

PRIVACY STATEMENT

Your privacy is of vital importance to us.

When you visit our website, we process personal data (all information relating to an identified or identifiable natural person) to the extent permitted by law or your consent. With this data protection information we would like to show you the details of our processing of your personal data (hereinafter also referred to as "data processing") and your rights as a data subject.

A. DATA PROCESSING RESPONSIBLE PERSON

Responsible person for the data processing on this website:

Helena de Almeida
Rheinpromenade 9
D-40789 Monheim am Rhein

Phone: +49 (0) 21 73 / 265 039 – 6
Fax: +49 (0) 21 73 / 265 039 – 7
Website: www.de-almeida.art
E-Mail: helena@de-almeida.art

B. OPERATION AND HOSTING OF OUR WEBSITE

Our website is operated in our name and on our behalf (Art. 28 DSGVO) by a full-service e-commerce service provider who carries out all our data processing in connection with the use of our website on our behalf. This data processing takes place on the servers of a hosting service provider who connects the website to the Internet on our behalf. Both service providers are based in the USA.

C. OVERVIEW OF OUR DATA PROCESSING

We process data in the following contexts:

- When you make a purchase from us, we process data about you which are necessary for the establishment and execution of a purchase contract ("fulfilment of contract") - for details, see chapter D. below;
- When you call up and surf our website ("website usage"), we process data from and on your end device, some of which could enable the identification of your person - for details, see chapter E. below;
- Finally, we process your data if you wish to contact us ("communication"), for example by subscribing to our newsletter, evaluating an article or sending a message to us via the communication channels we provide - for details see chapter F. below.

D. FULFILMENT OF CONTRACT

D.1 General information on data processing

As part of your purchase in our online shop, we will ask you for the following personal details:

- First name, last name
- Delivery and billing address
- E-Mail address
- Bank account or credit card data

D.2 Scope and purposes of processing

The personal data requested from you will be processed by us for the following purposes:

- to send you by e-mail the confirmation of receipt and, if applicable, the order confirmation with the legally required information as well as status reports on the dispatch of the ordered goods
- to process your payment
- to send you the invoice for an order
- to deliver the ordered goods to you and
- if necessary, to be able to assign revocations, complaints and other post-contractual enquiries from you to your person and order and to process your request

If you have voluntarily created a customer account under "Login - Register Now", we also process this data in order to register you as a customer de-almeida.art® for future potential visits or purchases in our online shop, so that you do not have to re-enter this data required for the fulfilment of the contract for each further order, and so that you can view purchases already made in your customer account at any time.

D.3 Data transmission / recipient

The recipients of your data are the technical operator and the hosting service provider of our website (see above under B.). Insofar as it is necessary for the fulfilment of the contract, your data will also be passed on to companies commissioned by us to receive and process your order. These are in detail:

- Shipping service providers for the purpose of dispatch, delivery or collection of goods
- the banking company/credit institution in charge of the payment

In the course of the payment processing in our webshop the following personal data will be forwarded to Stripe Inc, 510 Townsend Street, San Francisco, CA 94103, USA:

- Invoice number
- Invoice amount
- Name, first name
- Billing address

You will find information on data protection at Stripe under the following link:
<https://stripe.com/de/privacy>

D.4 Duration of storage

If you do not create a customer account, your data will be blocked after fulfilment of the individual purchase contract, i.e. they will only be processed by us to a limited extent. On the one hand, this is necessary in the event that you assert claims against us within the statutory limitation periods (usually three years), which we must assign to your person and the business transaction with you. On the other hand, we are obliged under commercial and tax laws to retain business documents, which may contain your data, for a maximum period of ten years. As soon as these purposes have been fulfilled or the periods have expired, your data will be deleted by us.

If you have voluntarily created a customer account, we will process your data therein until you request us to delete the customer account. Insofar as this concerns data that we must retain for the above-mentioned reasons, we will delete it after the retention periods have expired.

D.5 Legal basis of the processing

The data processing is carried out because it is necessary for the performance of the contract (Art. 6 para. 1 b DSGVO).

