

Privacy Policy

Lackmann Fleisch- und Feinkostfabrik GmbH

Carl-Benz-Str. 10

77731 Willstätt

Lackmann Fleisch- und Feinkostfabrik GmbH takes the protection of your personal data seriously and complies with statutory data protection rules. Personal data are collected on this website only to the extent technically necessary. Under no circumstances will the data collected be sold or otherwise disclosed to third parties.

The following statement provides an overview of how we ensure this protection and what type of data are collected for which purposes.

§ 1 Name and contact details of the controller and the company data protection officer

Controller within the meaning of Art. 4(7) EU General Data Protection Regulation (GDPR) is:

Lackmann Fleisch- und Feinkostfabrik GmbH, Carl-Benz-Str. 10,

datenschutz@lackmann-lb.de, Tel.: +49 7851 9356 0, Fax: +49 7851 9356 299

Our Data Protection Officer, Mr. Alexander Wolf, can be contacted at the above address with the addition “Der Datenschutzbeauftragte” or by email at datenschutz@lackmann-lb.de.

§ 2 Information on the collection of personal data

1. Below we inform you about the collection of personal data when using our website. Personal data are all data that relate to you personally, e.g., name, address, email addresses, user behavior.
 2. When you contact us by email or via a contact form, the data you provide (your email address, and, where applicable, your name and telephone number) are stored by us in order to answer your questions. We delete the data arising in this context once storage is no longer necessary, or restrict processing if statutory retention obligations exist.
 3. If we use contracted service providers for individual functions of our offering or wish to use your data for advertising purposes, we will inform you in detail below about the respective processes. In doing so, we will also state the established criteria for storage periods.
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§ 3 Your rights

With regard to your personal data, you have the following rights vis-à-vis us:

- pursuant to Art. 15 GDPR, to request information about your personal data processed by us. In particular, you can obtain information about the purposes of processing, the category of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right to lodge a complaint, the source of your data if they were not collected from you, as well as the existence of automated decision-making including profiling and, where applicable, meaningful information about its details;
- pursuant to Art. 16 GDPR, to request the immediate rectification of inaccurate or completion of your personal data stored by us;
- pursuant to Art. 17 GDPR, to request the erasure of your personal data stored by us, unless processing is necessary for exercising the right of freedom of expression and information, for compliance with a legal obligation, for reasons of public interest, or for the establishment, exercise, or defense of legal claims;
- pursuant to Art. 18 GDPR, to request the restriction of processing of your personal data where the accuracy of the data is contested by you, the processing is unlawful but you oppose the erasure and we no longer need the data, but you require them for the establishment, exercise, or defense of legal claims, or you have objected to processing pursuant to Art. 21 GDPR;
- pursuant to Art. 20 GDPR, to receive your personal data which you have provided to us in a structured, commonly used and machine-readable format or to request the transmission to another controller;
- pursuant to Art. 7(3) GDPR, to withdraw your consent at any time. As a result, we will no longer be permitted to continue the data processing based on this consent for the future; and
- pursuant to Art. 77 GDPR, to lodge a complaint with a supervisory authority. As a rule, you can contact the supervisory authority of your habitual residence or place of work or of our registered office.

§ 4 Collection of personal data when visiting our website

1. When you use the website for informational purposes only, i.e., if you do not register or otherwise transmit information to us, we only collect the personal data that your browser transmits to our server. If you wish to view our website, we collect the following data which are technically necessary for us to display our website to you and to ensure stability and security (legal basis is Art. 6(1) sentence 1 lit. f GDPR):
 - IP address
 - date and time of the request
 - time zone difference to Greenwich Mean Time (GMT)
 - content of the request (specific page)
 - access status/HTTP status code
 - respectively transferred data volume
 - website from which the request originates
 - browser
 - operating system and its interface
 - language and version of the browser software.
2. The above data are processed by us for the following purposes:

- ensuring a smooth connection setup of the website,
- ensuring a comfortable use of our website,
- evaluation of system security and stability, and
- for further administrative purposes.

Under no circumstances do we use the collected data for the purpose of drawing conclusions about your person.

