

Privacy policy

We, Optimerch GmbH, Hansastr. 30, 44137 Dortmund, Germany, the operators of www.optimerch.de, take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

Our website can usually be used without providing any personal data. If personal data (e.g. name, address or e-mail addresses) is collected on our website, this is always done on a voluntary basis to the maximum extent possible. This data will not be passed on to third parties without your express consent.

We would like to point out that data transmission on the internet (e.g. communication by e-mail) can have security gaps. Complete protection of data against access by third parties is not possible.

Cookies

On our website, we use so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies serve to make our offer more user-friendly, effective and secure. They are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your end device until you delete them. These cookies enable us to recognise your browser on your next visit.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when closing the browser. If you deactivate cookies, the functionality of this website may be limited.

Server log files

The provider of our pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These include the following information:

- browser type and browser version
- operating system used
- referrer URL
- host name of the accessing computer
- time of the server request

This data cannot be assigned to specific persons. This data is not merged with other data sources. We reserve the right to check this data retrospectively if we become aware of concrete indications of illegal use.

Contact form

If you send us inquiries via the contact form, your details from the inquiry form, including the contact details you provide there, will be stored by us for the purpose of processing the inquiry and in the event of follow-up questions. We will not pass on this data without your consent.

Google Analytics

Optimerch.de uses functions of the Google Analytics web analysis service. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable analysis of your use of the website. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States.

IP anonymisation

We have activated the IP anonymisation function on our website. This means that your IP address is shortened by Google within member states of the European Union

or in other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Browser plugin

You may refuse the use of cookies by selecting the appropriate settings on your browser, although please note that if you do so you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>

Objection to data collection

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set, which will prevent the collection of your data during future visits to this website: Deactivate Google Analytics.

For more information on how Google Analytics handles user data, please see Google's privacy policy:

<https://support.google.com/analytics/answer/6004245?hl=en>

Demographic characteristics with Google Analytics

This website uses the "demographic characteristics" function of Google Analytics. This allows reports to be generated that contain statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google as well as visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad

settings in your Google account or generally prohibit the collection of your data by Google Analytics as shown in the "Objection to data collection" item.

YouTube

Our website uses plugins from the YouTube site operated by Google. The operator of the site is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. When you visit one of our pages equipped with a YouTube plugin, a connection to the YouTube servers is established. This tells the YouTube server which of our pages you have visited.

If you are logged into your YouTube account, you enable YouTube to assign your surfing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

Further information on the handling of user data can be found in YouTube's privacy policy at: <https://www.google.de/intl/de/policies/privacy>

SSL encryption

This site uses SSL encryption for security reasons and to protect the transmission of confidential content, such as inquiries that you send to us as the site operator. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL encryption is activated, the data you transmit to us cannot be read by third parties.

Right to information, deletion, blocking

You have the right at any time to free information about your stored personal data, its origin and recipient and the purpose of data processing, as well as the right to correct, block or delete this data. You can contact us at any time at the address given in the imprint for this purpose and to ask further questions on the subject of personal data.

Objection to advertising e-mails

We hereby object to the use of contact data published within the framework of the imprint obligation to send advertising and information material that has not been expressly requested. The operators of the pages expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, for example by spam e-mails.

Use of call tracking

Our website uses a service provided by Matelso GmbH, Stuttgart. When you call a number switched for us by Matelso, information about the call is transferred to a web analytics service that we use (e.g. Google Analytics). Matelso also reads cookies set by our analytics service or other parameters of the website you visit; for example, referrer, document path, or remote user agent. The corresponding information is processed by Matelso according to our instructions and stored on servers in the EU. You can find more information at: <https://www.matelso.de/privacy>. You may refuse the use of cookies by selecting the appropriate settings on your browser, although please note that if you do this you may not be able to use the full functionality of this website.

Source: <https://www.e-recht24.de>