

Privacy policy - ANTELOPE - part of the Beurer group - BEURER GmbH

1. Name and contact details of the data controller and the Company Data Protection Officer

This data protection information applies to data processing by:

ANTELOPE - part of the Beurer group - BEURER GmbH - represented by its management: Marco Buehler, Sebastian Kebbe, Oliver Neuschl

Niddastr. 64 - 60329 Frankfurt/Main, Germany Company headquarters: Ulm - Soeflinger Strasse 218, 89077 Ulm - Germany

Ulm District Court, Registration No.: HRB 722213

Tel.: +49 69 25786744

E-mail: info@antelope.de

Data Protection Officer:

ANTELOPE - part of the Beurer group - BEURER GmbH

Niddastr. 64

60329 Frankfurt am Main, Germany

Tel.: +49 69 25786744

E-mail: datenschutz@beurer.de

If a person wishes to make use of our Company's services via our website / online shop, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we will always obtain the consent of the person concerned.

The processing of personal data (for example, name, address, e-mail address or telephone number) always takes place in accordance with the General Data Protection Regulation (GDPR) and in accordance with the specific data protection regulations applicable to us.

This data privacy statement aims to provide information about the type, scope and purpose of the personal data collected, used and processed by us. This data privacy statement also informs data subjects about their rights.

As the data controller, we have implemented numerous technical and organisational measures to ensure the fullest possible protection of the personal data processed via our website. However, data transmissions via the Internet can always involve security vulnerabilities and therefore 100% protection cannot be guaranteed. Every data subject can of course also provide personal data to us via an alternative route, for example, over the phone.

2. Definitions

This privacy statement is based on the definitions used by the European Regulation and the regulation makers in the adoption of the GDPR (Article 4 GDPR). This privacy statement should be both easy to read and easy to understand for everyone. In order to ensure this, we would first like to explain the terms used.

The following definitions are used in this data privacy statement:

‘personal data’ means any information relating to an identified or identifiable natural person (hereinafter ‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, online identifier or to one or more specific characteristics that express the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

'data subject' means any identified or identifiable natural person whose personal data are processed by the controller.

'processing" means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

'limitation of processing' means the marking of stored personal data with the aim of limiting their processing in the future;

'profiling' means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;

'controller' means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law;

'recipient' means a natural or legal person, public authority, agency or other body to which personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular enquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing;

'third party' means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct responsibility of the controller or processor, are authorised to process the personal data;

'consent' of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;

3. Collection and storage of personal data and the nature and purpose of their use

a) When visiting the website

When you visit our website, www.antelope.de, the browser on your device automatically sends information to our website server. This information is temporarily stored in a log file.

The following information is collected without your intervention and stored until it is automatically deleted:

- IP address of the requesting computer
- date and time of access
- name and URL of the retrieved file
- website from which access is made (referrer URL)
- browser used and, if applicable, the operating system of your computer as well as the name of your access provider

We process the aforementioned data for the following purposes:

- ensuring smooth website connection
- ensuring easy and convenient use of our website
- evaluating system security and stability as well as
- for other administrative purposes

The legal basis for data processing is Art. 6 (1) 1 f GDPR. Our legitimate interest is based on the purposes of collecting data that are listed above. Under no circumstances will we use data collected to draw conclusions about your identity. In addition, we use cookies and analysis services when you visit our website. More detailed information on this can be found in points 4 and 5 of this data privacy statement.

b) When registering for our newsletter

Information relating to the contents of our newsletter as well as registration, dispatch and statistical evaluation procedures, and your rights of objection is provided below. By subscribing to our newsletter, you indicate your consent to its receipt and agreement with the procedures described.

Newsletter content: We send newsletters, e-mails and other electronic notifications containing advertising information (hereinafter referred to as 'newsletter') only with the consent of the recipient or based on legal permission. If the contents of the newsletter are described specifically as part of the registration, these are relevant for the user's consent.

Double opt-in and logging: Registration for our newsletter takes place through a so-called double opt-in procedure. This means that you will receive an e-mail after you have registered asking you to confirm your registration. Such confirmation is necessary to prevent registration using external e-mail addresses. Registrations for the newsletter are logged in order to be able to prove that the registration process has been conducted in accordance with legal requirements. This includes storage of the registration and confirmation date, as well as the IP address. Likewise, changes to your data stored with the mail service provider are logged.

The recipients of the data are the technical operator and the hosting service provider of our website (see above under C.) as well as the newsletter service provider salesforce.com EMEA Limited (Art. 28 GDPR) based in London.

Furthermore, according to its own information, the mail service provider may use personal data in pseudonymised form, i.e. without assignment to a user, to optimise or improve its own services, for example, for technical optimisation of the mailing and display of the newsletter or for statistical purposes, in order to determine the countries from which the recipients originate. However, the mail

service provider will not use the data of our newsletter recipients to write to them itself nor will it pass these data on to third parties.

