Information on Data Protection:

Storojet GmbH (hereinafter referred to as "we") respects the privacy of users and customers of its internet presence and has made the protection of their privacy the highest priority in all internet activities. This means: we commit to handling the information you provide at all times with the utmost care, responsibility, and in compliance with the relevant data protection provisions of the Federal Data Protection Act (BDSG), the Digital Services Act (DDG), and in particular those of the EU-GDPR and the Telecommunications-Digital Services Data Protection Act (TDDDG), and based on this privacy policy.
This also applies in particular to cooperation with partners and third parties that we use for contract processing.

1. ## RESPONSIBLE ENTITY

   The responsible entity for the processing of personal data is:
   Storojet GmbH
   Zuckmayerstr. 15
   65582 Diez/Lahn(Seller)
   Contact:
   E-Mail: info@storojet.de

   If you wish to object to the collection, processing, or use of your data by ICO GmbH in accordance with these data protection regulations in whole or for individual measures, you can send your objection by e-mail, fax, or letter to the following contact details: ICO GmbH, Zuckmayerstr. 15, 65582 Diez, Fax: +49 6432 9139 711, E-Mail:: Storojet GmbH, Zuckmayerstr. 15, 65582 Diez, Fax: +49 6432 9139 770, E-Mail: info@storojet.de

2. ## COLLECTION, PROCESSING, AND USE OF PERSONAL DATA

   1. **PERSONAL DATA**

      Personal data are details about the factual or personal circumstances of a specific or identifiable natural person. This includes, for example, your name, your phone number, your address, your IP address, as well as all inventory data that you provide to us during registration and when creating your customer account. Statistische Daten, die wir beispielsweise bei dem Besuch unseres Web-Shops erheben und die nicht direkt mit Ihrer Person in Verbindung gebracht werden können, fallen nicht hierunter. These are, for example, statistics about which pages of our shop are particularly popular or how many users visit certain pages of the storojet.com shop.

   2. **STORAGE DURATIONR**

      We will store your personal data as long as it is necessary for the purposes mentioned in this data protection declaration, particularly for fulfilling our contractual and legal obligations. If necessary, we will also store your personal data for other purposes, if and as long as the law permits us to store it for certain purposes, including for the defense of legal claims.

   3. **CUSTOMER ACCOUNT**

      We set up a password-protected direct access to your stored inventory data (customer account) for every customer who registers accordingly. Here you can view data about your completed, open, and recently shipped orders and manage your data and the newsletter. We ask you to keep the personal access data confidential and not to make it accessible to any unauthorized third party. We cannot assume liability for misused passwords, unless we are responsible for the misuse. Unless you log out, you will remain automatically logged in. This function allows you to use part of our services (e.g., "My Account") without having to log in again each time. For security reasons, however, you will be asked to enter your password again, for example, if your personal data is to be changed or you wish to place an order.

   4. **COLLECTION, PROCESSING, AND USE OF YOUR PERSONAL DATA**

Data protection is very important to us. Therefore, we strictly adhere to the legal provisions of the Bundesdatenschutzgesetz and the Telemediengesetz when collecting, processing, and using your personal data. We collect, store, and process your data for the entire processing of your purchase, including any subsequent warranties, for our services, technical administration, and our own marketing purposes. Your personal data will only be passed on to third parties or otherwise transmitted if this is necessary for the purpose of contract processing or billing, or if you have given your prior consent. In the context of order processing, for example, the service providers used by us (such as carriers, logisticians, banks) receive the necessary data for order and order processing. The data passed on in this way may only be used by our service providers to fulfill their task. Any other use of the information is not permitted and does not occur with any of the service providers entrusted by us. For your order, we need your correct name, address, and payment details. We need your e-mail address so that we can confirm receipt of your order and communicate with you. We also use it for your identification (customer login). Furthermore, you will receive your order and shipping confirmation via your e-mail address. Your personal data will be deleted if there are no statutory retention obligations to the contrary and if you have asserted a deletion claim, if the data is no longer required for the purpose for which it was stored, or if its storage is inadmissible for other legal reasons.