In some cases (dispatch of a confirmation of receipt and communication of compulsory information in distance selling) it is also carried out to fulfil a corresponding legal obligation to which we are subject.

If you have set up a customer account, we also process your data on the basis of the consent you have given us at the same time (Art. 6 para. 1 a DSGVO).

D.6 Right of withdrawal

You can revoke your consent for data processing within the scope of managing your customer account at any time with effect for the future by notifying us at one of the contact addresses listed above under A. We will then delete your customer account and will only retain the data contained therein to the extent and for as long as we are legally obliged to do so (see section D.4 above).

E. WEBSITE USAGE

Whenever you visit our website, we process certain personal data from and in some cases also on your computer / terminal device. This processing can be divided into the following categories:

- Logging of your visit / use of functional cookies (for details see E.1 below)
- Website usage analysis with Google Analytics (for details see E.2 below)
- Use of tracking technologies for interest-based Internet advertising (for details see E.3 below)
- Use of so-called "social plug-ins" for linking to social media (for details see E.4 below)
- Integration of YouTube videos (see E.5 below for details)
- Integration of the MyFonts counter (see E.6 below for details)
- Use of Google reCAPTCHA (see E.7 below for details)

E.1 Logging of your visit/use of functional cookies

E.1.1 General information on data processing

Each time you access our website and each time you download a file from our website, we automatically process the following log data:

- Host name of your computer/end device (IP address)
- Date and time of call/download
- the page called up
- if applicable the name of the downloaded file
- Browser type used
- Operating system of your end device
- the website from which you visit us

We also use functional cookies for the operation of our website. These are small text files that are stored by us on your computer / end device. On the one hand they are so-called session cookies, which are only set for the duration of your visit to our website. Secondly, so-called persistent cookies are used. They remain longer on your computer / end device. Both types of cookie contain a characteristic alphanumeric character sequence which, in the case of persistent cookies, can enable your browser to be recognised on a subsequent visit to our website.

E.1.2 Scope and purposes of processing

The data is processed by us for the following purposes:

- to identify and ward off attacks on our website
- to determine whether your internet browser supports cookies
- to prevent pop-ups from being displayed more than once
- to show you the selected language of our website and
- to show you the version of our website for the delivery country you selected

E.1.3 Data transmission / recipient

The recipients of your data are the technical operator and the hosting service provider of our website (see above under B.)

E.1.4 Duration of storage

The data is saved for the following period:

- Log data: up to achievement of purpose, maximum three months
- Session cookies: until you leave our website
- persistent cookies: one year

E.1.5 Legal basis of the processing

The processing is carried out because of our interest in the functionality and security of our website. After weighing up the interests, we have found that there are no overriding interests or fundamental rights and freedoms of the persons concerned (Art. 6 Para. 1 f DSGVO). On request, we will provide you with further information on our balancing of interests.

E.1.6 Right of withdrawal

You have the right to object to this processing at any time for reasons arising from your particular situation. We will then no longer process this data for these purposes unless we can demonstrate compelling reasons for processing which are worthy of protection and which outweigh your interests, rights and freedoms, or unless the processing serves to assert, exercise or defend legal claims. You can submit your objection to us using the contact details given under A. above. Alternatively, you can use the settings of your internet browser to control whether and which types of cookies may be set. If you do not accept the use of functional cookies, this can lead to restrictions in the functionality of our website.

E.2 Website usage analysis with Google Analytics

E.2.1 General information on data processing

We use Google Analytics, a web analytics service provided by Google Ireland Limited ("Google").

Google uses cookies. These are text files that are stored on your computer/end device and enable an analysis of your use of our website. The following information is processed:

- Browser type
- Operating system
- last visited website
- Host name of your computer/end device (IP address, shortened)
- Time of the request to our server

E.2.2 Scope and purposes of processing

On our behalf, Google will process the information collected via the cookie in order to evaluate your use of our website, to compile reports on website activities and to provide us with further services related to website and internet use. In doing so, we refrain from processing data by which you could be identified. In particular, the cookie does not contain a user ID. The abbreviated IP address transmitted by your browser within the framework of Google Analytics is not combined with other Google data.