3. In addition to the data mentioned above, cookies are stored on your device when you use our website. Cookies are small text files that are stored on your hard drive by the browser you use and by which the party setting the cookie (here, us) receives certain information. Cookies cannot run programs or transmit viruses to your computer. They serve to make the internet offering altogether more user-friendly and effective.

Use of cookies:

a) This website uses the following types of cookies or comparable software, the scope and functionality of which are explained below:

- transient cookies (see b),
- persistent cookies (see c),
- Flash cookies (see f),
- HTML5 storage objects (see f).

b) Transient cookies are deleted automatically when you close the browser. These include, in particular, session cookies. They store a so-called session ID, with which various requests from your browser can be assigned to the common session. This allows your computer to be recognized when you return to our website. Session cookies are deleted when you log out or close the browser.

c) Persistent cookies are deleted automatically after a specified period, which may differ depending on the cookie. You can delete the cookies at any time in your browser's security settings.

d) You can configure your browser settings according to your preferences and, for example, refuse to accept third-party cookies or all cookies. Please note that you may not be able to use all functions of this website.

e) We use cookies to identify you on subsequent visits if you have an account with us. Otherwise, you would have to log in again for each visit.

f) The Flash cookies used are not captured by your browser but by your Flash plug-in. We also use HTML5 storage objects, which are stored on your end device. These objects store the required data independently of the browser you use and have no automatic expiration date. If you do not want Flash cookies to be processed, you must install an appropriate add-on, e.g., "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or the Adobe-Flash-Killer-Cookie for Google Chrome. You can prevent the use of HTML5 storage objects by using your browser's private mode. We also recommend regularly deleting your cookies and browser history manually.

4. Furthermore, we use analytics services when you visit our website. Further explanations are provided below.
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§ 5 Use of our contact form

1. For any kind of inquiry, we provide a form on the website to contact us. A valid email address is required so that we know who the request is from and can respond. Additional information can be provided voluntarily.
 2. Data processing for the purpose of contacting us is carried out pursuant to Art. 6(1) sentence 1 lit. a GDPR on the basis of your voluntarily given consent.
 3. The personal data collected by us for use of the contact form are automatically deleted after your inquiry has been dealt with.
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§ 6 Additional functions and offerings of our website

1. In addition to purely informational use of our website, we offer various services (e.g., newsletter) which you can use if interested. For this, you will usually need to provide further personal data which we use to provide the respective service and to which the above data processing principles apply.
 2. We sometimes use external service providers to process your data. These have been carefully selected and commissioned by us, are bound by our instructions, and are regularly monitored.
 3. We may also pass on your personal data to third parties when contract conclusions or similar services are offered by us together with partners. More detailed information is provided when you provide your personal data or below in the description of the offering.
 4. If our service providers or partners are based in a country outside the European Economic Area (EEA), we will inform you of the consequences of this circumstance in the description of the offering.
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§ 7 Use of blog functions

1. In our blog, where we publish various posts on topics related to our activities, you can leave public comments. Your comment will be published with the username you provide. We recommend using a pseudonym instead of your real name. Providing a username and email address is required; all other information is voluntary. When you post a comment, we also store your IP address, which we delete after [one week]. Storage is necessary so that we can defend ourselves against claims in cases of possible publication of unlawful content. We need your email address to contact you if a third party objects to your comment as unlawful. Legal bases are Art. 6(1) sentence 1 lit. b and lit. f GDPR. Comments are not reviewed prior to publication. We reserve the right to delete comments if they are objected to by third parties as unlawful.
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§ 8 Use of our webshop

1. If you wish to place an order in our webshop, it is necessary for the conclusion of the contract that you provide personal data which we need to process your order. Required information necessary for the execution of the contract is marked separately; further details are voluntary. We process the data you provide to handle your order. For this purpose, we may pass on your payment data to our house bank. The legal basis for this is Art. 6(1) sentence 1 lit. b GDPR.

We may also process the data you provide to inform you about other interesting products in our portfolio or to send you emails with technical information.

