

# A Privacy statement according to the DSGVO

Name and address of the responsible person

The person responsible within the meaning of the basic data protection regulation and other national data protection laws of the member states as well as other data protection regulations is:

Webnolimits & more Mader-Lindenberg

Schopenhauerstr. 18

D-14129 Berlin

Germany

Tel.: +49 (030) 33 770 183

Fax: +4930 94398350

E-Mail: mail@gp24.net

Website: www.gp24.net

## B General information about data processing

### Extent of processing of personal data

No user information is required to visit our pages and read the forums. Even a trial use of our planner is possible without registration. Registration is required to use the scheduler for multiple sessions and to actively use the forums. For this the indication of the E-Mail address is necessary.

For the garden planner the indication of the garden place is of advantage and meaningful, since thereby the system can supply the location-specific data over the vegetables. So that the user can see the last visited page, session-dependent data is stored in a database table on the server.

All other personal information is for the functionality of the Garden planner not relevant. This includes the data about the users (including address and accessibility data), which can be voluntarily entered in the user area by the user but not need.

The users themselves decide whether their profile data remains visible or hidden to other users. All personal information you provide will be treated in accordance with applicable data protection laws.

It will not be passed to third parties.

### SSL encryption

To protect the security of your data during transmission, we use state-of-the-art encryption (SSL) technology over HTTPS. Legal basis for the processing of personal data

Insofar as we obtain the consent of the data subject for processing of personal data, Art. 6 para. 1 lit. a EU General Data Protection Regulation (GDPR) as legal basis. The processing of personal data necessary for the performance of a contract to which the data subject is a party shall be governed by Art. 6 para. 1 lit. b DSGVO as legal basis.

### Data erasure and storage duration

The personal data of the data subject will be deleted or blocked as soon as the purpose of the storage is deleted.

## C The individual data processing in detail

### I. Services and functionalities of the website

#### 1. Provision of the website and creation of log files

##### a) Description and scope of data processing

Whenever our website is accessed, the calling browser automatically sends data and information from the computer system of the calling computer ("user agent string") without our intervention.

The following data is transmitted here:

- (1) Information about the browser type and version used
- (2) The operating system of the user
- (3) The Internet service provider of the user
- (4) The IP address of the user
- (5) Date and time of access
- (6) Websites from which the system of the user comes to our website.

For our internal evaluations, the calls of our website including the IP addresses are logged and kept in our database for a limited time (currently one month).

##### b) Legal basis for data processing

The legal basis for the temporary storage of data and log files is Art. 6 para. 1 lit. f DSGVO.

### **c) Purpose of data processing**

These data are used by us in the following form:

The IP address is used to determine the approximate location of the user. We need this to give users location-dependent information, such as the weather report. For this purpose, a service of the company MaxMind, Inc. is used. For more information please read below under "MaxMind, Inc."

For our internal evaluations, the calls of our website including the IP addresses are logged and kept in our database for a limited time (currently one month).

Subsequently, anonymized internal statistics, eg on the number of calls depending on the location, are created. The individual logs are then deleted, a backtracking of the users is then no longer possible.

An evaluation of the data for marketing purposes does not take place in this context.

In these purposes, our legitimate interest in data processing by type lies. 6 para. 1 lit. f DSGVO.

## **2. Use of cookies**

### **a) Description and scope of data processing**

Our website uses cookies. Cookies are text files that are stored in the Internet browser or the Internet browser on the user's computer system. When a user visits a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string that allows the browser to be uniquely identified when the website is reopened.

Cookies are not malicious programs that can do harm to your PC.

Our website only uses cookies during the session so that the server can assign the data sent by the browser to this session (session cookies). Cookies are also used so that a registered user does not have to log in each time the website is started. The use of these cookies can be prevented by unchecking "Remember login".

In the browser you can change the setting of the cookies 'allow and deny'. Please note, however, that the rejection of Cookies the use of gp24.net can make impossible. Please note: the lack of change of settings of the browser by users is equivalent to the acceptance of the use of cookies by the garden planner gp24.net.