5. **LEGAL BASIS**

In accordance with Art. 13 DSGVO-EU, we inform you of the legal bases for our data processing. Unless the legal basis is explicitly stated in the data protection declaration or in the context of the collection of personal data, the following applies:

The legal basis for obtaining consents is Art. 6 Abs. 1a and Art. 7 DSGVO-EU. The legal basis for processing for the fulfillment of our services and the execution of contractual measures as well as answering inquiries is Art. 6 Abs. 1b DSGVO-EU. The legal basis for processing for the fulfillment of our legal obligations is Art. 6 Abs. 1c DSGVO-EU. The legal basis for processing to safeguard our legitimate interests is Art. 6 Abs. 1f DSGVO-EU. Our legitimate interest lies in processing your personal data for the purpose of offering and operating the online offers and initiating, conducting, and processing our business relationship.

6. **USE OF YOUR DATA FOR ADVERTISING PURPOSES**

In addition to processing your data to complete your purchase at ico.de, we also use your data to communicate with you about your orders, certain products, or marketing promotions and to recommend products or services that may interest you. You can object to the use of your personal data for advertising purposes at any time in whole or for individual measures without incurring any costs other than the transmission costs according to the basic rates. A notification in text form to the contact details mentioned under number 1 (e.g., e-mail, fax, letter) is sufficient for this.

1. **NEWSLETTER**

For sending the newsletter, we use the so-called double opt-in procedure, i.e., we will only send you a newsletter by e-mail if you have previously expressly confirmed to us that we should activate the newsletter service. We will then send you a notification e-mail and ask you to confirm that you wish to receive our newsletter by clicking on a link contained in this e-mail. If you no longer wish to receive newsletters from us at a later date, you can object to this at any time without incurring any costs other than the transmission costs according to the basic rates. A notification in text form to the contact details mentioned under number 1 (e.g., e-mail, fax, letter) is sufficient for this. You will also find an unsubscribe link in every newsletter.

2. **ADVERTISING BASED ON USER DATA**

Our primary goal is to develop and set up tailored features and services that are specifically designed for you. We want to provide you with a personalized shopping experience that is independent of your location, time, and the devices you use. Our goal is to offer you a range that matches your individual interests. For this reason, the processing and storage of your data to

customize our services is an integral part of the services provided by ICO GmbH. Storojet GmbH.

3. **COMPETITIONS, MARKET, AND OPINION RESEARCH**

   In competitions, we use your data for the purpose of prize notification and advertising our offers. Detailed information can be found in our participation conditions for the respective competition. We also use your data for market and opinion research. Of course, we use these exclusively anonymously for statistical purposes and only for ICO GmbH. Your survey responses will not be passed on to third parties or published. ICO GmbH uses and processes your personal data for market and opinion research for its own purposes. You can object to the use of data for market and opinion research at any time in whole or for certain measures without incurring any costs other than the transmission costs according to the basic rates. A notification in text form to the contact details mentioned under number 1 (e.g., e-mail, fax, letter) is sufficient for this. You will also find an unsubscribe link in every survey e-mail.

3. RIGHTS OF THE DATA SUBJECTS

Storojet GmbH takes appropriate measures to provide the data subject with all information for exercising their rights in a transparent, understandable, and easily accessible form and in plain language. The information is provided in writing or in another form, if necessary also electronically. If requested by the data subject, the information can be provided orally, provided that the identity of the data subject has been proven in another form.

You have the following rights regarding your personal data:
• Right of access
• Right to object and withdraw consent
• Right to rectification
• Right to erasure
• Right to restriction of processing
• Right to data portability
• Right to lodge a complaint

To ensure that personal data is not disclosed to third parties, please send your request by mail with clear identification of your person to:

Storojet GmbH
Zuckmayerstr. 15
65582 Diez/Lahn

4. COOKIES

Accepting cookies is not a prerequisite for visiting our websites. However, we would like to inform you that our website and services will have limited functionality if you do not allow us to set cookies.

What are Cookies?
Cookies are small files stored on your device that save certain settings and data for exchange with our system via your browser. There are generally two types of cookies: session cookies, which are deleted when you close your browser, and temporary/permanent cookies, which are stored on your device for a longer period or indefinitely. This storage helps us to design our websites and services to suit you better and makes it easier for you to use our services by saving certain inputs so you do not have to repeat them constantly.

