

# Data protection at ePages

For ePages, responsible and lawful handling of personal data is an essential criterion. ePages is particularly committed to preserving and protecting the privacy of its customers and business partners. ePages has taken technical and organisational measures for the processing of personal data to ensure that the data protection regulations are observed by ePages as well as by external service providers.

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## Contact details

Data Protection Officer  
ePages GmbH  
Pilatuspool 2  
220355 Hamburg

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## Data collection

### Pseudonymized on the ePages website

The ePages website can be accessed without transmitting significant personal data (such as name, address, postal address, telephone number). When surfing without logging in, ePages does not request any personal data, but only uses cookies for so-called session IDs. Cookies are small text files that are stored locally in the cache of the site visitor's Internet browser. The cookies enable the recognition of the Internet browser during a session. The cookies used by ePages are deleted when the browser is closed. Users can set their browser to generally suppress the storage of cookies. In individual cases, this may mean that personal online offers/services or certain functions of the website can no longer be used.

By default, ePages collects personal, albeit pseudonymised, information with the IP address. Furthermore, the time and duration of the visit, browser, operating system and the URL of any forwarding page via which the User

accessed the ePages website are queried. This data may allow the user to be identified, but ePages does not carry out any personal analysis. ePages does, however, reserve the right to carry out a statistical analysis of this information.

The ePages website uses Google Analytics and Google Remarketing, web analytics services provided by Google, Inc. ("Google"). Google uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States . The IP address is then shortened by Google by the last three digits, a clear assignment of the IP address is therefore no longer possible. Google observes the data protection provisions of the "US Privacy Shield" agreement.

Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Third-party vendors, including Google, serve ads on websites across the Internet. Third-party vendors, including Google, use stored cookies to serve ads based on a user's previous visits to this website.

Google will not associate your IP address with any other data held by Google. The data collection and storage can be objected to at any time with effect for the future. You can deactivate the use of cookies by Google by visiting the Google advertising deactivation page. Alternatively, users can deactivate the use of cookies by third-party providers by visiting the Network Advertising Initiative deactivation page.

However, we would like to point out that in this case you may not be able to use all the functions of this website to their full extent. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

The data collection and storage can be objected to at any time with effect for the future: <http://tools.google.com/dlpage/gaoptout?hl=de>.

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## Use of Google reCaptcha

The Google reCaptcha service is used on the site to ensure that the input is made by a natural person and not abusively by machine and automated processing. The service includes the sending of the IP address and possibly other data required by Google for the reCAPTCHA service to Google. There is a legitimate interest in this data processing according to Art. 6 para. 1 letter f GDPR in order to ensure the security of the website and to protect it from automated entries (attacks). In addition, the deviating data protection provisions of Google directly apply to the service. You can find further information on this at: <https://www.google.com/intl/de/policies/privacy/>

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## Use of the newsletter dispatch service provider MailChimp

The newsletter is sent via the mailing platform of the US provider "MailChimp". A prerequisite for the legitimate processing of data and in particular the email addresses of the subscribers is a contract for commissioned data processing. Such a contract is integrated by the provider into the General Terms and Conditions and is publicly available. In addition, the US service is certified under the Privacy Shield agreement. <https://mailchimp.com/legal/data-processing-addendum/>

We only send newsletters with the consent of the recipients or subscribers. The registration takes place in a double opt-in process and after the registration the subscriber receives an email asking for confirmation of the registration.

Within the framework of statistical surveys, indications for the active opening and reading behaviour of the newsletter are collected. Such information can

be assigned to individual subscribers. The evaluations help us to recognize the reading habits of subscribers and to customize the content accordingly.

The consent to receive the newsletter can be revoked at any time. A link to cancel the newsletter is placed at the end of each newsletter.

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## Use of Facebook Pixel

We use on our website the tracking technology "Facebook Pixel" of Facebook Inc. ("Facebook"). Through the Facebook pixel, your browser automatically establishes a direct connection with the Facebook server and users of our website can be shown interest-based advertisements ("Facebook ads") when visiting the social networks of Facebook (incl. Instagram).

If you are registered with a Facebook service, Facebook can assign the visit to your account and receives the information that you have clicked on an ad from us or visited our website.

Using the Facebook pixel, we can display targeted Facebook ads only to those Facebook users who have also shown an interest in our website. In addition, with the help of the Facebook pixel, we can track the effectiveness of Facebook ads for statistical purposes by seeing whether users were redirected to our website after clicking on a Facebook ad. The legal basis for the use of the Facebook Pixel is the legitimate interest pursuant to Art. 6 (1) f GDPR in the context of improving our products and services and their targeted marketing.

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## Use of LinkedIn Insight Tag

Our website uses the conversion and re-targeting tool "LinkedIn Insight Tag" of LinkedIn Ireland Unlimited Company. LinkedIn does not share any personal data, but offers anonymised reports on website audience and display performance. ePages can use this data to display targeted

advertising outside of the website and has a legitimate interest for its use pursuant to Art. 6 para. 1 lit. f GDPR in the context of improving our products and services and their targeted marketing.

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## Contract data

We collect, process and store the data you provide when you register with us and/or order online shop solutions and downstream services.

If Customers register on the Website, request the sending of information material or directly order online shop solutions and downstream services, ePages will learn, among other things, the name, address including e-mail address and details of the respective order including payment details via the completed registration masks/order forms. The entry of this data and its transmission to ePages is left to the free decision of the Customer. ePages only collects personal data that is absolutely necessary for the fulfilment of the contract. The collected data shall only be stored for as long as is necessary and permissible within the framework of the contractual agreement and in compliance with the applicable law.

The personal information will only be used by ePages and affiliated companies and will not be passed on to third parties without the express consent of the User. If, in the context of order data processing, data is passed on to service providers and processed for ePages, these service providers are also compliant with the legal requirements and ePages has concluded fully comprehensive order data processing agreements with these service providers in accordance with Article 28 GDPR. Storage or processing of the data outside the European Union does not take place.

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## Product data

ePages processes/manages personal data that arise in the context of the use of the ePages software solutions. This includes in particular the online shop data of the ePages online merchants, which automatically results from

the operation of the shops. In addition to the outlined merchant master data, this also includes the master data of the customers/orderers of the ePages online merchants as well as transaction data of the shops such as orders and sales. This data is absolutely necessary for the operation of the online shops and thus for the fulfilment of the contract.

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## Applicant data

We process the data that you provide in the application process. This includes your name, address, telephone and mobile numbers, e-mail addresses and the personal data resulting from your application documents.

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## Legal basis for data processing

We process and use your personal data decisively only in the context of the fulfilment of the contract in accordance with Article 6 GDPR. In addition, we ensure that we only request the minimum amount of personal data necessary for the business relationship.

If personal data is processed in preparation for or in connection with a contractual relationship, ePages must have a legitimate interest in this. Such a legitimate interest can be assumed if the data subject is a (potential) customer of the controller.

We process applicant data in accordance with Art. 88 GDPR.

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## Security

We have taken extensive technical and organisational security measures to ensure the availability and security of your data. These are regularly reviewed and adapted to technological progress.

Our data center service provider is certified by TÜV according to ISO 27001. This certification includes a systematic IT security concept.

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## Your rights

Upon request, we will be happy to inform you in writing whether and what data we have stored about you. If you wish to assert your legal rights to information, correction, deletion or blocking of your data, please contact the company data protection officer of ePages GmbH.

Data Protection Officer  
ePages GmbH

Pilatuspool 2  
220355 Hamburg