Registration details: To subscribe to the newsletter, you simply need to enter your e-mail address.

Performance measurement – Our newsletters contain a so-called ‘web beacon’, i.e. a file the size of a pixel, which is retrieved by the server of the mail service provider when the newsletter is opened. Technical data, such as information about the browser and your system, as well as your IP address and date of retrieval, are collected as part of this retrieval procedure. This information is used for the technical improvement of services based on technical data or target groups and their reading behaviour based on their retrieval locations (which can be determined with the help of the IP address) or access dates. Statistical surveys also include determining whether newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. However, it is neither our, nor the mail service provider’s intention to monitor individual users. We use these surveys much more to identify the reading habits of our users and to adapt our contents to them or to send different content according to their interests.

Newsletter dispatch and performance measurement are based on the consent of the recipients in accordance with Art. 6 (1) a), Art. 7 GDPR in conjunction with Section 7 (2) 3) of the German Act against Unfair Competition (UWG) or legal permission in accordance with Section 7 (3) UWG.

The registration procedure is logged based on our legitimate interests pursuant to Art. 6 (1) f) GDPR and serves as proof of consent to receive the newsletter.

Cancellation – You can unsubscribe from our newsletter at any time, i.e. withdraw your consent. You will find an unsubscribe link at the end of each newsletter. If users have only subscribed to the newsletter and subsequently cancel their subscription, their personal data will be deleted. Alternatively, you can send your unsubscribe request at any time to datenschutz@beurer.de.

c) When using our contact form

For questions of any kind, we offer you the possibility to contact us via a form provided on the website. In doing so, it is necessary to provide a valid e-mail address so that we know from whom the inquiry originates and so that we can answer it. Further information can be provided voluntarily. The data processing for the purpose of contacting us is based on your voluntarily given consent according to Art. 6 para. 1 p. 1 lit. a DSGVO.

d) When ordering through our website

You can either place orders via our website as a guest without registering or register in our store as a customer for future orders. A registration has the advantage for you that you can log in directly with your e-mail address and password in our store in case of a future order without having to enter your contact data again.

Your personal data will be entered into an input mask and transmitted to us and stored. If you place an order via our website, we initially collect the following data both in the case of a guest order and in the case of registration in the store:

- salutation, first name, last name
- a valid e-mail address
- password
- address
- telephone number (landline and/or mobile)

These data are collected,

- to identify you as our customer;
- to process and fulfil your order;
- to correspond with you;
- for invoicing;
- to process any existing liability claims, as well as to assert claims against you;
- to ensure the technical administration of our website;
- to administer our customer data.

Your consent to the processing of this data will be obtained as part of the ordering process.

Data processing takes place in relation to your order and/or registration and is necessary, in accordance with Art. 6 (1) 1) b) GDPR for the aforementioned purposes, for the appropriate processing of your order and for the mutual fulfilment of obligations arising from the purchase agreement.

The personal data collected by us for the processing of your order will be stored until expiry of the statutory storage period and deleted thereafter unless we are obliged to store them for a longer period of time in accordance with Article 6 (1) 1) c) GDPR, or on account of storage and documentation obligations under commercial and tax law (German Commercial Code (HGB), German Criminal Code (StGB) or German Tax Code (AO)), or you have consented to storage beyond this in accordance with Article 6 (1) 1) a) GDPR.

e) In the case of the “Article availability” notification service

General information on processing

If an item displayed in our online shop is temporarily out of stock, you can use the notification function to leave an email address to which we will send an automated email notification when the item in question is available again. When using the notification function, the following data is processed:

1. Your email address and
2. relevant article.

Providing your data is voluntary. However, if you do not provide this information, we will not be able to provide you with the notification function.

Scope and purposes of processing

We process your personal data in order to process your request and to contact you for this purpose.

Data transmission / recipient

The recipients of the data are the technical operator and the hosting service provider of our website (see above under C.) as well as the newsletter service provider salesforce.com EMEA Limited (Art. 28 GDPR) based in London.

Storage period

We save the data you have given us until we have answered you. If the article in question is not available again within six months, your data will be automatically deleted and no notification will be given.

Legal bases for processing

The processing takes place because it is necessary to carry out pre-contractual measures (Art. 6 Para. 1 b GDPR). Unless it is a pre-contractual matter, the legal basis is our legitimate interest in processing your request. We assume that there are no overriding interests or fundamental rights and freedoms on your part (Art. 6 Para. 1 f GDPR). Upon request, we will provide you with further information about our weighing of interests.