### **b) Legal basis for data processing**

The legal basis for the processing of personal data using cookies is Article 6 (1) lit. f DSGVO.

### **c) Purpose of the data processing**

The purpose of using technically necessary cookies is to facilitate the use of websites for users. Some features of our website can not be offered without the use of cookies. For these, it is necessary that the browser is recognized even after a page break.

The user data collected through technically necessary cookies will not be used to create user profiles.

### **d) Duration of storage, objection and disposal options**

Cookies are stored on the computer of the user and transmitted by this to our site. Therefore, as a user, you have full control over the use of cookies. By changing the settings in your internet browser, you can disable or restrict the transmission of cookies. Already saved cookies can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may not be possible to use all the functions of the website to the full.

## **3. Registration**

### **a) Description and scope of data processing**

On our website, we offer users the opportunity to register by providing personal information. The data is entered into an input mask and transmitted to us and stored. A transfer of data to third parties does not take place. The following data is collected during the registration process:

User name, display name and E-mail address.

### **b) Legal basis for data processing**

Legal basis for the processing of the data is in the presence of the consent of the user Art. 6 para. 1 lit. a GDPR.

Since the registration serves the fulfillment of a contract of which the user is the contracting party, the additional legal basis for the processing of the data is Art. 6 para. 1 lit. b DSGVO.

### **c) Purpose of data processing**

User registration is required for the provision of certain content and services on our website.

If you are registered with us, you can access content and services that we offer only to registered users.

There are:

- (1) Beetplaner - save plans for future use
- (2) Forum - Write entries
- (3) Garden Lexicon - edit plant information.

To be able to use the bed planner in full and for a longer time, we offer two paid subscriptions (Premium and Club). The payment processing via the service provider PayPal is listed here separately (see under "USE OF PAYMENT SERVICES").

#### **d) Duration of storage**

The data will be deleted as soon as it is no longer necessary for the purpose of its collection.

This is the case for the data collected during the registration process when the registration on our website is canceled or modified.

Premium and Club subscriptions are limited Runtime . They end without any need for notice from users.

Once the subscription has expired, the account on gp24 will be downgraded to a free account. The free account does not have a limited term, because as a registered user you can continue to use the free functions of the garden planner gp24 and gp24market.com.

#### **e) Opposition and removal possibility**

As a user, you always have the option - at any time - to dissolve the registration . You can change the data stored about you at any time .

A complete deletion of the account can under the point " de-register " in the settings of the user account "My Account" - "Manage Account" . After the account has been deleted, the user data (profile, access, e-mail address, Beet planner files and subscription entitlements) can not be restored.

### **4. Contact form and e-mail contact**

There is no contact form on our website, but you can contact us via the provided e-mail address. In this case (as is generally the case with e-mails), the user's personal data transmitted with the e-mail is saved.

In this context, there is no disclosure of the data to third parties. The data is used exclusively for processing the conversation.

Otherwise, all data protection relevant provisions for e-mail traffic apply.

### **5. Forum & Guestbook**

Any mail addresses that have been sent will not be displayed; the published articles will only display the selected username or display name.

## **II. Individual tracking services from third-party**

### **1. Providers and services in online marketing**

#### **a) Description and scope of data processing**

In some of the content created by gp24 you will find so-called affiliate links, banners and affiliate pages of their companies affiliated to the following affiliate networks: adcell.de (further named ADCELL) and affili.net (further referred to as affilinet) as program operators / merchants / Advertisers are logged in.

The affiliate networks act as an interface between the companies (Merchants) and gp24 (affiliate). Above all, they are responsible for the provision and administration of the technology and financial settlement.

Gp24 offers advertising space for garden companies selected by us (eg poetschke.de, gartengruen-24.de, abo-direkt.ch) for whose products we do not advertise directly but as an affiliate / publisher of ADCELL and affilinet.

