

## **Privacy Policy**

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 EU-General Data Protection Regulation "GDPR" and the privacy policy act of the Federal Republic of Germany "BDSG". 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.

### **I. Responsible body for the collection of data is:**

Buffalo Boots GmbH  
Schanzenstraße 41  
51063 Köln  
Germany

#### **Data protection officer:**

Martin Hölscher  
Schanzenstraße 41  
51063 Köln  
Germany  
datenschutz@buffalo.de

### **II. Subject of data protection**

The subject of data protection is personal data.

**Personal data** is any information relating to an identified or identifiable natural person; a natural person is considered to be identifiable, directly or indirectly, in particular by means of an identifier such as a name, an identification number, location data, an online identifier or one or more special characteristics expressing the physical, physiological, genetic, mental, economic, cultural or social identity of this natural person can be identified (Art. 4 No. 1 GDPR). This includes, for example, your name, your telephone number, your address, as well as all inventory data that you provide us with when registering and creating your customer account. Statistical data or anonymized data, which we collect, for example, when visiting our web shop and which cannot be directly related to your person, are not covered here

**Affected person** is any identified or identifiable natural person whose personal data is processed by the controller.

**Processing** means any process or series of operations related to personal data, such as collecting, capturing, organizing, organizing, storing, adapting or modifying, reading out, querying, using, with or without the aid of automated procedures; disclosure through submission, dissemination or any other form of provision, reconciliation or association, restriction, erasure or destruction.

### **1. Collection, processing, use and transfer of personal data**

You can visit our site without giving any personal information. We only store access data without personal reference such as the name of your Browser type /version, Referrer URL (the previously visited page, host name of the accessing computer (IP address), date and time of the server request etc. or the name of the requested file.

These data are summarized in server log files on a statistical basis, stored and evaluated solely for the purpose of improving our offer and do not allow any conclusion to your person. A combination of these

pseudonymous data with your personal data does not take place. We will not store any other personal information unless you log in.

If the programming of our website causes your browser to load data from servers operated by third parties, we ourselves are not involved in these data transfers.

### **1.1 Registration with customer account**

You can create a customer account on our website. If you register as a customer, we set up a password-protected direct access to your customer account. In your customer account, you can manage your stored personal data, view placed orders and active order processes.

We will use the information you provided when registering in full in order to verify your eligibility for goods in accordance with our customer criteria. We will store the data, in order to be able to maintain the activation permanently and, if necessary, to carry out inspections.

The operator assumes no liability for password abuse, unless this was caused by Buffalo.

### **1.2 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. We use the information provided by you without your separate consent exclusively for the fulfillment and processing of your order or your request, in particular for answering your inquiries and for processing your orders, payments, and possible warranty claims.

With completion of the contract and full payment of the purchase price, your data will be blocked for further use and deleted after expiry of the tax and commercial retention periods, unless you have expressly consented to the further use of your data. By subscribing to the newsletter, your e-mail address will be used for your own advertising purposes until you unsubscribe from the newsletter. The deregistration is possible at any time.

**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.**

### **1.3 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.**

### **1.4 Newsletter**

If you have registered for our newsletter with your e-mail address, we will also use your e-mail address beyond the account management for the purposes of subscribing to our newsletter for advertising purposes until you unsubscribe from the newsletter (Art.6 (1) lit.a,b GDPR). If no other advertising purposes are defined, our newsletter will only contain information about our company about product highlights, product news, product updates and services as well as special offers and competitions from us, current company information and event dates. By subscribing to our newsletter, you agree to the receipt and the procedures described.

For the documentation of the newsletter consent and to prevent misuse of your data, we use the so-called "Double-Opt-In" procedure. Through this process, we ensure that the recipient also wants to receive our newsletter. After registration you will receive an e-mail asking you to confirm your subscription to the newsletter. Only after confirmation, we will send you our newsletter.

The registration for the newsletter will be logged in order to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time, as well as the IP address. Similarly, changes to your stored data are logged.

You can revoke your consent to receive our newsletter at any time. The deregistration can be done under the link in the newsletter or by written notification to Buffalo Boots GmbH, Schanzenstraße 41, 51063 Köln, Germany. In the event of written communication, the objection will be implemented within three weeks after receipt.

The newsletter is sent via the mailing company Mapp Digital Germany GmbH, Dachauer Str, 63, 80335 Munich, Germany.

The e-mail addresses of our newsletter recipients as well as their other data described in the context of these notes are stored on the servers of Mapp Digital GmbH in Frankfurt am Main, Germany. Mapp Digital GmbH uses this information to send and evaluate the newsletters on our behalf. Furthermore, Mapp Digital GmbH may, according to its own information, use this data to optimize or improve its own services, e.g. for the technical optimization of shipping and the presentation of the newsletter. However, Mapp Digital GmbH does not use the data of our newsletter recipients to write them or to pass them over to third parties.