Right to object

You have the right to object to this processing at any time for reasons that arise from your particular situation. We will then no longer process this data for these purposes and may no longer answer your request. You can submit your objection to us using the contact details given under A.

f) Orders through and distributors

As part of the ordering process via the crowdfunding platform Indiegogo, the following data is also collected and stored:

- Phone number
- Gender

- credit card data
- method of payment
- Body measurements and size
- Product or perk
- Transaction

As part of the ordering process, consent is obtained from you to process this data.

The data processing is carried out in response to your order and/or registration and is necessary for the aforementioned purposes for the appropriate processing of your order and for the mutual fulfillment of obligations arising from the purchase contract in accordance with Art. 6 para. 1 p. 1 lit. b DSGVO.

The personal data collected by us for the processing of your order will be stored until the expiry of the legal obligation to retain data and then deleted, unless we are obliged to store data for a longer period of time in accordance with Article 6 (1) sentence 1 lit. c DSGVO due to tax and commercial law retention and documentation obligations (from HGB, StGB or AO) or you have consented to storage beyond this in accordance with Article 6 (1) sentence 1 lit. a DSGVO.

g) When using our app

The following additional data will be collected and stored when using our iOS app:

- gender
- birthday
- height
- fitness level
- information about your mobile device
- duration of training
- time stamp at the beginning and end of course
- workout ID
- user ID
- battery level of your mobile device
- type of workout
- name of workout

- user e-mail address
- intensities and channels used during training

Data processing takes place upon registration in the app and is required, in accordance with Art. 6 (1) 1) b) GDPR for the purposes indicated, for the appropriate use of your ANTELOPE product and thus for the mutual fulfilment of obligations arising from the purchase agreement.

The personal data collected by us for use of the app will be stored until expiry of the statutory storage period and deleted thereafter, unless we are obliged to store them for a longer period of time pursuant to Article 6 (1) 1) c) GDPR, or on account of storage and documentation obligations under commercial and tax law (German Commercial Code (HGB), German Criminal Code (StGB) or German Tax Code (AO)), or you have consented to storage beyond this pursuant to Article 6 (1) 1) a) GDPR.

h) Duration of storage of personal data

The criterion for the duration of the storage of personal data is the respective statutory retention period. After expiry of this period, the corresponding data will be routinely deleted, provided that it is no longer required to fulfill or initiate a contract.

i) When using the scheduling tool “Microsoft Bookings”

As part of the appointment booking process via Microsoft Bookings, the following data will be collected and stored additionally:

- Name
- Email address
- Company name
- Notes for special requests
- Metadata, e.g. date & time, location

This data is collected

- to arrange an appointment with you;
- for correspondence with you;

The legal basis for the processing of your data in relation to the “Microsoft Bookings” service is Art. 6 (1) p. 1 lit f) GDPR (legitimate interest in data processing). The legitimate interest arises from our claim to offer you a user-friendly website with a wide range of functions and to give you the opportunity to make an appointment with our staff quickly and easily at any time if necessary.

Recipients of the data are the technical operator and the hosting service provider of our website (see above under C.) as well as the appointment booking service provider commissioned by us Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18 D18 P521.

For the appointment booking, your entries in the form are transferred to Microsoft. For more information on the handling of user data, please refer to [Microsoft Privacy Statement – Microsoft privacy](#).

Please note that you are not obliged to use Microsoft Bookings to make an appointment. If you do not wish to use the service, please use another of the contact options offered to make an appointment.

4. Transfer of stored data

A transfer of your personal data from us to third parties takes place exclusively to the service partners involved in the contract processing, such as the logistics company entrusted with the delivery and the credit institution entrusted with payment matters. In cases where your personal data is passed on to third parties, however, the scope of the transmitted data is limited to the necessary minimum and takes place via a secure transmission channel.

PayPal

When paying via PayPal, credit card via PayPal, direct debit via PayPal or "purchase on invoice" via PayPal, we pass on your payment data to PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal") as part of the payment processing. PayPal reserves the right to conduct a credit check for the payment methods credit card via PayPal, direct debit via PayPal or

"purchase on invoice" via PayPal. Further information on data protection can be found in the PayPal data protection principles:

<https://www.paypal.com/us/webapps/mpp/ua/privacy-full>

We will only share your personal information with third parties if:

- you have given your express consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR,
- the disclosure according to Art. 6 para. 1 sentence 1 lit. f GDPR is necessary for the assertion, exercise or defense of legal claims and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data,
- in the event that there is a legal obligation for disclosure pursuant to Art. 6 para. 1 sentence 1 lit. c GDPR, as well as
- this is legally permissible and necessary according to Art. 6 para. 1 sentence 1 lit. b GDPR for the processing of contractual relationships with you.

Credit card

If you pay by card, personal data will be required of you. Here you will find details on the processing of your personal data.

If you pay with your card, Beurer GmbH collects personal data via the online shop www.antelope.de/shop. As a result of the transaction, this data is transmitted to the network operator, among others.

