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]