

Privacy policy

The protection of your personal data is very important to us. The basis of effective data protection is comprehensive information about the collection, processing and use of your data ("data processing"). Therefore, we would like to inform you,

- When or during which actions we process data
- What data we process and for what reasons
- Who receives data
- What rights you have because of data processing by us.

This privacy policy only regulates the use of personal data on our websites www.may-kg.com, www.may-berlin.de, www.mayberlin.de, www.may-kg.berlin, www.maykg.berlin, <http://shop.may-kg.com> and www.may.berlin including their subpages. If you leave our website via a link or visit our presence on a social media platform, you also leave the scope of this privacy policy.

You can access, print or download this data protection declaration permanently and at any time at the address <https://www.may.berlin/en/privacy-policy/>.

I. Contact information

The person responsible for data processing within the scope of this website within the meaning of the General Data Protection Regulation (GDPR) is:

May Distribution GmbH & Co KG,

Trabener Straße 65,

14193 Berlin

Telephone: (030) - 700 11 54 - 0

Fax: (030) - 8 91 99 02

Email: info@may.berlin

We have also appointed a data protection officer. You can reach him under:

gordon.macholz@may.berlin

II. General information on data processing

1. the scope of the processing of personal data

The provision of the website requires the processing of various information. In addition, the scope of data processing depends on your use of the functionalities of the website, for example, if you subscribe to our newsletter or otherwise consent to the processing of data.

You are not obliged to provide us with personal data. However, insofar as the provision of this data is technically mandatory for accessing our site, a refusal will result in you not being able to enter and use our website. In the context of a concluded freight order, you may be contractually or legally obliged to provide personal data, in particular insofar as this is necessary for the fulfilment of your own contractual or legal obligations. In this respect, you may be liable for fines or damages. Insofar as the provision of your data is necessary for the fulfilment of our obligations, there is an obligation on your part. A refusal may result in the loss of your entitlement to benefits as well as fines.

As a visitor to our websites, you are not subject to automated decision-making in the sense of Art. 22 GDPR.

2. legal basis for the processing of personal data

The legal bases for the processing of personal data are presented below.

Processing reason	Legal basis in the GDPR	Explanation
Contract fulfilment or implementation of pre-contractual measures	Article 6(1)(b)	Processing only takes place to the extent that is necessary for the exercise and fulfilment of the rights and obligations arising from the contract. Unless expressly stated otherwise, data processing by us will only take place to this extent.
Legitimate interest	Article 6(1)(f)	Processing takes place insofar as we have a legitimate interest and no conflicting overriding interests of the data subject are apparent. The specific interest is explained in this data protection declaration as part of the processing description.
Consent	Article 6(1)(a)	Processing takes place insofar as you have expressly consented to the type and scope of data processing. You can revoke your consent at any time with ef-

		fect for the future. However, the processing that has taken place up to this point will not be affected by this.
Legal obligation	Article 6(1)(c)	Processing takes place insofar as this is necessary for the fulfilment of German or European legal obligations.

3. data deletion and storage period

We delete your personal data as soon as the legal basis for its processing ceases to apply. In some cases, however, legal bases may also exist in parallel or a new legal basis may take effect when a legal basis ceases to exist, such as the obligation to store certain data in order to comply with a statutory retention obligation.

III. data processing for provision of the website

In order for us to be able to show you the website, it is necessary to process certain information. This already takes place when you call up our website. In addition, we offer various functionalities on our website that make further data processing necessary.

1. log files

When you call up our website, your browser sends various information to our server. We need this to establish and maintain the connection. The following data is collected:

- Name of the retrieved file
- Date and time of visit
- IP address of the accessing computer
- Browser type and version
- Operating system used by the user
- URL, the last page previously accessed by the user
- Amount of data transferred
- Status of the call (successful yes/no)

We store this data in so-called server log files. This data is not merged with other data about you. The storage of log files including your IP address serves the legitimate interest of providing our website and preventing its misuse. Stored log files are deleted after 30 days at the latest, unless longer storage is necessary, for example, to prevent or clarify an attack on our website.

