**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.