

**General data protection information customer-specific target groups  
(GDPR Art. 13)**

**1. Who is responsible for data processing and whom can you contact?**

zooplus AG, Sonnenstrasse 15, 80331 Munich, Germany, Tel: +49-89-21129211 Email: [service@zooplus.de](mailto:service@zooplus.de)

**2. Can I object to the data processing or revoke my consent, and if so, how?**

Please send us an e-mail to [support@zooplus.com](mailto:support@zooplus.com) with the subject "objection".

**3. Which data and for what purpose do we process it?**

Description of Data Processing		
Email addresses (encrypted)	We use lists to match email addresses as part of our Google and Facebook advertising activities. For the purpose of the matching process, lists of encrypted email addresses are uploaded to Google or Facebook. After uploading, the system checks which data is already known and arranges these email addresses in a list. After creating the matching lists, the encrypted email addresses are automatically deleted again. As a result, the providers will not receive new email addresses.	Processing in accordance with Article 6 §1(a) of the General Data Protection Regulation (GDPR).

**4. To whom do we pass on data and for what purposes**

Description of Data Processing
External recipients
External recipients are our marketing partners <ul style="list-style-type: none"> <li>- Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (Google) and</li> <li>- Facebook Ireland Ltd, Hanover Reach, 5-7 Hanover Quay, Dublin 2, Ireland (Facebook)</li> </ul> For the purpose of personalised advertisement placement your email address will be forwarded to the marketing partners and assigned to your local customer account, should you have such an account.

**5. Do we transfer this data to third countries**

Third Country Reference		
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	Basis of transmission: Privacy Shield

**6. How long to we store your data?**

The period of validity for email addresses used for comparison is by default unlimited. You can request the deletion of your data at any time via [support@zooplus.com](mailto:support@zooplus.com)

**7. Is there an obligation (legal or contractual) to provide personal data?**

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
------------------------------	--

<b>8. Do we use automated decision-making or profiling according to Article 22?</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
<b>9. What are my rights?</b>	
<p>You have the right to request confirmation at any time as to whether we are processing your personal data and you have the right to obtain information about this personal data. In addition, you have the right to correct, delete and restrict data processing, as well as the right to object to the processing of your personal data at any time, or to withdraw your consent to data processing at any time, or to request data transmission. Please address all requests to the above-mentioned data protection officer. Furthermore, you have the right to complain to a supervisory authority in the event of data protection violations.</p>	
<b>10. Separate Reference on Right to Object</b>	
<p><b>1. Right to Object on a case-by-case basis</b>  You can exercise your right to object at any time, for reasons arising from your particular situation, to the processing of personal data concerning you, which is carried out on the basis of Article 6, §1 (f) GDPR (Lawfulness of processing). This also applies to consumer profiling based on this provision within the context of Article 4 §4 GDPR, which may be carried out, for example, for customer advice and customer service purposes and also for sales purposes. If you lodge an objection, your personal data will no longer be processed unless zooplus can provide compelling reasons for processing which outweigh your interests, rights and freedoms, or if the processing serves to assert, exercise or defend legal claims.</p>	
<p><b>2. Right to Object on a case-by-case basis</b>  zooplus may also process your data for direct marketing purposes within the scope of the statutory provisions. You have the right to object at any time to the processing of personal data for the purpose of such advertising, without incurring any costs other than the transmission costs according to the basic rates. This also applies to profiling, insofar as it is related to such direct mailing. If you revoke your consent for the purposes of direct advertising, we will no longer process your personal data for these purposes. The objection can be made in each case without any formality. You will find the contact details under point No. 1</p>	
<b>11. How do you contact our Data Protection Officer?</b>	
Dr Philipp Herrmann, HWData GmbH, Leonrodstrasse 54, 80636 Munich, Germany, email: <a href="mailto:ph@hwdata.de">ph@hwdata.de</a>	