Privacy Policy

1. Privacy

The protection of your personal data is very important to us. We exclusively collect and use your personal data within the framework of the provisions of the privacy policy act of the Federal Republic of Germany. In the following we inform you about the nature, extent, and purposes of the collection, use, and disclosure of personal data. You can retrieve, store, and print this data protection declaration on our website at any time.

1.1 Collection, use, and transfer of personal data

1.1.1 Order processing
In the case that a contractual relationship shall be established between you and us or if the content of such a contractual relationship shall be developed or changed, we will collect and use your personal data (e.g. name, address, e-mail address, account or credit card data, etc.) insofar as this is necessary for the execution of the contract, in particular for answering your inquiries and for processing your orders, payments, and possible warranty claims.

We will only transfer your personal data to a third party (for example to logistics companies, payment service providers, collection agencies) or otherwise submit it to a third party insofar as this is necessary for the execution of the contract. We are in particular entitled to transfer personal data to a third party for the purpose of processing the delivery, billing, and debt collection. Furthermore, we may be required by law in individual cases to provide information concerning your personal data to public authorities. This may in particular be necessary in the case of prosecution or for hazard prevention.
Buffalo uses the additional service "Parcel notification" of DHL. We inform you that we have to transmit your e-mail address to the company DHL in the context of this service so that DHL can inform you about the expected time of the parcel delivery.

> **By placing my order I agree that Buffalo may collect, process, store and use my personal data and transfer it to a third party to the extent mentioned above, insofar as this is necessary for processing the order.**

1.1.2 Newsletter
If you subscribed to our newsletter we will use your e-mail address, your first and last name, the title, and your birthday, where appropriate, in order to be able to send you a newsletter which addresses you on a personal level.

You can unsubscribe from our newsletter at any time either by clicking on the unsubscribe link in the newsletter or in the online shop or send us an email to service@buffalo-boots.com.

1.1.3 Usage data
We collect and use your personal data during the use of our online services (usage data). This shall in particular include information for your identification and information concerning the beginning and the end as well as the extent of the use of our offer. The usage data is used in order to enhance our services and improve our websites to provide attractive page content. Furthermore we receive an overview about your user behaviour regarding our page content.

By using this website I agree that Buffalo may store, collect, process and use my data to the extent mentioned above, insofar as this is necessary for the use of the website.

1.1.4 Cookies

We use so-called "cookies" in order to identify you as our customer and to offer you a smooth shopping trip in this way. Cookies are small text files which are stored on your computer and which allow an analysis of your use of the website. For example, the function of the "shopping cart" and its "remember function" are controlled by cookies. The combination of this data with other data sources is not carried out by us. Most of the cookies used by us are so-called "session cookies" which are deleted when you terminate your browser session. Long-term cookies enable us, among other things, to recognize you as visitor of our website and, thus, to make this website more comfortable for you.

Most browsers are set by default to accept cookies. However, you have the possibility to set your browser in such a way that the automatic storage of cookies is avoided. You may allow or prohibit temporary and stored cookies independently of each other. The acceptance of cookies is not a prerequisite to visit our online service. If you deactivate cookies, certain features of the website of Buffalo may not be available to you and some pages may not be displayed correctly. In order to use our shopping cart and place orders, cookies must be allowed.

By using this website I agree that Buffalo stores, collects, processes and uses my data by using so-called cookies to the extent mentioned above and for the purpose mentioned above.

1.1.5 Market research and statistics

Some of the data gathered during the visit of this website, so called movement data i.e. the website you have visited before and the website that you enter after your visit, number of clicks, viewed products, duration of your website visit (see **sec 1.1.1** and **sec. 1.1.3**) will be used for statistical analysis for the purposes of advertisement control, market research, and for the tailor-made design of our internet service. This data is stored separately from other data which you enter while using our service. Buffalo does not carry out an analysis of this data for the purpose of preparing personal usage profiles. The storage and use of this data is anonymized.

We transfer data to our statistics service providers, Econda GmbH and Google Inc., for the purpose of analysis ("tracking"). You may object to this tracking at any time (see **sec 1.3** below). In this case we cannot provide personalized contents to you.

