliance with legal regulations

We also process your personal data in order to fulfil other legal obligations that we have in connection with the processing of the order. In particular, these include trade-related, commercial or tax-related retention periods.

#### Legal enforcement

In addition, we process your personal data in order to assert our rights and enforce our legal claims. We also process your personal data in order to defend ourselves against legal claims.

#### Legal requirements

We process your personal data in order to process orders in the online shop on the basis of the following legal requirements:

- to fulfil a contract or to carry out pre-contractual measures, in accordance with art. 6 para. 1 letter b GDPR;
- to fulfil a legal obligation, which we are subject to, in accordance with art. 6 para. 1 letter c GDPR in connection with commercial, commercial or tax law, insofar as we are obliged to record and store your data; and
- to safeguard our legitimate interests, in accordance with art. 6 para. 1 letter f GDPR, insofar as we assert legal claims or defend ourselves in legal disputes.

#### 4. Categories of recipients

Initially, only our staff will be aware of your personal data. In addition, to the extent which is permitted or required by law, we will share your personal information with other recipients who provide services related to our website. We restrict the transfer of your personal data to what is necessary, especially to that which is necessary for processing your order. Sometimes, our service providers receive your personal data as an order processor and are then strictly bound by our instructions when handling your personal data. In part, the recipients act independently with your data which we transmit to them.

The following section lists the categories of recipients of your personal data:

- Payment service providers and banks, for settling payments,
- Providers of logistics services in order to send you the goods,
- IT service providers in the administration and hosting of our website,
- Collection agencies and legal advisors who assert our claims.

#### 5. Data security

LUISA CERANO is committed to securing your personal information by using appropriate security measures to protect it from loss, misuse or tampering. These security measures will be updated from time to time according to current advances in technology.

LUISA CERANO uses SSL (Secure Sockets Layer) encryption when capturing or transmitting sensitive data. This includes all pages with input boxes into which user data can be entered (e.g. newsletter subscription, contact form, etc.). SSL encryption ensures that no one but LUISA CERANO can read the data. This security standard is active if either the symbol of an intact key or a closed lock (browser-dependent) appears in the status bar or in the lower part of your browser window.

#### 6. Transfer to third countries

If LUISA CERANO processes data in a third country (i.e. outside the European Union or the European Economic Area), or within the context of using third party services or discloses, or transmits data to third parties, this will only be done on the basis of your consent or on the basis of our legitimate interests. LUISA CERANO only allows the data to be processed in a third country if the special conditions of art. 44 GDPR et seq. are met, e.g. the processing takes place on the basis of special guarantees, such as the officially recognised level of data protection corresponding to EU regulations or the observance of officially recognised specific contractual obligations ('standard contract clauses').

## 7. Duration of the storage

### 7.1 Informational use of the website

If you use our website solely for the purpose of receiving information, we will only store your personal data on our servers for the duration of your visit to our website. After you have left our website, your personal data will be deleted immediately. Server log files have been disabled.

### 7.2 Active use of the website

In the case of active use of our website, we initially store your personal data for the duration of your enquiry or for the duration of our business relationship. This also includes the initiation of a contract (pre-contractual legal relationship) and the execution of a contract.

In addition, we will then store your personal information until the statute of limitations of any legal claims arising from the relationship with you starts, to use as evidence where appropriate. The limitation period is usually between 12 and 36 months, but can also last up to 30 years.

We will delete your personal data at the start of the limitation period unless there is a statutory storage obligation, e.g. in the German Commercial Code (sects. 238, 257 para. 4 German Commercial Code) or the German Tax Code (sect. 147 para. 3, 4 (German) Tax Code) in front. These storage requirements may be two to ten years.

## 8. Your rights as a data subject

Under the legal requirements, you are entitled to the following rights as a data subject, which you can assert against us:

- **Right to information:** Under art. 15 GDPR, you are entitled to demand confirmation from us at any time as to whether we process personal data relating to you; If this is the case, you are also entitled under art. 15 GDPR to receive information about this personal data and certain other information (including among other things, purposes of processing data, categories of personal data, categories of recipients, planned storage period, your rights, the source of the data, the use of automated decision making and in the case of a transfer to a third country the appropriate guarantees) and to obtain a copy of your data.
- **Right to rectification** In accordance with art. 16 GDPR, you are entitled to demand that we correct the personal data stored about you if it does not apply or is incorrect.
- **Right to deletion ('right to be forgotten')** You are entitled, under the conditions of art. 17 GDPR, to demand that we delete your personal data without delay. Among other things, there is no right to deletion if the processing of personal data is required for (i) exercising the right to freedom of expression and information, (ii) the fulfilment of a legal obligation to which we are subject (e.g. statutory retention obligations) or (iii) enforcement, exercising or defending legal claims.
- **Right to restricting processing:** Under the conditions of art. 18 GDPR, you are entitled to demand that we limit the processing of your personal data.
- **Right to data transferability:** Under the conditions of Art. 20 GDPR, you are entitled to demand that we provide you with the personal data relating to you, which you have provided to us, in a structured, standard, machine-readable format.
- **Right of objection:** Under the conditions of art. 21 GDPR, you are entitled to object to the processing of your personal data. In such cases, we have to stop the processing of your personal data. The right to objection only exists within the limits provided for in art. 21 GDPR. In addition, our interests may preclude any termination of processing, so we may, despite your opposition, process your personal information.
- **Right of appeal to a supervisory authority:** If you feel that the processing of your personal data infringes the GDPR, you are entitled to file a complaint with a supervisory authority under the conditions of art. 77 GDPR, especially within the Member State of your place of residence, your place of work or the place of the alleged infringement. The right of appeal is without prejudice to any other administrative or judicial remedy.

You can address your concern to the LUISA CERANO data protection officer by e-mail ([datenschutz@luisacerano.com](mailto:datenschutz@luisacerano.com)).

The supervisory authority responsible for us is:



State officer for Data Protection and Freedom of Information, Baden-Württemberg  
Lautenschlagerstraße 20  
70173 Stuttgart

Right of objection:

You have the right, for reasons arising from your particular situation, to file an objection against the processing of your personal data by us at any time, which takes place pursuant to art. 6 para. 1 lit. f GDPR (legitimate interest of the responsible person). We will then no longer process your personal information, unless we can demonstrate compelling legitimate grounds for processing it that outweigh your interests, rights and freedoms, or if the processing serves the purpose of enforcing, pursuing or defending legal claims.

If the personal data relating to you is processed in order to send direct mail, you have the right to object to the processing of your personal data for the purposes of such advertising at any time. If you object to processing for direct marketing purposes, your personal data will no longer be processed for these purposes.

9. Obligation to provide data

As a general rule, you are not obliged to provide us with your personal data. However, if you do not, we will not be able to provide you with our website correspond to your enquiries and we will not be able to enter into a contract with you via our online store. Personal data that we do not necessarily need for the above-mentioned processing purposes are marked accordingly as voluntary information.

10. Modification of this data protection statement

LUISA CERANO reserves the right to change this privacy policy in the future. You should therefore regularly review the data protection statement when you visit this website. The current version of this data protection statement applies during your visit.

LUISA CERANO GmbH & Co. KG  
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72622 Nürtingen  
Customer service:  
Mon.-Thurs.: 9 am to 5 pm  
Fri.: 9 am to 4 pm  
Tel.: +49 (0) 7022 / 705 - 140  
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