2. Due to commercial and tax law requirements, we are obliged to store your address, payment and order data for a period of ten years. However, after [two years] we restrict processing, i.e., your data are used solely to comply with legal obligations.
 3. To prevent unauthorized access by third parties to your personal data, in particular financial data, the ordering process is encrypted using TLS technology.
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§ 9 Use of our portal

1. If you wish to use our portal, you must register by providing your email address, a self-chosen password, and a freely selectable username. There is no real-name requirement; pseudonymous use is possible. We use the so-called double-opt-in procedure for registration, i.e., your registration is completed only after you have confirmed your sign-up by clicking the link sent to you for this purpose. If such confirmation does not occur within [24 hours], your registration will be automatically deleted from our database. The provision of the above data is mandatory; you can provide all other information voluntarily by using our portal.
 2. When you use our portal, we store the data necessary for fulfilling the contract, including information on payment methods, until you permanently delete your access. We also store the voluntary data you provide for the time you use the portal, unless you delete them earlier. You can manage and change all information in the protected customer area. Legal basis is Art. 6(1) sentence 1 lit. f GDPR.
 3. When you use the portal, your data may become accessible to other participants of the portal in accordance with the contractual service. Non-registered members do not receive any information about you. For all registered members, your [username and photo] are visible, regardless of whether you have shared them. By contrast, your entire profile with the data you have shared is visible to all members whom you have confirmed as personal contacts. If you make content accessible to your personal contacts that you do not send via a private message, such content can be visible to third parties insofar as your personal contact has granted access. If you post contributions in public groups, these are visible to all registered members of the portal.
 4. To prevent unauthorized access by third parties to your personal data, in particular financial data, the connection is encrypted using TLS technology.
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§ 10 Use of our forum

1. Our forum can be read without registration. If you wish to participate actively, you must register by providing your email address, a self-chosen password, and a freely selectable username. There is no real-name requirement; pseudonymous use is possible. We use the double-opt-in procedure; your registration is completed only after you confirm via the link sent to you for this purpose. If such confirmation does not occur within [24 hours], your registration will automatically be deleted from our database.
 2. When you register a forum account, we store, until you unregister, in addition to your registration data, all information you provide in the forum, i.e., public posts, wall entries, friendships, private messages, etc., in order to operate the forum. Legal basis is Art. 6(1) sentence 1 lit. f GDPR.
 3. If you delete your account, your public statements, in particular forum posts, will remain visible to all readers, but your account will no longer be accessible and will be labeled “[Guest]” in the forum. All other data will be deleted. [Optional: If you wish your public posts to be deleted as well, please contact the controller at the contact details provided above.]
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§ 11 Disclosure of data

Your personal data will not be transferred to third parties for purposes other than those listed below. We only disclose your personal data to third parties if:

- you have given your express consent pursuant to Art. 6(1) sentence 1 lit. a GDPR,
 - the disclosure is necessary for the establishment, exercise or defense of legal claims pursuant to Art. 6(1) sentence 1 lit. f GDPR and there is no reason to assume that you have an overriding legitimate interest in not having your data disclosed,
 - there is a legal obligation for disclosure pursuant to Art. 6(1) sentence 1 lit. c GDPR, and
 - it is lawful and necessary for the performance of contractual relationships with you pursuant to Art. 6(1) sentence 1 lit. b GDPR.
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§ 12 Newsletter

1. With your consent, you can subscribe to our newsletter, with which we inform you about our current interesting offers. The goods and services advertised are named in the declaration of consent.
2. For newsletter registration, we use the double-opt-in procedure. This means that after you register, we send an email to the address provided asking you to confirm that you wish to receive the newsletter. If you do not confirm your registration within 24 hours, your information will be blocked and automatically deleted after one month. We also store the IP addresses used and the times of registration and confirmation. The purpose is to be able to prove your registration and, if necessary, to clarify any possible misuse of your personal data.
3. The only mandatory information for sending the newsletter is your email address. Providing additional, separately marked data is voluntary and is used to address you personally. After your confirmation, we store your email address for the purpose of sending the newsletter. Legal basis is Art. 6(1) sentence 1 lit. a GDPR.