1.1.5.1 Webtracking by Econda GmbH

To ensure the tailored design and optimum performance of this website, solutions and technologies by econda GmbH, Eisenlohrstr. 43, 76135 Karlsruhe, Germany (www.econda.com) does not only collect and store anonymized data, but also utilizes this data to compile usage profiles by means of pseudonyms. Cookies can be used for this purpose which makes it possible for an internet browser to be recognized (for more detailed information concerning cookies see **sec. 1.1.4** above). Without the express consent of a visitor, however, usage profiles will not be stored together with data pertaining to the pseudonymous visitor. IP addresses, in particular, are rendered indecipherable immediately after receipt, which makes it impossible to match a usage profile with an IP address.

COOKIE INFORMATION

We use econda Cookies to identify how you interact with our site, so that we can see things like the most popular pages and the journey that you take though our site and thus to improve our respective websites. These kinds of cookies may be used:

First Party cookies – These cookies are set by the domain of the website that you are visiting.

Third Party cookies – These cookies are set by a domain different to the one of the website that you are visiting. Econda uses these when a client owns more than one website and wishes to see how users move between these ("cross domain tracking"), or in case the client wishes to track the views of his ads on external sites.

COOKIE LIST
The following cookies will be stored by Econda on the computer of the website visitor (you):

Session cookie: containing the following contents: A random non back calculable number ("Hash"); Expiry: End of session.
Visitor cookie: containing the following contents: A random non back calculable number ("Hash"); Expiry: 3 years.
(Cookie Domain: econda-monitor.de)

We have enabled cookie-based campaign tracking, so the following cookie will be stored by Econda on the computer of the website visitor (you):

Campaign cookie: containing the following contents: Information on the used advertising material (e.g. keyword, campaign, placement, adtext, network type) and Referrer; Expiry is 30 days.
(Cookie Domain: econda-monitor.de)

Ad view tracking and ad view tracking-code is integrated in our ads, the following cookies are stored by econda on the computer of the visitor viewing the ad:

Ad View Cookie: containing the following contents: List of Ad-Views - Dates and Information on the advertising material viewed (e.g. keyword, campaign, placement, adtext, network type) and Referrer; Expiry is 30 days.

Visitor cookie: containing the following contents: A random non back calculable number ("Hash"); Expiry: 3 years.
(Cookie Domain: econda-monitor.de)

1.1.5.2 Web analysis with Google Analytics
On our website, we use Google Analytics, a web analysis service of Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses "cookies" which allow an analysis of your use of our website (for more detailed information concerning cookies see **number 1.1.4** above). The gathered information includes for example information about the operating system used by you, your browser, your IP address, etc. This data is transferred to a server of Google in the USA and stored there. Google observes the data protection provisions of the US Privacy Shield Agreement and is registered with the Privacy Shield program. Our website uses Google Analytics with the extension "gat._anonymizeIp();" so that the collection of IP addresses is made anonymously. Due to this extension Google shortens the IP addresses of the users from the European Union so that a direct personal reference is excluded for this data. Furthermore, we gather data on shopping carts and orders in an anonymized manner for statistical analyses and transfer them to Google.

Google shall use the collected data on our behalf in order to analyse your use of our website, to prepare reports concerning the user's behaviour, and to render other related services to us. The IP address transmitted from your browser to Google shall not be combined with other data.

By using this website I agree that Buffalo collects, stores, processes and transfers my data to Google to the extent mentioned above and for the purpose mentioned above and that this data is processed to the extent mentioned above.

1.1.6 Facebook plug-ins and "Like" function

Our website contains browser extensions (so-called plug-ins) of the social network Facebook which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (Facebook). The plug-ins on our websites are identified by the Facebook logo and/or the text "*Like*". When you visit one of our web pages which contain a plug-in of Facebook, your browser will establish a connection with the servers of Facebook which is used to transmit the content of the plug-in to your browser and your browser integrates this content in the displayed web page. In this way, your IP address and the URL of the visited web page are transmitted to Facebook.