E.2.3 Data transmission / recipient

The information generated by the cookie about your use of our website is transmitted to Google Ireland Limited and, as a rule, also to a server of Google LLC in the USA and stored there. By

deactivating the user ID function and activating IP anonymisation (shortening the IP address by the last octet), the data can no longer be assigned to your connection or computer / terminal device.

E.2.4 Duration of storage

The processed data is stored for a period of 14 months and then deleted by Google.

E.2.5 Legal basis of the processing

The data processing is carried out because of our interest in the statistical evaluation of the use and the resulting efficiency of our website. This legitimate interest is not, in our opinion, opposed by any overriding interests or fundamental rights and freedoms of the persons concerned (Art. 6 Para. 1 f DSGVO). Upon request, we will provide you with the information on which the weighing of interests is based.

E.2.6 Right of withdrawal

You have the right to object to such processing at any time for reasons arising from your particular situation. We will then no longer process this data for these purposes unless we can demonstrate compelling reasons for processing which are worthy of protection and which outweigh your interests, rights and freedoms, or unless the processing serves to assert, exercise or defend legal claims. You can prevent the collection of data generated by the cookie and relating to your use of the website and its processing by Google by moving the slider for website usage analysis in the cookie banner that appears when you call up our website or at the top of this page from right (green) to left (grey) or by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>. Alternatively, or within browsers on mobile devices, you can also click here to prevent Google Analytics from recording data on this website in the future (the opt-out only works in the browser and only for this domain). An opt-out cookie is stored on your end device. If you delete your cookies in this browser, you must click the link again. Finally, you have the option of preventing the setting of cookies in the settings of your browser. If you do not accept the use of functional cookies, this can lead to restrictions in the functionality of our website.

E.3 Use of tracking technologies for interest-based Internet advertising

E.3.1 General information on data processing

If you have given us permission to do so when calling up our website, we use tracking technologies such as cookies or tracking pixels from third-party providers for interest-based Internet advertising.

"Tracking cookies" are text files that are stored on your computer / end device. "Tracking pixels" are small graphics in the header of our website. Both technologies enable the recognition of your browser also on other websites. In detail, we use the following tracking technologies of the third party providers listed below, with which the following information is processed:

Google Ads Dynamic Remarketing of Google Ireland Limited (Google):

- Browser type
- Operating system
- preferred language
- Visit to our website and any product, category or brand subpages visited, including date and time
- last Google search query including date and time
- Host name of your computer/end device (IP address, shortened)
- alphanumeric user identification (User-ID)

The granting of your consent will be recorded by us in a log file. The following information is processed:

- Host name of your computer/end device (IP address)
- Consent text
- Activate the "Agree" button in the cookie banner on the home page or the "Agree" slider on this subpage
- Date and time of consent (time stamp)

E.3.2 Scope and purposes of processing

Google tracking technologies are used by us to recognise your browser on the basis of the logged data mentioned above under E.3.1. on other websites and to present you with advertisements from us there based on your presumed interests. Your presumed interests are derived from a pseudonymous profile. The pseudonymous profile is created from the information collected about your internet usage behaviour using the respective cookies/pixels. If, for example, you have shown an interest in certain products on our site, we can also present our products of this type to you on their affiliated websites by using the aforementioned third-party cookies. This also serves the general purpose of preventing advertising which is annoying because it would be inappropriate and not in line with our interests.

The categories by which interest-based advertising is shown to you on the Google Display Network can be found in relation to the specific ad displayed by clicking on the i-button placed next to the ad or on the Google page "Why am I seeing this ad? You can also find more information about how your data is processed by Google advertising products here:
<https://policies.google.com/technologies/partner-sites>.

Your consent will be recorded so that we can prove it.

E.3.3 Data transmission / recipient

The recipient of the data is Google Ireland Limited and its affiliated Google LLC in the USA.

E.3.4 Duration of storage

You can check the duration of the respective cookie storage and thus the processing of your data for the above-mentioned purposes in the security settings of your browser. For data records in Google Ads Remarketing lists, the storage period is a maximum of 30 days. The protocol data on your consent will be stored by us until revoked and then kept by us for the duration of the limitation period of your claims (three years) plus a security surcharge for legal service of one month, i.e. a total of 37 months.

