**Privacy Settings**

We use cookies and other technologies to provide you with the best possible user experience on our website. Your data is used to personalize our website, display relevant content, and support marketing activities.

Your **consent is voluntary** and can be adjusted at any time in the **Privacy Settings**. Please note that some functionalities may not be available based on your preferences. Further details and links to our **Privacy Policy** and **Cookie Policy** are available.

**Processing of Your Personal Data in the USA by Facebook and YouTube**

By clicking **“Activate”**, you consent under **Art. 49 para. 1 sentence 1 lit. a) GDPR** to your data being processed in the **USA**. The **ECJ** considers the **USA** to have an **inadequate level of data protection** under European standards, meaning there is a risk of access by US authorities.

**Privacy Notice** | **Imprint**

**Options:**

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

**[Activate Only Necessary Technologies]** – Enable only required cookies.

**[Change Settings]** – Customize preferences.

**Inside the Change Settings: Privacy Settings**

We use cookies and other technologies to improve your experience and optimize our communication with you. Below are details on how we use cookies and your options for managing them.

**Essential Technologies for edeka.de**

Required for the website to function properly. Supports:

• **Navigation**

• **Secure access**

• **Basic site functionality**

**Here Maps**

Enables the **complete display of map views** on this website.

**Font Files (Web Fonts)**

Uses web fonts from trusted providers for **better readability and design consistency**.

**Web Analysis Tool: AT Internet**

Measures site usage and visitor reach for **user experience improvements**.

**YouTube**

Displays and plays videos on the website. Activating YouTube also **enables the DoubleClick cookie**.

**Google Ads Conversion**

Optimizes **ad performance and personalization** in **Google Search** and **Discovery Feed**.

**Tag Commander**

Tracks **user interactions** for statistical analysis and cookie banner management.

**Form Protection (reCaptcha)**

Google reCaptcha is used to **prevent fraud** and secure newsletter sign-ups and contact forms.

**Favorite Market Feature**

Allows users to **save their favorite store locations** and receive local offers.

**Marketing & Advertising**

• **Facebook Pixel** – Improves content personalization in **online communications**.

• **Pinterest Ads** – Enhances the **effectiveness of Pinterest-based advertising**.

**Privacy Notice** | **Imprint**

**[Save Settings]**

**[Accept All]**