The network operator and the respective payment service providers for the acceptance and billing of payment transactions (e.g. acquirer) further process the data. This is done in particular for payment processing, to prevent card misuse, to limit the risk of payment defaults and for legally prescribed purposes, such as anti-money laundering and criminal prosecution. For these purposes, your data will also be transmitted to other responsible parties, such as your card-issuing bank.

Details on the processing of your personal data can be found below.

Network operator for central network operation, processing, recoding, risk assessment and further transmission:

Concardis GmbH, Helfmann-Park 7, 65760 Eschborn, Germany, Tel. 069 7922 0

Data Protection Officer: datenschutzbeauftragter@concardis.com

Responsible data protection supervisory authority: The Hessian Commissioner for Data Protection and Freedom of Information, Gustav-Stresemann-Ring 1, 65189 Wiesbaden.

Acquirer is a payment service provider regulated under the Payment Services Supervision Act (Zahlungsdienstaufsichtsgesetz, ZAG) that carries out the acceptance and billing of payment transactions on behalf of the merchant. Who the acquirer is depends on what kind of card you have used.

- a) MasterCard Europe SPRL, for the payment brands **MasterCard** and **Maestro**
- b) Visa Europe Services LLC, for the payment brands **Visa**, **Visa Electron** and **V PAY**
- c) American Express Payment Services Ltd, for the payment brand **American Express**

What data is used for payment?

Card details (data stored on your card): card number, card type (e.g. VISA, Mastercard, American Express) and expiration date.

Other payment data: amount, date, time, verification data from your card-issuing institution ("EMV data").

Chargeback: If you dispute a transaction made with your card: In this case, the purchase receipt and, if applicable, further information about you that Beurer GmbH uses to prove your claim (e.g. name and address) may be passed on to the card-issuing institution.

For what purpose and on what legal basis is your data processed?

Beurer GmbH

- Verification and execution of your payment to Beurer GmbH; Art. 6 (1) (b) GDPR.
- Document archiving in accordance with statutory provisions, in particular in accordance with §§ 257 (1) No. 4 HGB, § 147 (1) No. 4 AO; Art. 6 (1) (c) GDPR.

Network operator:

- Verification and execution of your payment to Beurer GmbH, Art. 6 (1) (b) GDPR.
- Secure transfer of your data, in particular in accordance with the statutory provisions, §§ 25a KWG, 27 ZAG, and the provisions of the credit card organization, Art. 6 (1) (c) and (f) GDPR.

Acquirer:

- Verification and execution of your payment to Beurer GmbH Art. 6 (1) (b) GDPR.
- Prevention of card misuse (§ 10 para. 1 no. 5 GWG); Art. 6 (1) (c) GDPR
- Limitation of the risk of payment defaults, Art. 6 (1) (f) GDPR.
- Secure transfer of your data, in particular in accordance with the statutory provisions, §§ 25a KWG, 27 ZAG, and the provisions of the credit card organization, Art. 6 (1) (c) and (f) GDPR.
- Settlement of fees owed by Beurer GmbH to your card-issuing institution, Art. 6 (1)(f) GDPR.
- Document archiving, in particular in according to §§ 257 (1) No. 4 HGB, § 147 (1) No. 4 AO; Art. 6 (1) (c) GDPR.
- Debt recovery after a return debit note, Art. 6 (1) (f) GDPR.

Who receives the data?

In addition to Beurer GmbH and the network operator, other bodies require your data in order to make the payment or to comply with legal regulations. Only to this extent will your data be passed on to the following parties:

- the payment card system
- your card-issuing institution and the acquirer's bank
- the intermediaries of the credit card organizations, which handle the clearing and settlement of payments
- law enforcement authorities in the cases provided for by law
- Money Laundering Reporting Offices in the cases provided for by law
- MERCURY PROCESSING SERVICES INTERNATIONAL Payment Card Processing and Development Ltd., Radnička cesta 50, 10000 Zagreb, Republik Kroatien
- First Data Deutschland GmbH, Marienbader Platz 1, 61348 Bad Homburg

Is data transferred to a third country or to an international organization?

The acquirer forwards your data to the payment card system (credit card organization) outside the European Economic Area in order to authorize and execute your payment. Regarding the processing of your data by the payment card system, please refer to its privacy policy:

a) MasterCard Europe SPRL, Chaussée de Tervuren 198A, 1410 Waterloo, Belgium, for the payment brands **MasterCard** and **Maestro** <https://www.mastercard.de/de-de/datenschutz.html>

b) Visa Europe Services LLC, registered in Delaware USA, acting through its London branch, 1 Sheldon Square, London W2 6TT, United Kingdom, for the payment brands **Visa**, **Visa Electron** and **V PAY** <https://www.visa.co.uk/privacy/>

c) American Express Payment Services Ltd., Frankfurt am Main Branch, Theodor-Heuss-Allee 112, 60486 Frankfurt am Main, for the payment brand **American Express** www.americanexpress.de/datenschutz

How long will my data be stored?