The contents with these partner links are marked on the garden planner gp24.net in the following way:

(1) provided with "PARTNER LINKS".

(2) titled "Order by" to find at the basket of the Beet-Planner

(3) Titled in the header area of a complete advertising page with the appropriate text, the content of which clearly makes the owner known.

Gp24 receives a commission in the form of an advertising fee refund for purchases made via these affiliate links

(1) adcell Firstlead GmbH Rosenfelder Str. 15-16, 10315 Berlin

(2) affilinet GmbH Sapporobogen 6-8, 80637 Munich

The small commission income helps us in part to pay the gp24 server costs.

The contents of this advertisement serve the purpose of recommending products in the garden context. By clicking on such an affiliate link, a cookie is set by each partner. The storage takes place on the basis of Art. 6 lit. F DSGVO. Only through this cookie, which has a duration of between 30 and 90 days according to merchants / advertisers, can the affiliate network (in this case: ADCELL, affilinet) understand to which merchants / advertisers a user has been forwarded by gp24 and that the garden planner gp24 receives an advertising fee refund is entitled as soon as a purchase is made.

We receive no personal data, but only an anonymous listing of the purchases brokered by us.

For you arise when buying such a link no price loss / disadvantages.

All affiliate links contain no personal data.

#### **b) Terminate the data processing (opt-out):**

Further information on the data collected and stored by ADCELL as well as privacy settings can be found at [www.adcell.de/datenschutz](http://www.adcell.de/datenschutz)

Further information on the use of cookies on affilinet can be found at <https://www.affili.net/de/knowledge-zone/ueber-cookies>

and the data collected and stored by affilinet can be found at <https://www.affili.net/en/footeritem/datenschutz>

Please note that even after a contradiction in the collection of data from

ADCELL and affilinet will continue to see advertisements from our Merchants / Advertiser Partners on gp24, as the displayed products will not be displayed on personally identifiable information.

However, if you buy a product through an affiliate link, the commission for gp24 will be canceled.

## III. Use of any other services: in-house programs

### 1. Partner Links

#### a) Description and scope of data processing

In some created content you will find so-called affiliate links in the form of text and image links / banners that lead to Amazon and Olerum VDG / German Garden Center. The contents with these partner links are provided with "PARTNER LINKS". They can also be found in the basket symbol of the bed planer.

Gp24 receives a commission in the form of an advertising fee refund for purchases made via these affiliate links

(1) Amazon Europe Core S.à.r.l, 5 Rue Plaetis, L-2338 Luxembourg ("Amazon"). Amazon and the Amazon logo are trademarks of Amazon.com, Inc. or one of its affiliates.

(2) Olerum VDG stands for Verband Deutscher Garten-Center Carl-Bosch-Strasse 19 53501 County Germany. Olerum VDG and the Olerum VDG logo are trademarks of olerum.de.

The small commission income helps us to pay some of the server costs.

The contents of this advertisement serve the purpose of recommending products in the garden context. By clicking on such an affiliate link, the respective partner sets a cookie. The advertising partner is responsible for the storage. To the best of our knowledge, it is based on Art. 6 lit. F DSGVO. Only through this cookie, which has a duration of 24 hours (Amazon) or 30 days (Olerum VDG), the advertising partner can understand that gp24 users have been redirected to Amazon or Olerum VDG and that gp24 is entitled to reimbursement of advertising costs as soon as a purchase is made ,

We receive no personal data, but only an anonymous listing of the purchases brokered by us.

For you arise when buying such a link no price losses or other disadvantages.

For more information about the use of cookies on Amazon, see the Amazon.com Privacy Policy .

More information about cookies on Olerum VDG can be found in the Olerum VDG Privacy Policy <https://www.olerum.de/Datenschutzerklaerung>

#### b) End of data processing (opt-out):

You may object to the use of cookies ( How to Manage Cookies in Microsoft Internet Explorer. Guide to managing cookies in Mozilla Firefox. manual to manage cookies in Safari. Instructions for managing cookies in Google Chrome.).