E.3.5 Legal basis of the processing

Data processing takes place on the basis of your consent (Art. 6 para. 1 a DSGVO).

E.3.6 Right of withdrawal

Your consent to the use of tracking cookies for interest-based advertising is valid until revoked, which you can declare at any time with effect for the future. If you wish to disable tracking for advertising purposes altogether, move the marketing slider to the left in the cookie settings at the top. You can prevent the use of tracking cookies for interest-based advertising on the Google Display Network by moving the slider for "Personalised advertising on the web" and/or "Personalised advertising in Google Search" from left to right in Google's advertising settings. You can find out how to block advertisements or individual advertisers separately here. You can also control whether tracking cookies are saved at all by changing the settings of your browser to reject cross-web site tracking.

E.4 Use of Social Plugins

We use so-called social plugins ("plugins") from the social networks Facebook, Google+, Pinterest and Twitter on our website. In order to guarantee the protection of your data, the plugins are not directly integrated into the page, but only by using an HTML link (so-called "Shariff solution" from c't). This ensures that when you call up one of our websites containing such plugins, there is still no connection to the servers of the provider of the respective social network. If you click on one of the buttons, a new window of your browser will open and call up the page of the respective social network, where you can (if necessary after entering your login data) press the Like or Share button, for example.

For the purpose and scope of data collection and further processing of the data by the providers as well as your rights and setting options for the protection of your privacy, please refer to the providers' data protection notices.

Privacy policy from Facebook:	http://www.facebook.com/policy.php
Privacy policy from Google:	https://policies.google.com/privacy?hl=de&gl=de
Privacy policy from Pinterest:	https://policy.pinterest.com/de/privacy-policy
Privacy policy from Twitter:	https://twitter.com/de/privacy

E.5 Integration of YouTube videos

E.5.1 General information on data processing

We have incorporated YouTube videos into our website which are stored on the YouTube.com platform of Google Ireland Limited (YouTube) and can be viewed directly via our website.

E.5.2 Scope and purposes of processing

The videos are integrated in the "extended data protection mode". This means that no personal data will be transmitted from you to YouTube unless you start the videos. When you play the videos, the following data is processed:

- Host name of your computer / terminal device (IP address)
- Date and time of the call / download
- the page called up with the embedded YouTube video
- if applicable, the name of the downloaded file
- Type of browser used
- Operating system of your end device
- the website from which you visit us

If you have a Google user account and are logged in, further personal data could be processed by you. This depends on the agreement between you and Google.

Further information on the scope and purposes of data processing by YouTube can be found here: <https://policies.google.com/privacy?hl=de&gl=de>.

E.5.3 Data transmission / recipient

The recipient of the data is YouTube, represented by Google Ireland Limited, and its associated Google LLC in the USA. YouTube is represented by Google LLC (Google) in the USA.

E.5.4 Duration of storage

The processed data is stored by YouTube/Google until the purpose is achieved and then deleted. For more information about YouTube's data retention practices, please see the privacy policy of Google Ireland Limited.

E.5.5 Legal basis of the processing

The data processing is carried out because of our interest in increasing the attractiveness of our website by integrating YouTube videos. According to our assessment, this legitimate interest is not opposed by any overriding interests or fundamental rights and freedoms of the persons concerned (Art. 6 Para. 1 f DSGVO). On request, we will provide you with further information on our balancing of interests.

E.5.6 Right of withdrawal

You have the right to object to such processing at any time for reasons arising from your particular situation. We will then no longer process this data for these purposes unless we can demonstrate compelling reasons for processing which are worthy of protection and which outweigh your interests, rights and freedoms, or unless the processing serves to assert, exercise or defend legal claims. You can submit your objection to us using the contact details given under A. above.

E.6 Integration of the MyFonts counter

E.6.1 General information on data processing

On this website we use MyFonts, a web analysis service of MyFonts Inc. The following data is processed:

- Your IP address
- Date and time of the retrieval
- transmitted data volume
- requesting provider

E.6.2 Scope and purposes of processing

Under the terms of the licence agreement for the use of fonts on our website, so-called page-view tracking is carried out by counting the number of visits to the website for statistical purposes and transmitting this information to MyFonts. If necessary, the data is passed on by activating Java-Script code in your browser.