If the data are no longer required for the fulfillment of contractual or legal obligations, they will be deleted regularly, unless their (temporary) further processing is necessary for the following purposes:

- Fulfillment of retention obligations under commercial and tax law in accordance with the German Commercial Code (HGB), the German Fiscal Code (AO) and the German Money Laundering Act (GwG).

Will my data be used for automated decision-making?

If you want to use your card for payment, the card payment must first be authorized. Authorization is done automatically using your data. In particular, the following considerations may play a role: payment amount, place of payment, previous payment behavior, purpose of payment. Card payment is not possible without authorization. This has no influence on other payment methods (e.g. other cards or prepayment).

Right to object in individual cases

You have the right to object at any time, on grounds relating to your particular situation, to the processing of data carried out on the basis of Article 6 (1)(f) GDPR, i.e. the processing of data on the basis of a balance of interests.

If you legitimately object, your data will no longer be processed on the basis of Article 6 (1)(f) GDPR, with two exceptions:

Your data will be further processed insofar as the responsible party can demonstrate compelling legitimate grounds for the processing that outweigh your interests, rights and freedoms, in particular, e.g. in the case of statutory retention obligations and to execute a payment that has already been started at the payment terminal but has not yet been completed.

Your data will be further processed if this serves the assertion, exercise or defense of legal claims.

5. Cookies & retargeting

We use cookies, web analysis services and social media plugins on our website. There is a separate data [privacy notice](#) for this.

6. Links to third party websites

The links published on our website are researched and compiled by us with the greatest possible care. However, we have no influence on the current and future design and content of linked pages. We are not responsible for the content of linked pages and expressly do not adopt the content of these pages as our own. The provider of the website to which you are referred shall be solely responsible for illegal, incorrect or incomplete content as well as for any damage resulting from the use or misuse of the information. Liability of the party merely referring to a publication via a link shall be excluded. We shall only be responsible for third-party references if we have positive knowledge of them, i.e. any illegal or criminal content, and if it is technically possible and reasonable for us to prevent their use.

7. Analysis and tracking tools

The tracking measures listed below and used by us are carried out on the basis of Art. 6 (1) 1) f) GDPR. The tracking measures we use are intended to ensure that our website meets requirements and is continually optimised. We also use these tracking measures to record website use and to evaluate it for you in order to optimise our offering. These interests are considered legitimate within the meaning of the aforementioned provision. The respective data processing purposes and data categories can be found in the corresponding tracking tools.

i) Google Analytics & Remarketing

We use Google Analytics, a web analysis service provided by Google Inc., for the purpose of tailoring our pages to meet your needs and continuously optimising them. (<https://www.google.de/intl/de/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter referred to as 'Google'). Pseudonymised user profiles are created and cookies (see section 4) are used in this context. The information generated by cookies about your use of our website includes

- browser type/version
- operating system
- referrer URL (previously visited page)
- hostname of accessing computer (IP address)
- time of server request
- client ID (user, device, browser)
- Google Analytics tracking ID
- Google Tag Manager container
- location URL
- language of the user
- page view / sessions
- session duration
- gender
- age
- interests
- interests of the user
- user flow
- origin URL

We only use Google Analytics with IP anonymisation enabled. This means that the IP address of the user is shortened by Google within Member States of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there.

The IP address transmitted by the user's browser is not merged with other Google data. Users may refuse the use of cookies by selecting the appropriate settings in their browser, by selecting the appropriate settings on the Google website or by downloading and installing the browser plugin available from the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

This information is used to evaluate website use, to compile reports on website activity and to provide other services relating to website and Internet use for

market research purposes and to tailor our website to requirements. This information may also be transferred to third parties if this is required by law or if third parties process such information on behalf of third parties. Under no circumstances will your IP address be merged with other Google data. Further information on data privacy in connection with Google Analytics can be found in the Google Analytics help section (<https://support.google.com/analytics/answer/6004245?hl=de>).

ii) Google Adwords conversion tracking

We also use Google conversion tracking to record the use of our website statistically and to evaluate it for the purpose of optimising our website for you. Google Adwords places a cookie (see number 4) on your computer if you have reached our website via a Google advertisement. These cookies lose their validity after 30 days and are not used for personal identification purposes. If the user visits certain pages on the AdWords customer's website and the cookie has not expired, Google and the customer will be able to tell that the user clicked on the ad and was directed to that page.