Furthermore, we have concluded a "data processing agreement" with Mapp Digital GmbH. This is a contract in which Mapp Digital as the processor pledges to protect the privacy of our users, to process its privacy policy on our behalf and, in particular, not to disclose it to third parties. The privacy policy of Mapp Digital GmbH can be viewed here <https://www.mapp.com/privacy/>

#### Statistical survey and analyzes

The newsletters contain a so-called "web beacon", a pixel-sized file that is retrieved from the server when the newsletter is opened. As part of this call, technical information, such as information about the browser and your system, as well as your IP address and time of the call are collected. This information is used to improve the technical performance of services based on their specifications or audience and their reading habits, based on their locations (which can be determined using the IP address) or access times.

The statistical surveys also include determining whether the newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. However, it is neither our desire nor that of ... to observe individual users. The evaluations serve us much more to recognize the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users.

Consent to transmit the e-mail addresses is based on Art.6 (1) lit. a and Art. 7 GDPR and §7 (2) No.3 UWG. The use of the mailing service provider, the implementation of statistical surveys and analyzes and logging of the registration process, are based on our legitimate interests in accordance with Art. 6 (1) lit. f GDPR. We are interested in using a user-friendly and secure newsletter system that suits both our business interests as well as the expectations of the users.

**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.**

#### 1.5 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.**

### **1.6 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.** and **sec. 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 1.7** below). In this case we cannot provide personalized contents to you.

### **1.7 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. 1.4** 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 through 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)

## **2. Disclosure of personal data for order processing**

If you shop in our online shop, we offer you various ways to pay.

### **2.1 Prepayment or payment via credit card**

One possibility is the prepayment in which you transfer the total amount to be paid to our business account in the specified period. For this you will receive in the order confirmation the required information about our bank details. A further possibility is to pay via credit card. However, we process the bank as well as credit card details received strictly confidential and do not pass them on to third persons or companies.

### **2.2 PayPal**

Another payment option is via the service provider PayPal.

We have integrated components from PayPal on this website. PayPal is an online payment service provider. Payments are made through so-called PayPal accounts, which are virtual private or business accounts. In addition, PayPal has the ability to process virtual payments through credit cards if a user does not have a PayPal account. A PayPal account is managed only via an email address, and not a classic account number. PayPal makes it possible to initiate online payments to third parties or to receive payments.

When paying online via PayPal, then only the privacy policies of PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg is relevant. The Privacy Policy of PayPal (Europe) S.à.r.l. et Cie, S.C.A. can be found by clicking here: [https://cms.paypal.com/de/cgi-bin/marketingweb?cmd=\\_render-content&content\\_ID=ua/Privacy\\_full&locale.x=de\\_DE](https://cms.paypal.com/de/cgi-bin/marketingweb?cmd=_render-content&content_ID=ua/Privacy_full&locale.x=de_DE)

Your payment data for PayPal payments will be collected and stored directly through PayPal's servers. This data is not cached on our servers for security reasons. We do not have access to this data, we only receive a confirmation of the transaction release or error message. The payment process is performed in the background via an SSL encrypted connection. Upon completion of the payment, you will be redirected back to our servers. Of course, we treat the data that is visible to us in a PayPal transaction as strictly confidential and do not disclose it to third parties and companies.

Please note, however, that personal data may also be passed on by PayPal to service providers, subcontractors or other affiliated companies, insofar as this is necessary to fulfill the contractual obligations arising from your order or if the personal data are to be processed in the order.

PayPal reserves the right to carry out a credit check, whereby PayPal transmits personal data to credit reporting agencies. This submission is used for identity and credit checks related to the order you have placed. The result of the credit check on the statistical probability of default is used by PayPal for the purpose of deciding on the provision of the respective payment method. The credit information can contain probability values (so-called score values). Insofar as score values are included in the results of the credit rating, they are based on a scientifically recognized mathematical-statistical procedure. In the calculation of the score values, inter alia, address data is incorporated.

For further data protection information and in regard of used credit agencies, please refer to the privacy policy of PayPal: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

## **2.3 Logistics Companies**

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. The logistics company or the parcel service also uses the personal data exclusively for the purpose of delivery and internal use.

## **3. Usage data**

Beyond the freely accessible area of our website, e.g. As part of your registration or order in our online store, we need your personal information in order to respond to you personally.