E.6.3 Data transmission / recipient

The recipient of the data is MyFonts Inc, 500 Unicorn Park Drive, Woburn, MA 01801 in the USA.

The transfer of personal data to the US is subject to a European Commission decision on the adequacy of the level of data protection.

E.6.4 Duration of storage

The data is stored until the purpose is achieved.

E.6.5 Legal basis of the processing

Data processing is carried out because of our interest in the use of MyFonts fonts on our website. After weighing up these legitimate interests, we have found that there are no overriding interests or fundamental rights and freedoms of data subjects (Art. 6 para. 1f DSGVO). On request, we will provide you with further information on our balancing of interests.

E.6.6 Right of withdrawal

You have the right to object to this processing at any time for reasons arising from your particular situation. We will then no longer process this data for these purposes unless we can demonstrate compelling reasons for processing which are worthy of protection and which outweigh your interests, rights and freedoms, or unless the processing serves to assert, exercise or defend legal claims. You can submit your objection to us using the contact details given under A. above. To prevent the execution of Java-Script code of MyFonts altogether, you can install a Java-Script blocker (e.g. <http://www.noscript.net/>). Further information about MyFonts Counter can be found in the MyFonts privacy policy at <https://www.monotype.com/legal/privacy-policy/>

E.7 Use of Google reCAPTCHA

E.7.1 General information on data processing

In the context of form queries on our website we use the service reCAPTCHA of Google Ireland Ltd. (Google). The following data is processed by you:

- Browser type and settings
- Operating system
- Visit of the website with the form query including date and time
- Host name of your computer / terminal device (IP address, shortened)
- Mouse movements and clicks when solving reCAPTCHA tasks

E.7.2 Scope and purposes of processing

The service is used by us to ensure, on the basis of the above-mentioned collected data and any image recognition tasks that may be required, that the subsequent form entries come from a natural person and not from a bot.

Further information on the scope of data processing and on data protection when using Google products can be found here: <https://policies.google.com/privacy>.

E.7.3 Data transmission / recipient

The recipient of the data is Google Ireland Limited and its affiliated Google LLC in the USA.

E.7.4 Duration of storage

The data is stored until the purpose is achieved and then deleted.

E.7.5 Legal basis of the processing

The data processing is carried out because of our interest in the security of our website and the exclusion of abusive automated input of fake data. According to our weighing up, there are no overriding interests or fundamental rights and freedoms of data subjects that stand in the way of this legitimate interest (Art. 6 Para. 1f DSGVO). On request, we will provide you with further information on our balancing of interests.

E.7.6 Right of withdrawal

You have the right to object to such processing at any time for reasons arising from your particular situation. We will then no longer process this data for these purposes unless we can demonstrate compelling reasons for processing which are worthy of protection and which outweigh your interests, rights and freedoms, or unless the processing serves to assert, exercise or defend legal claims. You can submit your objection to us using the contact details given under A. above.

F. COMMUNICATION

F.1 Newsletter

F.1.1 General information on data processing

You can register voluntarily on our website for our e-mail newsletter service by entering your personal details including your e-mail address in the input field and then clicking on the button described with "Register".

The order of the newsletter and your consent required for this will only become effective when you confirm this by clicking on the link sent to you by us via the e-mail address entered (so-called double opt-in procedure).

The granting of your consent is recorded by us in a log file. The following information is processed:

- entered e-mail address
- Consent text
- Click of the "Register" button
- Date and time of consent (time stamp)

F.1.2 Scope and purposes of processing

We process the e-mail address confirmed by you in order to inform you at irregular intervals with our e-mail newsletter in accordance with your consent. If you have optionally entered your title, first name and surname when registering, we process this additional information in order to address you personally in the newsletter.

Your consent will be recorded so that we can prove it.

F.1.3 Data transmission / recipient

The recipients of the data are the technical operator and the hosting service provider of our website (see above under B.) as well as the newsletter service provider commissioned by us (Art. 28 DSGVO) based in Germany.