Each Adwords customer receives a different cookie. Cookies can therefore not be traced via the websites of Adwords customers. The information collected using the conversion cookie is used to generate conversion statistics for Adwords customers who have opted for conversion tracking. Adwords customers will know the total number of users who clicked on their ad and were directed to a page tagged with a conversion tracking tag. However, you will not receive any information that personally identifies users. If you do not wish to participate in the tracking process, you can also refuse to set a cookie as required, for example by setting your browser to disable the automatic setting of cookies. You can also deactivate cookies for conversion tracking by setting your browser to block cookies from the domain 'www.googleadservices.com'. Google's Privacy Policy for conversion tracking can be found here (<https://services.google.com/sitestats/de.html>).

iii) Mouseflow

In order to analyse the user behavior and take corresponding measures to optimise the user experience on our website, we further use the web analytics tool mouseflow. Mouseflow is only used with activated ip-anonymised functionality. It shows an anonymised recording of your activities on our website. If you do wish to be tracked, please use the following opt-out option. mouseflow.com/de/opt-out

By using the opt-out, a corresponding cookie will be placed on your device until it is being deleted.

iv) Salesforce

We use salesforce.com EMEA Limited, a provider of cloud computing solutions for businesses, based in London. Salesforce uses cookies. These are text files that are stored on your computer / device and enable your use of our website to be analyzed. Actions and movements on the website are recorded.

On our behalf, Salesforce and the service providers engaged will process the information collected via the cookie in order to evaluate your use of our website, to compile reports on website activity and to provide us with other services relating to website activity and internet usage.

The information generated by the cookie about your use of our website is usually transmitted to a Salesforce server and stored there.

Currently (as of January 2019) the data is stored in one of the Salesforce data centers mentioned here:

- Chicago, Illinois, United States (USA)
- Dallas, Texas, United States (USA)
- Frankfurt, Germany (GER)
- Kobe, Japan (JPN)

- London, United Kingdom (UK): London, UK (North) & London, UK (West)
- Paris, France (FRA)
- Phoenix, Arizona, United States (USA)
- Tokyo, Japan (JPN)
- Washington, DC, United States (USA)

Further information is available at:

https://help.salesforce.com/articleView?id=000257307&language=en_US&type=1

The data is passed on to the service provider PARX Consulting GmbH, An der Alster 62, 20099 Hamburg, Germany, for evaluation.

The storage period is 12 months.

The data processing takes place on the basis of your consent (Art. 6 Para. 1 a GDPR).

You can also control whether tracking cookies are saved via the settings of your browser by rejecting cross-website tracking there.

8. Competitions

For the purpose of conducting competitions, Beurer processes the personal data of the participants. Depending on the type of competition, a valid e-mail address, first name, last name, date of birth and gender must be provided by the participants. In individual cases, a telephone number must also be provided if contact at short notice is required (e.g. if concert tickets can be won). If an EMS suit is raffled, the clothing size of the winner must be shared with Antelope by Beurer. If winnings are sent by post or parcel services, we will additionally ask for your postal address in order to enable shipping.

We collect this data to determine whether you are eligible to participate and to determine and notify the winners by e-mail. If you do not provide us with the aforementioned data, participation in the competition or contact regarding a prize

notification is not possible. Your address data will be used exclusively for sending prizes. Without this information, it is not possible to send the prize by post.

As a matter of principle, your data will not be disclosed to third parties unless the disclosure is necessary for the implementation of the respective competition or for the dispatch of prizes. If we involve partner companies or service providers in the implementation or carry out actions together with them, we conclude the necessary agreements by way of order processing in accordance with Art. 28 GDPR or joint responsibility in accordance with Art. 26 GDPR.

If the prizes are linked to corresponding hotel accommodation, your contact details (first name, surname, home address and telephone number) will be transmitted to the respective hotel by Beurer for the purpose of making a hotel booking.

If we conduct competitions with partners or if the respective cooperation partner, who provides the prizes, arranges the shipment on his own responsibility, personal data such as address data will be transmitted to the respective cooperation partner.

If we commission service providers to carry out competitions, we select them carefully. The data protection notices of the service providers provide further detailed information on the specific processing by the cooperation partner for the respective survey, competition or promotion.

As part of the competition, we process the data on the basis of Art. 6 para. 1 b) GDPR and transmit it to the respective cooperation partner. For statistical purposes, we anonymously evaluate how many participants have taken part in the respective competition. This evaluation does not allow any conclusions to be drawn about individual participants. The legal basis for this is our legitimate interest pursuant to Art. 6 para. 1 p. 1 lit. f) GDPR. Advertising and newsletter dispatch are expressly carried out only on the legal basis of consent in accordance with Art. 6 para. 1 p. 1 lit. a).