2. cookies

We use cookies to establish and maintain the connection. A cookie is a small text file with information that is transmitted by your browser and stored on your computer. These cookies do not contain any personal data. You can also control the use of cookies in your browser and delete cookies yourself at any time. Cookies may be necessary to establish a connection or to improve the use of the website.

The use of technically conditional cookies and the associated data processing is based on our legitimate interest in a technically flawless and comfortable use of our website. Technically conditional cookies are usually deleted automatically when you close your browser (session cookies), in other cases only after some time (persistent cookies). The storage period of persistent cookies is determined by the provider and can be viewed by you in your browser, for example.

The use of cookies for advertising and analysis purposes is detailed below.

You can prevent the storage of cookies by setting your browser software accordingly. This can be done in general or specifically for individual cookies. In addition, there are special deactivation options for individual tracking and analysis cookies. These are shown separately. However, we would like to point out that if you deactivate individual or all cookies, you may not be able to use all the functions of this website to their full extent.

3. user account and order

If you register on our website and create a user account, we store the data that you provide to us during the registration process. The following data is required for this purpose:

- Name (company name and authorised representative)
- Street
- Postal code
- Location
- Country
- Phone
- E-mail address

If you provide us with additional data that is not marked as mandatory, the information is provided voluntarily. The legal basis for the processing is the necessity for the execution of the contract or your consent.

When you place an order via our website, we collect at least the registration data mentioned above. The processing is carried out only for the processing of your order. The

legal basis of the processing is the necessity for the execution of the contract. We reserve the right to obtain credit information in order to protect our legitimate interests.

IV. E-Mail Newsletter

When you sign up for our newsletter, you must at least provide your email address. In addition, we also ask you for your surname, first name and company. If you provide us with this information voluntarily, we store it for your registration and process it, if necessary, in the context of future contacts.

We use the so-called double opt-in procedure to ensure that the newsletter is sent out in a consensual manner. In the course of this, the potential recipient can be added to a distribution list. Subsequently, the user is given the opportunity to confirm the registration in a legally secure manner by means of a confirmation e-mail. Only if the confirmation is made, the address is actively included in the distribution list. The data is processed exclusively for sending the requested information and offers.

Even without explicit registration, we may use your e-mail address to inform you about similar offers and products or innovations in our online shop based on your previous orders.

The provider Sendinblue/Newsletter2Go is used to send the newsletter and other product information. Your data will be transmitted to Sendinblue/Newsletter2Go. Sendinblue/Newsletter2Go is prohibited from selling your data and using it for purposes other than sending newsletters. Sendinblue/Newsletter2Go is a German, certified provider, which was selected according to the requirements of the German Data Protection Regulation and the German Data Protection Act. You can find more information here: <https://www.sendinblue.com/information-for-email-recipients/>.

You have the option at any time to object to the sending of the newsletter or other product information with effect for the future, for example via the "unsubscribe" link in the newsletter. We will also inform you about the possibility of unsubscribing in the individual e-mails.

The legal basis for the processing is your consent to receive the newsletter, as well as our legitimate interest in maintaining existing customer contacts.

V. cookies for usage analysis and tracking

We would like to further improve the usability of this website as well as the attractiveness of the services. For this reason, we also collect data about your usage behaviour when you visit our website, which we evaluate for this purpose. Therefore, in addition to the technical cookies described above, our website also uses the tracking and analysis cookies described below.

The processing of data for usage analysis during your visit to our website only takes place from the time of the corresponding consent.

1. Google Tag Manager

The Google Tag Manager is an auxiliary service and processes personal data itself only for technically necessary purposes. The Google Tag Manager takes care of loading other components, which in turn may collect data. The Google Tag Manager does not access this data. The Google Tag Manager itself does not directly process any personal data other than the IP address of the respective user. The legal basis for this is your consent, which you can revoke at any time with effect for the future.