Which Cookies does Storojet GmbH use?
Most of the cookies we use are automatically deleted from your hard drive at the end of the browser session (hence session cookies). Session cookies are used, for example, to offer you the shopping cart function across multiple pages. Additionally, we also use cookies that remain on your hard drive. On a subsequent visit, it will be automatically recognized that you have been to our site before and what entries and settings you prefer. These temporary or permanent cookies (lifetime from 1 month to 10 years) are stored on your hard drive and delete

themselves after the specified time. These cookies are particularly used to make our offerings more user-friendly, effective, and secure. For example, these files allow us to display information tailored to your interests on the site. The sole purpose of these cookies is to adapt our offer to your needs as best as possible and to make your browsing experience as comfortable as possible.

What Data is Stored in Cookies?
The cookies used by Storojet GmbH only store pseudonymous data. When a cookie is activated, it is assigned an identification number, and no assignment of your personal data to this identification number is made. Your name, your IP address, or similar data that would allow the cookie to be attributed to you are not included in the cookie. Based on cookie technology, we only receive pseudonymized information, such as which pages of our shop were visited, which products were viewed, etc.

What is Onsite Targeting?
On the Storojet GmbH websites, data is collected based on cookie technology to optimize our advertising and the entire online offering. This data is not used to personally identify you but is used solely for pseudonymous evaluation of website usage. Your data is never combined with the personal data stored by us. This technology allows us to present you with advertising and/or special offers and services based on the context of the clickstream analysis (e.g., advertising targeting users who have viewed only sunglasses in the past few days). Our goal is to make our online offering as attractive as possible for you and to present you with advertising that matches your interests.

Are There Third-Party Cookies?
Storojet GmbH uses some advertising partners who help make the internet offering and websites more interesting for you. Therefore, when visiting the websites, cookies from partner companies are also stored on your hard drive. These are temporary/permanent cookies that are automatically deleted after the specified time. These temporary or permanent cookies (lifetime from 14 days to 10 years) are stored on your hard drive and delete themselves after the specified time. Cookies from our partner companies also only contain pseudonymous, and in many cases, anonymous data. This includes, for example, data about which products you have viewed, whether something was purchased, which products were searched for, etc. Some of our advertising partners also collect information beyond the websites about which pages you visited before or which products you were interested in, to display ads that best match your interests. These pseudonymous data are never combined with your personal data. They are solely intended to enable our advertising partners to address you with advertising that might actually interest you.

Re-Targeting
Our websites use so-called re-targeting technologies. We use these technologies to make the internet offering more interesting for you. This technology allows us to target users who have already shown interest in our shop and products with advertising on the websites of our partners. We believe that displaying personalized, interest-based advertising is generally more interesting for the internet user than advertising that has no personal relevance. The display of these ads on the pages of our partners is based on cookie technology and an analysis of previous usage behavior. This form of advertising is completely pseudonymous. No usage profiles are combined with your personal data. By using our site, you consent to the use of cookies and the collection, storage, and use of your usage data. Additionally, your data in cookies will be stored beyond the end of the browser session and can be retrieved during your next visits to the websites. You can withdraw this consent at any time with future effect by refusing to accept cookies in your browser settings.

How Can You Prevent the Storage of Cookies?
In your browser, you can set it to accept cookies only if you agree to them. If you only want to reject Storojet GmbH cookies but accept cookies from our service providers and partners, you can select the "Block third-party cookies" setting in your browser. Typically, your browser's help function will show you how to reject new cookies and disable cookies you have already received. We recommend that you always log out completely when using shared computers that are set to accept cookies and flash cookies.

5. LOG FILES

Each time you access the pages of Storojet GmbH, usage data is transmitted by your internet browser and stored in log files, known as server log files. The stored records include the following data: date and time of access,

name of the accessed page, IP address, referrer URL (the URL from which you came to the website), the amount of data transferred, and product and version information of the browser used. The IP addresses of users are deleted or anonymized after the end of the use. In the case of anonymization, the IP addresses are altered in such a way that the individual details about personal or factual circumstances can no longer be or can only be with disproportionate effort in terms of time, cost, and labor attributed to a specific or identifiable natural person. We analyze these log file records in anonymized form to improve our offer and the storojet.com shop, to make it more user-friendly, to find and fix errors more quickly, and to manage server capacities. For example, this helps us understand when the storojet.com shop is particularly popular and to provide corresponding data volume to ensure the fastest possible shopping experience. Additionally, we can also identify and fix errors in the storojet.com shop more quickly through an analysis of the log files.

