Before We Continue: To Process Your Data

We, Kaufland Marketplace GmbH, process your data, which we also collect from third parties, on our websites using various techniques that store and access information on your device. Some of these techniques are technically necessary, while others are used with your consent—also by partners (individually or jointly responsible)—for convenient website settings, statistics, or personalized advertising.

The creation of personalized advertising is based on profiles enriched with data from other websites, including:

• Data processing related to website usage

• Purchasing behavior on the Kaufland online marketplace

• Exact location data

• Ad performance measurement

Under “Customize,” you can allow individual purposes and find further details on data processing.

By clicking “Decline”, you allow only the use of necessary techniques.

By clicking “Agree”, you consent to all processing for the aforementioned purposes.

Further information, including the storage period of cookies and your right to withdraw consent at any time, is available in the Privacy Policy. The Imprint can be found here.

Options:

[Agree] – Accept all processing.

[Decline] – Allow only essential cookies.

[Adjust] – Customize your consent settings.

Inside the Adjust Option: Determine the Scope of Consent

You can give your consent individually based on the following purposes and functions. Expanding the respective button provides detailed information about each technique and data processing method.

• Technically Necessary Cookies (Always Active)

• Ensures website functionality (display, login, shopping cart, preferences).

• Comfort

• Adapts website settings based on user preferences (e.g., language, regional product availability).

• Statistics

• Allows the creation of pseudonymous statistics to optimize user experience.

• Marketing / Self-Promotion

• Enables personalized ads and cross-website tracking using a unique user ID.

• Advertising and Success Measurement Using the IAB TCF

• Includes targeted ad placement across third-party media.

• Advertising Partners Involved:

• The UK Trade Desk Ltd. (USA), Virtual Minds GmbH (Germany), Trakken GmbH (Germany).

Additional Information on Data Processing

• Personal Data from Kaufland Services

• Includes browsing history, order history, and location data.

• Personal Data from Third Parties

• Allows ads to be tailored based on demographic information received from external sources.

• Success Measurement

• Records purchasing behavior on Kaufland to determine advertising effectiveness.

• Security and Fraud Prevention

• Ensures the proper function of ad systems, fraud detection, and data integrity.

• Device Identification & Cross-Device Tracking

• Links different user devices for targeted advertising across platforms.