For more information on the Google Tag Manager, please refer to Google's privacy policy.

2. Google (universal) analytics

This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google collects information about your use of this website (including your IP address) in the USA via a cookie and stores this information. However, we use Google Analytics exclusively with an anonymization function, in which the IP address is shortened before transmission by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to Google in the USA and only shortened there. Google analyses the information collected and sends us reports on the usage activities on our website and provides us with further services in this regard. The IP address transmitted by your browser within the scope of Google Analytics is not merged with other Google data.

You can prevent Google from processing your data by blocking cookies in your browser or by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

For more information about Google Analytics, please see Google's privacy policy:

<https://support.google.com/analytics/answer/6004245?hl=en>.

3. Google AdWords

Our website uses the advertising tool "Google AdWords" by Google including its conversion tracking. We use this tool to determine how successful advertising for our services is on websites other than our own. For this purpose, a conversion cookie is set when you click on one of our advertisements. This cookie allows us to recognize that you have accessed our website via this ad. With such usage data we create statistics to evaluate the conversion of our advertisements.. We do not receive any personal information about you. The conversion cookie set in your browser is individual and cannot be used by other Google AdWords customers for their statistics.

You can prevent tracking by disabling the conversion tracking cookie in your browser settings.

You can find more information at:

<https://support.google.com/google-ads/answer/1722022?hl=en>

Or see the privacy policy of Google <https://policies.google.com/privacy?hl=en>

4. Google maps

Our website uses the services of Google Maps to offer you the option of an interactive map and the creation of individual directions. Google Maps is the online map service of the US company Google LLC, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. When you call up the sub-page on our website that provides you with the map function, a connection is established between your browser and Google's servers by clicking on the Google Map. By using Google Maps, information about your visit to our website, including your IP address, may be transmitted to Google in the USA. When using the route planner function, the address you enter may also be collected by Google. When transferring data to third countries such as the USA, separate aspects must be taken into account, which you will find under point IX of this data protection declaration. We have no influence on the scope and purpose of the data collected by Google or on its further processing, which is why we cannot accept any responsibility for it. The scope of data collection varies depending on whether you are logged into a Google account at the time of use or not. Please refer to the data protection information of Google itself (<https://policies.google.com/privacy?hl=en>) for more detailed explanations. Google collects the following data to analyse user behaviour and to create tailored advertisements:

- IP address
- Data entered during route planning
- Date and time of your visit to our website
- Internet address or URL of our website

Google uses the so-called NID cookie to customize the advertisements. According to our information, the cookie information and part of the IP address is deleted by Google after 9 or at the latest 18 months. The legal basis for the data processing is, in the case of consent, Art. 6 para. 1 lit. a GDPR. Otherwise, Art. 6 para. 1 lit. f GDPR, provided that there is a legitimate interest.

5. LinkedIn

We use the LinkedIn Marketing Solutions service, which is operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA ("LinkedIn").

When visiting our website, an ID, in the form of a cookie, is stored on the user's device. This ID enables us to recognise you when you use the site and to collect certain usage

data. If you subsequently visit LinkedIn, you will be shown advertisements based on the data collected. The data stored and processed in the USA does not make it possible to identify you as a person.

If you do not wish to participate in tracking, you can deactivate the storage of LinkedIn cookies in the settings of your browser or via <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

You can obtain further information about LinkedIn's data protection provisions at the following Internet address: <https://www.linkedin.com/legal/privacy-policy>.

6. Facebook

We operate our own presence on the social network Facebook. This network processes your personal data, for example, to create user profiles corresponding to your interests. Cookies may be stored on your device for this purpose. You can find more detailed information on data processing by the individual networks in the respective data protection information and, if applicable, in the cookie guidelines of the networks:

<https://www.facebook.com/about/privacy/>

This data protection information also contains information on the type and scope of data processing by the respective networks as well as on the possibilities to assert your data subject rights (right to information, confirmation, correction, deletion, restriction, data portability and complaint to the competent data protection supervisory authority).