In the event of a dispute, however, the products with affiliate links from Amazon and Olerum VDG will be displayed on gp24 as they are part of our websites and these affiliate links do not receive any personal data.

However, if you buy a product through an affiliate link, the commission for gp24 will be canceled.

## IV. Use of payment services

For payment processing of gp24 Club and Premium subscriptions, we offer two payment methods, PayPal and bank transfer.

### 1. PayPal

#### a) Description and scope of data processing

For the purpose of payment processing, only data such as

(1) selected subscription type (Premium / Club)

(2) invoice amount

(3) Internal order number

sent to PayPal and processed and stored by PayPal. A transmission of other data such as mail address or name and address does not take place.

PayPal is a stock exchange listed operator of an online payment service. The seat of the company is San José , which is a European subsidiary PayPal (Europe) S.à rl & Cie, SCA based in Luxembourg .

PayPal processes the personal data received from the buyers only to process the payment on the instructions of the buyer.

For more information about PayPal's Privacy Policy, see

[https://www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=de\\_DE](https://www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=de_DE)

PayPal sends to confirm the payment deposited with PayPal name and the address of the customer to gp24.net. We use this data for our invoicing. They will be kept with the invoice within the time required by law and will not be used for any other purpose.

#### b) Opposition possibility: Please contact PayPal.

## V. Involved services of third parties

# 1. Google Recaptcha

Our website [www.gp24market.com](http://www.gp24market.com) uses the Google Recaptcha product from Google Inc. to prevent a specific act such as registration / login from being made by a bot.

The service includes the sending of the IP address and any other data required by Google for the service reCAPTCHA to Google. This is subject to the deviating privacy policies of Google Inc. For more information about the Google Inc. Privacy Policy, see

<http://www.google.de/intl/de/privacy>

or

<https://www.google.com/intl/de/policies/privacy/>

By using the website [www.gp24market.com](http://www.gp24market.com) You agree to the collection, processing and use of the data collected by Google Inc., its representatives and third parties.

# 2. Google Maps

To interactively set the garden location, this website uses the Google Maps product of Google Inc. By using this site, you consent to the collection, processing and use of the automated data collected by Google Inc, its agents and third parties. You can find the terms of use of Google Maps under "Terms of Use of Google Maps".

# 3. MaxMind, Inc.

To determine the approximate location from the IP address, the current IP address is passed temporarily to the service of the company

MaxMind Inc.  
14 Spring Street  
3rd floor  
Waltham, MA 02451  
United States

See their website:

[https://www.maxmind.com/de/geop2-services-and-databases?pkit\\_lang=de](https://www.maxmind.com/de/geop2-services-and-databases?pkit_lang=de)

For this, the deviating data protection regulations of MaxMind, Inc. apply.

For details, please read at

[https://www.maxmind.com/en/privacy\\_policy](https://www.maxmind.com/en/privacy_policy).

## D Change of our privacy policy

We reserve the right to amend this privacy policy to always comply with the latest legal requirements or to implement changes to our privacy policy, such as the introduction of new services. Your new visit will be subject to the new privacy policy.

## E Your rights as a victim

You can always exercise the following rights under the contact details of our Data Protection Officer:

- (1) Information about your stored data and their processing,
- (2) Correction of incorrect personal data,
- (3) Deletion of your stored data,
- (4) Restriction of data processing, if we are not yet allowed to delete your data due to legal obligations,
- (5) Objection to the processing of your data by us and
- (6) Data portability, if you have consented to the data processing or have concluded a contract with us.

If you have given us your consent, you can withdraw it at any time with effect for the future. Right to complain to a supervisory authority

You can always contact the supervisory authority responsible for you with a complaint. Your competent supervisory authority will depend on the state of your domicile, work or alleged violation. A list of the non-public-sector supervisory authorities can be found at:

[www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](http://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html)