**Allow Optional Cookies and Technologies?**

We and our **43 partners** use cookies and other technologies to ensure:

• **Website reliability**

• **Statistical analysis**

• **Relevant content and personalized advertising**

We and our partners process **personal data** (e.g., **IP address, visit/product data**) and create **visit profiles** by linking data from **internal and external sources**.

Only when you click **“Allow all”** do you consent to all purposes. If you do not want this, you can:

Click **“Only allow necessary”** to accept only required cookies.

Click **“More options”** to customize your preferences and view additional details.

If you **agree**, we can:

• Save your **shopping carts** even if you leave the page.

• Show you **personalized content and recommendations** based on your interests.

• Display **YouTube videos** and **Google Maps** directly.

Your consent can be **revoked at any time** via the **Privacy Settings** at the bottom of the website.

**Privacy Notice** | **Site Notice**

**Options:**

**[Allow All]** – Accept all processing purposes.

**[Only Allow Necessary]** – Enable only required cookies.

**[More Options]** – Customize settings and view details.

**Inside More Options: Privacy Settings**

Here, you can **individually select** which processing purposes and providers may collect and use your data. You can change your settings **at any time**.

**Privacy Notice** | **Site Notice**

**Processing Purposes**

• **Storage of or Access to Information on a Device**

• **Use of Reduced Data to Select Advertisements**

• **Creation of Profiles for Personalized Advertising**

• **Use of Profiles to Select Personalized Advertising**

• **Measurement of Advertising Performance**

• **Analysis of Target Groups through Statistics or Data Combinations**

• **Development and Improvement of Services**

**Functions**

• **Use of Accurate Location Data**

• **Ensure Security, Prevent Fraud, and Troubleshooting**

• **Provision and Display of Advertising and Content**

• **Comparison and Combination of Data from Different Sources**

• **Linking Different Devices**

• **Identification of End Devices Based on Automatically Transmitted Information**

**Necessary Cookies (Cannot be Disabled)**

Support essential website functions, including:

• Shopping cart memory

• Billing for contractual partners

• Secure website operation

**Statistics Cookies**

Help analyze and improve website performance:

• Track user interactions (e.g., **clicks, visited subpages**).

• Used for **non-personalized advertising** on partner sites.

**Marketing Cookies**

Used for **personalized content and ads** by tracking:

• Online activity

• Product interests

• Cross-website behavior

**List of Data Processing Providers**

**IAB TCF Providers (7)**

• **Active Agent (Virtual Minds GmbH)**

• **Adform A/S**

• **Flashtalking**

• **Google Advertising Products**

• **Microsoft Advertising**

• **The UK Trade Desk Ltd**

• **Xandr, Inc.**

**Non-IAB TCF Providers (36)**

• **Adobe Launch**

• **AWIN**

• **Cloudflare**

• **GfK SENSIC**

• **Google Ad Manager Basis**

• **Keycloak**

• **Realperson Chat Suite**

• **Usercentrics Consent Management Platform**

**CMP Maximum Storage Time**

**ID for Requesting Consent Data**

**[Accept Selection]**

**[Allow All]**