9. Social media plugins

We use social plug-ins of the social networks Facebook, Twitter and Instagram on our website based on Art. 6 (1) 1) f) GDPR, in order to raise the profile of our company and the online shop. The advertising purpose behind this is regarded as a legitimate interest within the meaning of GDPR. Responsibility for operation that is compliance with data protection regulations must be guaranteed by the respective providers. These plug-ins are integrated by us using the two-click method in order to protect visitors to our website in the best possible way.

a) Facebook

Social media plugins from Facebook are used on our website to make its use more personal. For this we use the 'LIKE' or 'SHARE' button. This is an offer from Facebook. If you call up a page on our website that contains such a plugin, your browser establishes a direct connection with the Facebook servers. The content of the plugin is transmitted directly from Facebook to your browser, which integrates it into the website. By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Facebook account or are not logged in to Facebook. This information (including your IP address) is transmitted directly from your browser to a Facebook server in the USA and stored there. If you are logged in to Facebook, Facebook can assign your visit to our website directly to your Facebook account. If you interact with the plugins, for example by pressing the 'LIKE' or 'SHARE' button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends.

Facebook may use this information for the purposes of advertising, market research and tailoring Facebook pages to your needs. To this end, Facebook creates usage, interest and relationship profiles, for example, to evaluate your use of our website with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our website and to provide other services associated with the use of Facebook. If you do not want Facebook to associate the information collected through our website with your Facebook

account, you must log out of Facebook before visiting our website. The purpose and scope of data collection and the further processing and use of data by Facebook as well as your related rights and setting options for the protection of your privacy can be found in Facebook's data privacy policy (<https://www.facebook.com/about/privacy/>).

Based on our legitimate interests in the analysis, optimisation and economic operation of our online services and for these purposes, the so-called 'Facebook pixel' of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are resident in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ('Facebook'), is used within our online services.

With the help of the Facebook pixel, Facebook is able to determine the visitors to our online offering as a target group for the presentation of ads (so-called 'Facebook ads'). Accordingly, we use Facebook pixels to display Facebook ads placed by us only to Facebook users who have shown an interest in our online offering or who have certain characteristics (for example, interests in certain topics or products that are determined on the basis of the websites visited) which we transmit to Facebook (so-called 'custom audiences'). We also want to ensure using Facebook pixels that our Facebook ads match the potential interests of users and are not annoying. We can also use Facebook pixels to track the effectiveness of Facebook ads for statistical and market research purposes by seeing if users were referred to our website after clicking on a Facebook ad (known as 'conversion').

b) Twitter

Twitter Inc. (Twitter) plugins are integrated into our web pages. You can recognise Twitter plugins (Tweet button) from the Twitter logo on our website. You can find an overview of Tweet buttons here (<https://about.twitter.com/resources/buttons>). If you access a page on our website that contains such a plugin, a direct connection will be established between your browser and the Twitter server. Twitter receives the information that you have visited our site using your IP address. If you click the

Twitter 'Tweet' button while logged in to your Twitter account, you can link the content of our pages to your Twitter profile. This allows Twitter to assign the visit to our pages to your user account. We would like to point out that, as the provider of the pages, we do not have any knowledge of the content of the data transmitted or its use by Twitter.

If you do not want Twitter to be able to assign visits to our pages, please log out of your Twitter user account. Further information on this can be found in Twitter's privacy policy (<https://twitter.com/privacy>).

c) Instagram

Our website/online shop also uses social plugins ('plugins') from Instagram, operated by Instagram LLC, 1601 Willow Road, Menlo Park, CA 94025, USA ('Instagram'). The plugins are marked with an Instagram logo, for example in the form of an 'Instagram camera'.

When you visit a page of our website/online shop that contains such a plugin, your browser establishes a direct connection to Instagram's servers. Instagram sends the content of the plugin directly to your browser and integrates it into the page. This integration tells Instagram that your browser has accessed the appropriate page on our site, even if you do not have an Instagram profile or are not logged in to Instagram.

This information (including your IP address) is transferred directly from your browser to an Instagram server in the USA and stored there. If you are logged in to Instagram, Instagram can directly associate your visit to our website with your Instagram account. If you interact with the plugins, for example by pressing the 'Instagram' button, this information is also sent directly to and stored on an Instagram server. The information is also published to your Instagram account and displayed to your contacts. If you do not want Instagram to directly associate the data collected via our website with your Instagram account, you must log out of

Instagram before visiting our website. For more information, see Instagram's Privacy Policy (<https://help.instagram.com/155833707900388>).

d) Youtube

We use plugins of the video platform YouTube on our Website. YouTube is considered a multimedia hosting site for the content provided on that platform. We use the Youtube channel in order to advertise our company. You will recognise the YouTube Plugin by the Youtube Logo displayed on our pages. Once you open our internet page, on which such a plugin is displayed, a direct connection will be made between your browser and the YouTube Server. Through this, YouTube will receive the information that you have visited our website with your IP-address. If you click on the YouTube Button or watch our videos while being logged in to your account, you will be able to share, link and comment on our content in your account. By doing this, YouTube is able to match your visit on our pages to your personal account. We draw your attention to the fact that we as a supplier have no knowledge on the data being transferred as well as their usage by YouTube.