We collect and use your personal data during the use of our online services (usage data) and for the following purposes:

- Provision of products in our online store
- Sales and payment processing
- customer support and communication with the customer (e.g., by responding to his requests, questions and comments)
- Establishment and management of customer accounts
- Offering products that the customer may be interested in
- Announcement of certain events, programs, surveys, contests, sweepstakes and other offers or promotions and customer management participation
- Customer contact via social media
- Handling complaints related to our products / services
- Operation, evaluation and improvement of our business (e.g. development of new products and services, communication management, measurement of the effectiveness of our sales, marketing and advertising, analysis and improvement of products, services, website, and performance of activities related to Accounting, auditing, invoicing, account reconciliation and dunning)
- Data analysis (e.g. market and consumer research, trend analysis, financial analysis and anonymization of personal data)
- Protection against fraud, claims for benefits and other obligations as well as their detection and prevention
- Compliance with applicable law and our policies

In addition, we use information collected through cookies and other automated processes for the following purposes:

- Adaptation of the website to individual visitor needs
- Submission of content (including advertising) tailored to the interests of users and their use of the website, as well as
- Business management
- diagnose problems related to technology and customer service,
- Management and improvement of the website

## **4. Legal basis**

We process personal data exclusively on the basis of an appropriate authorization. If processing is based on consent, the legal basis is Article 6 (1) lit. a GDPR. If the processing of personal data is necessary for the performance of a contract in which the contracting party is the data subject, e.g. on delivery of a good or performance of a service the processing according to Art. 6 (1) lit. b GDPR. This also includes pre-contractual measures, which may be necessary in the context of inquiries, for example. If we are subject to a legal obligation to process data, such as the fulfillment of tax obligations, the processing of personal data falls under Art. 6 (1) lit. c GDPR. If processing is necessary to safeguard the legitimate interests of our company or a third party, provided that the interests, basic rights and fundamental freedoms of the person concerned do not prevail, then according to Art. 6 (1) lit. f GDPR personal data of a data subject are processed.

## 5. Duration of data storage

The criteria for the duration of the storage of personal data is the respective statutory retention period. After the deadline, the corresponding data will be routinely deleted, if they are no longer required to fulfill the contract or to initiate a contract.

## III. Web analysis tools, tracking and social plugins

### 1. 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.anonymizelp();" 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 behavior, and to render other related services to us. The IP address transmitted from your browser to Google shall not be combined with other data.

For more information about Google's use of the Google data, hiring and opt-out options, please visit Google's websites: <https://www.google.com/intl/en/policies/privacy>

You have the right to oppose and you can prevent the installation and storage of cookies for Google Analytics by a corresponding setting in your browser. Details can be found in the help of your browser. In addition, you may prevent the collection of the data generated by the cookie and related to your use of the online offer to Google as well as the processing of this data by Google by following the link <https://tools.google.com/dlpage/gaoptout?%20hl%20=%20en&hl=en>

An opt-out cookie will be set which prevents the future collection of your data when you visit this website. The data collection and storage for Google Analytics can be contradicted with this browser plugin at any time with effect for the future.

**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.**

### 2. Visual Website Optimizer ("Wingify")

Our websites use Visual Website Optimizer, an A / B test / web analytics service provided by Wingify, 14th Floor, KLJ Tower North, Netaji Subhash Place, Pitam Pura, Delhi 110034, India (hereafter "Wingify"). Wingify uses cookies that allow us to analyze the use of our web pages. The information generated by the cookie about your use of this website and your IP address are transmitted to a server from Wingify to India and stored there. Further information on the cookies used can be found at this link <https://vwo.com/knowledge/what-are-the-cookies-stored-by-vwo/>

On our behalf, Wingify uses this information to evaluate your use of the website and, based on this, to optimize our websites.

We use Wingify if you have consented to it. We get your consent when you visit our website via the cookie banner at the top of the web pages.

Wingify stores your data and it will be deleted on a regular basis. You can prevent or delete the storage of cookies by setting your browser software accordingly. You may also collect the data generated by the cookie and related to your use of the website (including your IP address) to Wingify and the processing of this data in total at this link <https://vwo.com/opt-out/> disagree.

Details on how to deal with your personal information can be found at the following link <https://vwo.com/privacy-policy/>.

### **3. Econda tracking**

For a need-oriented design as well as for the optimization of this website, solutions and technologies of the Econda GmbH (<https://www.econda.de>) record and store anonymized data as well as create usage profiles from these data using pseudonyms. For this purpose, cookies can be used to enable the recognition of an Internet browser. However, user profiles are not merged with data about the bearer of the pseudonym without the explicit consent of the visitor. In particular, IP addresses are rendered unrecognizable immediately after receipt, so that an assignment of usage profiles to IP addresses is not possible. You can object to this data collection and storage at any time for the future at <https://www.econda.de/objection-to-data-storage/>.

