

## **Privacy Policy of May Distribution GmbH & Co. KG**

The basis of effective data protection is comprehensive information about the collection, processing and use of your data ("data processing"). With this section we would like to inform you

- when and for which actions we process data
- which data we process for which reason
- who receives data
- about your rights regarding data processing by us.

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

You can access, print or download this privacy notice permanently and at any time <http://www.may-kg.com/html/de/datenschutz/> via the functions of your browser.

### **I. Contact Details**

Controller of the data processing in the meaning of the General Data Protection Regulation (GDPR) within the scope of this website is:

May Distribution GmbH & Co. KG,  
Trabener Straße 65,  
14193 Berlin  
Telefon: (030) - 700 11 54 - 0  
Fax: (030) - 8 91 99 02  
E-Mail: [info@may.berlin](mailto:info@may.berlin)

responsible for data processing: Gordon Macholz, DPO

### **II. General Information on Data Processing**

#### **1. Scope of processing of personal data**

The provision of this website requires the processing of various information. In addition, the scope of data processing depends on your use of the functionalities of this website, for instance if you communicate with us or consent to the processing of data.

When visiting our website you are not obliged to provide us with personal data. However, if the provision of this data is technically required for accessing our site, you will be unable to enter and use our website in case of your refusal. Under a concluded freight contract, you may be contractually or legally obliged to provide personal data, especially if this is necessary to fulfil your own contractual or legal duties. In this respect, you might be liable for administrative

fines or damages. Where the provision of your data is necessary for the fulfilment of our duties, there is an obligation on your part. A refusal may result in the loss of your entitlement to benefits as well as administrative fines.

As a visitor to our websites, you are not subject to any automated decision-making according to Art. 22 GDPR.

## 2. Lawfulness of processing of personal data

The following legal bases apply to the processing of personal data on this website.

Reason for Data Processing	Legal basis in GDPR	Explanation
Performance of a contract or steps prior to entering into a contract	Art. 6 (1) b)	Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
Legitimate Interests	Art. 6 (1) f)	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.
Consent	Art. 6 (1) a)	The data subject has given consent to the processing of his or her personal data for one or more specific purposes
Legal Obligation	Art. 6 (1) c)	Processing is necessary for compliance with a legal obligation to which the controller is subject;

### **3. Erasure and storage of data**

We delete personal data as soon as the legal basis for its processing expires. If there are several legal bases for a situation, the deletion occurs with the expiration of the last legal basis, for instance, after fulfillment of all legal storage obligations.

### **III. Data processing for the provision of this website**

In order to display the website, it is necessary to process certain information. This commences with your visit on our website. In addition, we offer functionalities on our website which require further data processing.

#### **1. Log Files**

When you visit our website, your browser sends various information to our server. We need these to establish and maintain the connection. Among the data is also your IP address, which we treat as personal data. In addition, the following data is collected:

- Name of requested data
- Date and time of visit
- Browser/ version
- Operating system/ version
- Referrer previous page
- Requested data volume
- Request successful/ not successful
- Subsequent website

We store this data in so-called server log files. This data is not combined with any other data about you. The storage of log files including your IP address serves the legitimate interest of providing our website and preventing misuse. Stored log files will be 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 containing information 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 required to establish a connection or to improve the use of the website.

The use of technically conditioned cookies and the associated data processing takes place due to our legitimate interest in a technically flawless and convenient way of using our website. Technically conditioned cookies are usually deleted automatically when you close your browser (session cookies), in other cases only after some time (persistent cookies). The duration of storage of persistent cookies is determined by the provider and can, for example, be viewed by you in your browser.

The use of cookies for advertising and analytical purposes is described below in detail.

You can prevent the storage of cookies by setting up your browser software accordingly. This can be done generally or specifically for individual cookies. Additionally, individual tracking and analysis cookies can provide special options for deactivation. These are explained separately. Please note that you may not be able to use all functions of

### **3. User account and ordering**

When you register on our website and create a user account, we store the data that you provide during registration. The following data is required for registration:

- Name (company name and authorized representative)
- Street
- Zip code
- City
- Country
- Phone
- Mail address

If you provide us with other data that is not marked as mandatory, this information is provided voluntarily. In this respect, the legal basis of the processing is the necessity for the fulfillment of the contract or its consent.

When you place an order via our website, we collect at least the registration data outlined above. The processing takes place only for the completion of your order. The legal basis of the processing is the necessity for the fulfillment of the contract.

### **4. E-mail newsletter**

When you subscribe to our newsletter, you must provide at least an e-mail address. We will also ask you for your name, surname and company. If you voluntarily provide us with this information, we store it for your registration and process it, if necessary, in the context of future contacts.

We use the double opt-in procedure to ensure that newsletters are sent out with your consent. In the course of this, the potential recipient can be included

in a mailing list. Subsequently, a confirmation e-mail will give the user the opportunity to confirm the registration with legal certainty. The address is only included in the distribution list if it is confirmed. The data is used exclusively for sending the requested information and offers.