6. GOOGLE ADS CONVERSION TRACKING

Storojet GmbH uses the online advertising program "Google Ads" (formerly Google AdWords) to display advertisements (personalized and non-personalized advertising) and, within the framework of Google Ads, conversion tracking. A conversion tracking cookie is set when a user clicks on an advertisement placed by Google. These cookies expire after 30 days and are not used for personal identification. If the user visits certain pages of the storojet.com website and the cookie has not yet expired, Google and Storojet GmbH can recognize that the user clicked on the ad and was redirected to this page. Each Google Ads customer receives a different cookie. Cookies cannot therefore be tracked across the websites of Google Ads customers. The information collected using the conversion cookie is used to generate conversion statistics for Google Ads customers who have opted for conversion tracking. Customers learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that would allow users to be personally identified. Users who do not wish to participate in tracking can easily disable the Google conversion tracking cookie via their browser settings. These users will not be included in the conversion tracking statistics.

Additionally, we have implemented Enhanced Conversions.
Enhanced Conversions is a feature designed to improve the accuracy of conversion tracking while maintaining user privacy. This involves supplementing existing conversion tags with hashed first-party conversion data from our website. Before being sent to Google Ads, this first-party data, such as email addresses, is hashed and pseudonymized (SHA256). This process ensures data protection as personal information is converted into an encrypted string.

Google AdServices / Google Ads Conversion Opt-out
Google also provides you with the option to download and install a browser add-on to disable Google Analytics. You can find this here: https://tools.google.com/dlpage/gaoptout?hl=en Further information about data protection with Google Ads can be found at: https://ads.google.com/intl/en_us/home/faq/gdpr/

Information on how Google processes data can be found at: https://business.safety.google/privacy/

7. USE OF MATOMO

This website uses the web analytics software Matomo (www.matomo.org), a service provided by InnoCraft Ltd., 150 Willis St, 6011 Wellington, New Zealand (“Matomo”), based on our legitimate interest in statistical analysis of user behavior for optimization and marketing purposes in accordance with Article 6 (1) (f) of the GDPR. Data is collected and stored for this purpose. Pseudonymized user profiles can be created and evaluated from this data for the same purpose. Cookies may be used for this. Cookies are small text files that are stored locally in the cache of the visitor’s internet browser. Cookies enable, among other things, the recognition of the internet browser. The data collected with Matomo technology (including your pseudonymized IP address) is processed on our servers.

The information generated by the cookie in the pseudonymous user profile is not used to personally identify the visitor to this website and is not merged with personal data about the holder of the pseudonym. If you do not agree with the storage and evaluation of this data from your visit, you can object to the storage and use at any time by clicking the following link. In this case, an opt-out cookie will be placed in your browser, which means that Matomo will not collect any session data. Please note that the complete deletion of your cookies will result in the

deletion of the opt-out cookie and may require you to reactivate it.

8. DISCLOSURE OF PERSONAL DATA

Your personal data will only be shared or otherwise transmitted to third parties if this is necessary for the purpose of contract execution or for billing purposes.

Additionally, we use external service providers to carry out some services, such as:

Shipping Service Providers
DHL (DHL Paket GmbH, Sträßchensweg 10, 53113 Bonn),
DPD (DPD Deutschland GmbH, Wailandtstraße 1, 63741 Aschaffenburg),
UPS (United Parcel Service Deutschland S.à r.l. & Co. OHG, Görlitzer Straße 1, 41460 Neuss)
Hellmann Freight Forwarding (Hellmann Worldwide Logistics SE & Co. KG, Elbestraße 1, 49090 Osnabrück)

Service Chat
LiveChat (LiveChat Software S.A., ul. Zwyci?ska 47, 53-033 Wroclaw, Poland)

9. PRESENCE ON LINKEDIN

We link to our presence on LinkedIn from our website, which is operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. When you visit our LinkedIn page, personal data such as your IP address and interactions with our page may be transmitted to and processed by LinkedIn. This data processing is carried out in accordance with LinkedIn's privacy policy, which you can view at LinkedIn Privacy. LinkedIn may provide us with aggregated data as well as personal data such as names and profile pictures of visitors if they have consented to this in their settings.