If you do not want YouTube to match your visit on our websites, you can prevent this at any time by using the sign out function of your Google account or YouTube channel or by changing our cookie settings.

For further information please check the terms and conditions of YouTube by using the following link. <https://www.youtube.com/static?gl=DE&template=terms&hl=de>

10. Rights of data subjects

You have the right:

- to request information about your personal data processed by us in accordance with Art. 15 GDPR. In particular, you may request information on the purposes of processing, the category of personal data, the categories of

recipients to whom your personal data have been or will be disclosed, the envisaged storage period, the existence of a right to request rectification, erasure, restriction of processing or to object to processing, the existence of a right to lodge a complaint, the source of your personal data, unless it has been collected from us, as well as the existence of automated decision-making, including profiling and, if applicable, meaningful information about its details;

- in accordance with Art. 16 GDPR, to immediately request the rectification of inaccurate or incomplete personal data stored by us;
- to obtain the erasure of your personal data stored by us in accordance with Art. 17 GDPR, unless the processing is necessary for exercising the right to freedom of expression and information, for the compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defence of legal claims;
- to obtain the restriction of the processing of your personal data in accordance with Art. 18 GDPR, if the accuracy of the data is contested by you, the processing is unlawful but you oppose its erasure and we no longer need the data but you require it for the establishment, exercise or defence of legal claims or you have objected to the processing in accordance with Art. 21 GDPR;
- in accordance with Art. 20 GDPR, to receive personal data concerning you which you have provided to us in a structured, commonly used and machine-readable format or to request the transfer of those data to another controller;
- in accordance with Art. 7 (3) GDPR, to withdraw your consent already given to us at any time. The consequence of this is that we may no longer continue processing the data based on this consent in the future, and
- to lodge a complaint with a supervisory authority pursuant to Art. 77 GDPR. As a rule, you can contact the supervisory authority from your usual place of residence or place of work or at our company headquarters.

11. Right to object

If your personal data are processed on the basis of your consent in accordance with Art. 6 Paragraph 1 lit. a GDPR, you have the right to object to the processing of your personal data in accordance with Art special situation arise or the objection is directed against direct mail. In the latter case, you have a general right of objection, which we will implement without specifying a particular situation. If you would like to exercise your right of revocation or objection, an email to datenschutz@beurer.de is sufficient.

12. Data security

We use the most common SSL (Secure Socket Layer) method in connection with the highest level of encryption supported by your browser. As a rule, this is a 256-bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. You can tell whether an individual page of our website is transmitted in encrypted form by the closed representation of the key or lock symbol in the lower status bar of your browser.

We also use appropriate technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss or destruction, and against unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

13. Usercentrics

"Usercentrics". Such processing purposes can include the integration of external elements, the integration of streaming content, statistical analysis, range measurement and personalized advertising. With the help of "Usercentrics" you can give or reject your consent for all processing purposes or you can give or reject your consent for individual purposes or individual third-party providers. You can also change the settings you have made afterwards. The purpose of integrating "Usercentrics" is to allow the users of our website to decide about the setting of cookies and similar functionalities and to offer the option of changing settings that have already been made as part of the further use of our website. In the course of using "Usercentrics", we process personal data and information from the end devices used. Your data will also be sent to Usercentrics (Usercentrics GmbH, Sendlinger Straße 7, 80331 Munich, Germany). The information about the settings you have made is also stored in your device. The legal basis for the processing is Art. 6 Para. 1 S. 1 lit. f) GDPR. Otherwise, Article 6 (1) sentence 1 lit.f) GDPR is the relevant legal basis. Our legitimate interests in processing lie in the storage of user settings and preferences with regard to the use of cookies and the evaluation of the consent rates. After twelve months after the user settings have been made, the user will be asked for consent again. The user settings made will then be saved again for this period, unless you delete the information about your user settings yourself beforehand in the end device capacities provided for this purpose.

You can object to the processing insofar as the processing is based on Art. 6 Para. 1 S. 1 lit.f) GDPR. You have the right to object for reasons that arise from your particular situation. You can prevent processing by deleting the history and website data in the settings of your browser software or by opening the browser you are using in "private mode".

14. Up-to-dateness and changes to this data privacy statement

This data privacy statement is valid as of May 2018.

Due to the further development of our website and offers on it or due to new legal or statutory requirements, it may be necessary to amend this data privacy statement. You can access and print out the current data privacy statement at any time on the website at <https://www.antelope.de/datenschutz/>

Effective date: 3.9.2020