In addition, we may use your e-mail address to inform you about similar offers and products or new features in our online shop based on your previous orders.

The provider Newsletter2Go is used to send the newsletter and other product information. Your data will be transmitted to Newsletter2Go. Newsletter2Go is prohibited from selling and using your information for any purpose other than sending newsletters. Newsletter2Go is a German, certified provider selected in accordance with the requirements of the General Data Protection Regulation and the Federal Data Protection Act. Further information can be found here: <https://www.newsletter2go.de/informationen-newsletter-empfaenger/> You have the possibility at any time to object to the use 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 cancellation in the individual e-mails.

Where given, the legal basis of the processing is your consent to receive the newsletter; in all other respects it is in our legitimate interest to maintain existing customer contacts.

#### **IV. Usage analysis und tracking**

We would like to further improve the usability of this website and the attractiveness of our services. For this reason, we also collect data on usage behavior, when you visit our website and evaluate it for this purpose. For this reason, the following tracking and analysis cookies are used on our website in addition to the technically required cookies shown above.

The legal basis of data processing for analysis purposes is our legitimate interest in a statistical evaluation of your user behavior in order to be able to continuously optimize and better market our website and our services.

Data processing for usage analysis takes place during your visit to our website and only up to the time of your effective objection.

##### **1. 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 the information. However, we only use Google Analytics with an anonymisation function in which the IP address is shortened within a Member State of the European Union or

the European Economic Area before it is transmitted to Google. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. Google analyses the information collected and sends us reports on the usage activities on our website and provides us with additional services for this purpose. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. In addition to blocking all cookies by your browser, you can also prevent Google from processing your data by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>

As an alternative to the browser plug-in or within browsers on mobile devices, please click on the following link to set an opt-out cookie that will prevent Google Analytics from collecting data within this website in the future (this opt-out cookie works only in this browser and only for this domain, if you delete your cookies in this browser, you have to click this link again.): deactivate Google Analytics

You can find more information about Google Analytics in Google's privacy notice: <https://support.google.com/analytics/answer/6004245?hl=en>.

The legal basis of data processing for analysis purposes is our legitimate interest in a statistical evaluation of the usage in order to identify errors on our website and adapt the service to the demands of users.

It is technically impossible for us to assign the analysis data to a specific person. This analysis data are therefore anonymous information. We are consequently unable to provide any personal information regarding this data.

## **2. 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 on websites other than our own is. For this purpose, a conversion cookie is set when you click on one of our advertisements. This cookie enables 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.

Information regarding the conversion-tracking can be found here:

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

<https://policies.google.com/privacy?hl=en>

## **V. Right to object and right to withdraw consent**

If the data processing is based on your consent or our legitimate interest, you have the right to object to the processing or to withdraw your consent at any time. Your objection or withdrawal only has an effect for the future. Where the analysis cookies used offer their own technical options for deactivation, this explained above. You may contact [info@may.berlin](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 prove compelling reasons worthy of protection which outweigh your interests, rights and freedoms

## **VI. Rights of data subjects**

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

### **Right of access by the data subject according to Art. 15 GDPR**

You have a right of access concerning 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 request the immediate correction of inaccurate personal data and the completion of incomplete personal data.

### **Right to erasure according to Art. 17 GDPR**

You have the right to request the erasure of your personal data if one of the grounds mentioned 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 grounds mentioned in Art. 18 GDPR applies, in particular at your request instead of deleting 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, commonly used and machine-readable format or to transmit this data to another controller without obstruction by the controller to whom the personal data was made available.

### **Right to lodge a complaint with a supervisory authority according to Art. 77 GDPR**

According to Art. 77 GDPR, you have the right to file a complaint with the supervisory authority responsible for you.

## **VII. Recipient of data**

Some of the processing of your personal data on the website is also carried out by data processors, in particular the hosting of the website, the dispatch of newsletters and the use of analysis tools. These are included exclusively on the basis of an agreement about the commissioned data processing in accordance with Art. 28 (3) GDPR.

Beyond this, your personal data will only be transmitted if required for the purpose of the contract. For example, we transmit your data to the shipping company commissioned with the delivery, if necessary. We may transmit your data to the commissioned credit institution for payment processing. In the event of credit information, personal data will be transmitted to the credit agency. A transmission to other third parties does not take place without your consent.

## **VIII. Data transfer to third countries**

The personal data we collect from you through this website will not be transferred to third countries outside the European Economic Area. In the exceptional cases described above, only when using Google Analytics can your IP address be transmitted to Google in full and only shortened there.

Google is located in the US and thus in a so-called "third country" according to Art. 44 GDPR. Google is certified under the EU-US Privacy Shield, which guarantees compliance with a European level of data protection.

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