If you are a member of the Facebook service, Facebook can allocate your visit of our website to your Facebook account. In this case, data, such as date, time, URL, and the browser type, is transferred to Facebook and stored there when you visit the web page with the Facebook plug-in. By interacting with the Facebook plug-ins, for example by clicking the "Like" button or by leaving a comment, further data will be transferred to Facebook.
We have no influence on the extent to which Facebook collects data by means of the "Like" button. For information on the purpose and extent of the data collection by Facebook as well as the further processing and use of your data by Facebook as well as your rights in this respect and settings options for the protection of your privacy, please refer to the data protection information under the following link: http://www.facebook.com/policy.php

In addition, you can also install appropriate blocker add-ons for your browser.

> **By clicking on the Facebook button I agree that the Facebook plug-in is activated and my data is transferred to Facebook to the extent described above.**

1.1.7 Competitions
If you participate in competitions on our website we store and use your personal data (name, address, e-mail address, etc.) for the prize draw and the consignment of the prize. We only inform you about further offers of Buffalo if you granted your consent. The participation in competitions is independent of this consent.

> **By participating in a competition on this website I agree that my data is collected, stored, processed and used to the extent mentioned above and for the purpose mentioned above.**

1.2 Right of access, rectification, and deletion

Your trust is important to us. For this reason we want to answer your questions concerning the processing of your personal data free of charge at any time. If you have any questions that could not be answered by this data protection declaration or if you require more detailed information concerning a certain aspect, please contact us by writing an e-mail to the following address:

datenschutz@buffalo.de

or write a letter to

Buffalo Boots GmbH
Data protection officer
Ruedesheimer Str. 51
65239 Hochheim
Germany

At this address, you can also obtain information about your data stored with us without giving reasons and free of charge at any time.

You can block your personal data collected by us or have it rectified at any time. Furthermore, you can withdraw your consent granted to us concerning the collection, storage, processing and use of data without giving reasons at any time. It is sufficient to send your withdrawal in text form (e.g. e-mail, fax, or letter) to the address stated above. If you have further questions concerning our information on data protection and concerning the processing of your personal data, please do not hesitate to contact us at any time.

Stored personal data will be deleted when you revoke your consent concerning the storage, when knowledge of the data is no longer needed to fulfil the purpose for which it has been stored, or when storage of the data is not allowed for other legal reasons.

Your data cannot be blocked or deleted if we need your data to fulfil the contract or if we are legally required to store this data.

1.3 Right of withdrawal concerning data storage by Econda GmbH and Google Inc.

1.3.1 Withdrawal concerning data storage by Econda GmbH
You may object to the data storage of your anonymously collected visitor data so that it is no longer collected in the future. If you want to object to the data storage of your anonymized data, please click on the following button to complete your objection:
http://www.econda.com/econda/company/data-protection/data-privacy-statement/)

1.3.2 Withdrawal concerning data storage by Google Inc.
You may prevent the transfer of the data generated by the cookies set by Google and which refer to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plug-in provided under the following link (http://tools.google.com/dlpage/gaoptout?hl=en). For further information, please refer to the URL http://www.google.com/intl/en/analytics/privacyoverview.html=en (general information concerning Google Analytics and data protection).

1.4 Reservation of the right of modification

Please note that the data protection provisions may be subject to modifications. For this reason, it is recommended and necessary to keep oneself informed at regular intervals about modifications of the statutory provisions and the practice of companies, such as e.g. of Google Inc.

2. Data security

Buffalo uses a secure transfer method – the so-called "Secure Socket Layer" (SSL) transfer – in order to transfer customer data. A 128-bit key is used for this transfer method. All information transferred by using this method is encrypted before it is sent to Buffalo. In this way it is intended to prevent, this data from being read by unauthorized persons when it is transferred via the internet. Due to the fact that we work with different frames, it is possible that you cannot directly identify the encryption or that your browser does not always inform you, by displaying a message, about the connection to a SSL server. However, you can see the protected transfer of your data (https mode) if you press the right mouse button in the checkout area and then select the feature "Display source code" in the context menu.

You can help to protect yourself and others against misuse. Support us in our efforts to secure your personal data by never disclosing your Buffalo password and inform us if you suspect password abuse.

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