We do not know what user data Facebook itself collects. We do not get full access to the collected user data or user profiles. We can only access public profile information. What information you choose to make public can be adjusted through your account settings.

We may receive anonymous statistics from social networks based on legitimate interest in the use of our site such as

- Followers: number of people who follow us - including growth and development over a defined period of time.
- Reach: number of people who see a particular post. Number of interactions on a post. This allows you to deduce, for example, which content in the community is better than others.
- Advertising performance: How many people have seen and interacted with an ad or article?
- Demographics: average age of visitors, gender, location, language, industry.

These statistics are used to constantly improve our online content and better respond to the interests of our users. We cannot link the statistical data to the profiles of individual users. You can use your account settings on the social networks to decide in which form you want to be shown targeted advertising.

VI. Possibility of objection and removal

Insofar as the data processing is based on your consent or our legitimate interest, you have the right to object to the processing at any time or to revoke your granted consent. Your objection or revocation only has effect for the future. If the analysis cookies used offer their own technical options for deactivation, this is shown there in each case. You can contact <mailto:info@may.berlin> at any time to exercise your right of objection or revocation. If you object to processing on the basis of our legitimate interest, we may nevertheless continue processing if we can demonstrate compelling legitimate grounds for processing that override your interests, rights and freedoms.

VII. Data subject rights

If personal data relating to you is processed, you are a data subject within the meaning of Article 4 (1) of the GDPR. As a data subject, you are entitled to the following rights with regard to your personal data. To exercise these rights, you can contact us using the contact details provided above.

Right to information according to Art. 15 GDPR

You have a right to information about your personal data processed by us. This includes the mandatory information set out in Art. 15 GDPR.

Right to rectification according to Art. 16 GDPR

You have the right to demand the immediate correction of incorrect personal data as well as the completion of incorrect personal data.

Right to deletion according to Art. 17 GDPR

You have the right to request the erasure of your personal data if one of the reasons listed in Art. 17 GDPR applies, in particular if there is no longer a legal basis for the processing.

Right to restriction of processing according to Art. 18 GDPR

You have the right to request the restriction of the processing of your personal data if one of the reasons listed in Art. 18 GDPR applies, in particular at your request instead of deletion of the data.

Right to data portability according to Art. 20 GDPR

You have the right to request all personal data stored by us about you in a structured, common and machine-readable format and to transfer this data to another controller without hindrance from the controller to whom the personal data was provided.

Right to complain to the competent supervisory authority, Art. 77 GDPR

In accordance with Art. 77 GDPR, you have the right to lodge a complaint with the supervisory authority responsible for you.

VIII. Recipients of data

The processing of your personal data within the scope of the website, is partly also carried out by order processors, in particular the hosting of the website and the use of analysis tools. These are involved exclusively on the basis of a commissioning agreement in accordance with Art. 28 (3) GDPR.

Your personal data will only be passed on if this is required for the purpose of the contract. For example, we pass on your data to the shipping company commissioned with the delivery, insofar as this is necessary for the delivery. For payment processing, we may pass on your data to the commissioned credit institution. In the event of a credit check, personal data will be passed on to the credit agency involved. Data will not be passed on to other third parties without your consent.

IX. Data transfer to third countries

The personal data that we collect from you in the context of the website will not be transmitted to third countries outside the European Economic Area. Only when using Google Analytics it can happen in the exceptional cases described above that your IP address is transmitted unabbreviated to Google LLC and only shortened there.

If data is transferred to third countries for which there is no EU Commission adequacy decision, we ensure that data protection is sufficiently guaranteed. This can be implemented via binding company regulations, standard contractual clauses of the EU Commission, certificates or recognised codes of conduct.

Status: June 2023