F.1.4 Duration of storage

We will store your e-mail address and the protocol data about your consent until you unsubscribe from the newsletter. The protocol data will then be kept by us for the duration of the limitation period of your claims (three years) plus a security surcharge of one month for legal service, i.e. a total of 37 months.

F.1.5 Legal basis of the processing

Processing takes place on the basis of your consent (Art. 6 para. 1 a DSGVO).

F.1.6 Right of withdrawal

Your newsletter consent is valid until revoked, which you can declare at any time with effect for the future, for example, by notifying us accordingly using the contact details given under A. above or by clicking on the unsubscribe link which you will find at the very end of each newsletter. Alternatively, you can enter your e-mail address in the newsletter input field on our website and then click on the "Unsubscribe" button.

F.2 Contact

F.2.1 General information on data processing

You can contact us using the contact details given under A. above or by using our contact form. In doing so, we will process the data that you provide us with in your message to us, i.e. your specific request and, in the case of e-mail enquiries, your e-mail address, in the case of letters your postal address, in the case of calls your telephone number and, when using our contact form, the following data depending on your request:

- your name
- your e-mail address
- selected subject of the message
- your message
- if applicable order number
- if applicable customer number
- if applicable article number
- if applicable uploaded file(s)
- if applicable uploaded photo(s)

F.2.2 Scope and purposes of processing

We process your data in order to process your enquiry and to get in contact with you for the purpose of replying.

F.2.3 Data transmission / recipient

The recipients of the data are the technical operator and the hosting service provider of our website (see above under B.)

F.2.4 Duration of storage

We store your data for the duration of the statutory retention period for business letters of six years (§ 147 German Tax Code).

F.2.5 Legal basis of the processing

The processing is carried out on the legal basis of the implementation of pre-contractual measures or for the fulfilment of the contract (Art. 6 para. 1 b DSGVO). As far as it does not concern pre-contractual or contractual matters, the legal basis is our legitimate interest in processing your enquiry. We assume that there are no overriding interests or fundamental rights and freedoms on your part that conflict with this (Art. 6 para. 1 f DSGVO). On request, we will provide you with further information on our balancing of interests.

F.2.6 Right of withdrawal

You have the right to object to this processing at any time for reasons arising from your particular situation. We will then no longer process this data for these purposes and, if necessary, will no longer answer your request. You can submit your objection to us using the contact details given in A. above.

G. YOUR OTHER RIGHTS AS A DATA SUBJECT

With regard to your personal data, you have the following rights in addition to those already mentioned above in the context of the respective data processing:

- **Right to information:**
You can request information from us about the personal data we process about you. Details of the scope of your right to information can be found in Art. 15 DSGVO and § 34 BDSG (2018).
- **Right of rectification:**
You can ask us to correct incorrect and complete incomplete personal data. Details of the scope of your right of correction can be found in Art. 16 DSGVO.
- **Right of cancellation:**
Under certain conditions, you can demand that we delete your personal data. Details of the scope of your right of deletion can be found in Art. 17 DSGVO.
- **Right of restriction:**
You may, under certain conditions, request us to restrict the processing of your personal data. For details of the scope of your right of restriction, please refer to Art. 18 DSGVO.
- **Right to data transferability:**
You may, under certain conditions, request us to transfer the personal data you have provided to us in a common, machine-readable format to you or another responsible party. Details of the scope of your data transfer right can be found in Art. 20 DSGVO.
- **Right to appeal to a supervisory authority:**
You can also lodge a complaint with a supervisory authority. Details of your right of appeal can be found in Art. 77 DSGVO.

H. DATA PROTECTION

The personal data we request from you on our website is transmitted to us via a secure SSL connection ("Secure Socket Layer") with 256-bit encryption to protect it from unauthorised access.

In addition, we take further technical and organisational security precautions to prevent the loss, destruction and misuse of data. For example, access to your customer account, if you have created one, is only possible by entering your personal password. You yourself can contribute to the protection of your data by choosing a password that is as difficult to understand as possible (e.g. by combining letters, numbers and characters) and keeping it strictly confidential.