### **4. Re-targeting and deployment of Criteo service**

Our website uses cookies / advertising IDs for promotional purposes. This allows us to show our advertisements to visitors who are interested in our products on affiliate websites, apps and emails. Re-targeting technologies use cookies or promotional IDs and display advertising based on your previous browsing behavior. To refuse this interest-based advertising, please visit the following websites:

<http://www.networkadvertising.org/choices/> <http://www.youonlinechoices.com/>

We can share information such as technical identifiers from your signup information on our website / app or our CRM system with trusted advertising partners. This will link your devices and / or environments and will offer you a seamless user experience with the devices and environments you use. For details on these linking capabilities, please refer to the Privacy Policy found on the aforementioned platforms or the explanations below. Criteo Privacy Policy: <http://www.criteo.com/privacy>

### **5. Use of tracking pixels**

Tracking pixels perform similar functions to cookies, but are unnoticeable to the user. We use tracking pixels within the shop functionality to measure user behavior, in the newsletter and to control the offers in remarketing. This information is anonymous and not associated with personal information on the user's computer or database. To prevent web bugs on our sites, you can use tools such as: B. webwasher, bug-nosys or AdBlock (for example, the Firefox or Chrome browser) use. To prevent web bugs in our newsletter, please set your mail program so that no HTML is displayed in messages. Web bugs are also prevented if you read your e-mail offline.

### **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.

<p><b>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.</b></p>
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## 7. Instagram

Our website uses Instagram's social plugins ("plugins") operated by Instagram LLC, 1601 Willow Road, Menlo Park, CA 4025, USA ("Instagram"). The plugins are marked with an Instagram logo, for example in the form of an "Instagram camera". An overview of the Instagram plugins and their appearance can be found here: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>

When you visit a page of our website that contains such a plugin, your browser connects directly to Instagram's servers. The content of the plugin is transmitted by Instagram directly to your browser and integrated into the page. Through this integration, Instagram receives the information that your browser has accessed the corresponding page of our website, even if you do not have an Instagram profile or if you are not logged in on Instagram. This information (including your IP address) is sent from your browser directly to an Instagram server in the US and stored there.

If you're logged in to Instagram, Instagram can instantly associate your visit to our website with your Instagram account. If you interact with the plugins, for example by pressing the "Instagram" button, this information is also sent directly to an Instagram server and stored there. The information will also be posted on your Instagram account and displayed there to your contacts. For further information on the purpose and scope of the data collection, the further processing and use of the data by Instagram as well as your related rights and settings options for the protection of your privacy, please refer to the privacy policy of Instagram: <https://help.instagram.com/155833707900388/>

If you do not want Instagram to directly map the data collected through our website to your Instagram account, you have to log out of Instagram before visiting our website. You can completely prevent the loading of Instagram plugins even with add-ons for your browser, e.g. for example, with the script blocker "NoScript" (<http://noscript.net/>).

## IV Deletion and blocking of personal data

If during the collection (e.g. in the context of a declaration of consent) no explicit storage period specified, personal data will be deleted, as far as they are no longer necessary to fulfill the purpose of the storage. If the storage purpose is omitted or if a storage period prescribed by the responsible legislator expires, we will delete or block the personal data in accordance with the statutory provisions.

## V. Rights of the data subject

### 1. 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](mailto:datenschutz@buffalo.de)

or write a letter to

Buffalo Boots GmbH  
Data protection officer  
Schanzenstraße 41  
51063 Köln  
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 (Art. 15 GDPR).

You can block your personal data collected by us or have it rectified at any time (Ar. 16 GDPR) or cancellation (Art. 17 GDPR) or to restriction of processing (Art. 18 GDPR) or Data transferability (Art. 20 GDPR) and a right to object to processing (Ar. 21 GDPR). Please direct your inquiries to the above mentioned data protection officer.

Furthermore, you can revoke your consent granted to us concerning the collection, storage, processing and use of data without giving reasons at any time, but without affecting the legality of processing on the basis of the consent to revocation. 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.

In addition, you have a right of appeal to the relevant supervisory authority. This is the State Commissioner for Data Protection and Freedom of Information North Rhine-Westphalia, Kavalleriestr. 2-4, 40213 Düsseldorf, Tel.: +49 211-38424-0, Fax: +49 211-38424-10, E-Mail: [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de).

## **2. Revocation of consent**

We would like to point out that you can revoke your consent to the following data uses at any time with effect for the future: • Subscribe to the newsletter (unsubscribing possible at any time)

The DHL package notice, which can be actively selected during the ordering process, does not require any revocation, as it will only be used once by DHL and not for advertising purposes.

## **3. Right of withdrawal**

### **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/>

### **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).

## **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.

## **5. 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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