4. You can withdraw your consent to receive the newsletter at any time and unsubscribe. You can declare the withdrawal by clicking the link provided in every newsletter email, by email to info@lackmann-lb.de or by a message to the contact details stated in the imprint.
 5. We do **not** evaluate your user behavior when sending the newsletter. We do not create a user profile from this. We also do not use web beacons or tracking pixels.
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§ 13 Objection or withdrawal against the processing of your data

1. If you have given consent to the processing of your data, you may withdraw it at any time. Such withdrawal affects the lawfulness of processing of your personal data after you have expressed it to us.
2. Where we base the processing of your personal data on a balancing of interests, you may object to the processing. This is the case in particular if the processing is not required for the performance of a contract with you, which we indicate in the following description of functions. When exercising such an objection, please explain the reasons why we should not process your personal data as we have done. In the event of your justified objection, we will examine the situation and either stop or adjust the processing or show you our compelling legitimate grounds on the basis of which we will continue the processing.
3. You can, of course, object to the processing of your personal data for advertising purposes at any time.
4. You can inform us of your objection at the following contact details:

Lackmann Fleisch- und Feinkostfabrik GmbH
Carl-Benz-Str. 10
77731 Willstätt
Tel.: +49 7852 9356 0, Fax: +49 7852 9356 299
Email: datenschutz@lackmann-lb.de

§ 14 Use of analytics programs

I. Google Analytics

1. This website uses Google Analytics, a web analytics service of Google Inc. (“Google”). Google Analytics uses “cookies”, text files stored on your computer, to help analyze how you use the website. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. In the event that IP anonymization is activated on this website, your IP address will, however, be truncated beforehand 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 will the full IP address be transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage to the website operator.

2. The IP address transmitted by your browser within the scope of Google Analytics will not be merged with other Google data.
 3. You may prevent the storage of cookies by selecting the appropriate settings in your browser software; however, please note that in this case you may not be able to use all functions of this website to their full extent. You can also prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) by Google, as well as the processing of these data by Google, by downloading and installing the browser plug-in available at:
<http://tools.google.com/dlpage/gaoptout?hl=de>.
 4. This website uses Google Analytics with the extension “_anonymizeIp()”. As a result, IP addresses are processed in truncated form, and any direct personal reference can thus be excluded. Insofar as data collected about you are personally identifiable, such identification is immediately excluded and the personal data are thus promptly deleted.
 5. We use Google Analytics to analyze and regularly improve the use of our website. The statistics obtained allow us to improve our offering and make it more interesting for you as a user. For exceptional cases in which personal data are transferred to the USA, Google has submitted to the EU-US Privacy Shield,
<https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6(1) sentence 1 lit. f GDPR.
 6. Information from the third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Terms of Service: <http://www.google.com/analytics/terms/de.html>, Privacy Overview: <http://www.google.com/intl/de/analytics/learn/privacy.html>, and Privacy Policy: <http://www.google.de/intl/de/policies/privacy>.
 7. This website also uses Google Analytics for cross-device analysis of visitor flows conducted via a User-ID. You can deactivate the cross-device analysis of your use in your customer account under “My Data”, “personal data”.
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§ 15 Online advertising, Google AdSense

1. This website uses the online advertising service Google AdSense, which can present you with advertising tailored to your interests. Our aim is to display advertising that might be of interest to you in order to make our website more interesting for you. For this purpose, statistical information about you is collected and processed by our advertising partners. These advertisements are identifiable by the notice “Google-Ads” in the respective ad.
2. By visiting our website, Google receives the information that you have accessed our website. For this purpose, Google uses a web beacon to place a cookie on your computer. The data specified in § 3 of this statement are transmitted. We have no influence on the collected data nor are we aware of the full extent of data collection and the storage period. Your data are transferred to the USA and evaluated there. If you are logged into your Google account, your data may be directly associated with it. If you do not wish to be associated with your Google profile, you must log out. It is possible that these data are passed on by Google’s contractors to third parties and authorities. The legal basis for processing your data is Art. 6(1) sentence 1 lit. f GDPR. This website has also activated Google AdSense ads from third-party providers. The aforementioned data may be transmitted to these third parties (listed at https://support.google.com/dfp_sb/answer/94149).

3. You can prevent the installation of Google AdSense cookies in various ways:
 - a) by an appropriate setting of your browser software, in particular the suppression of third-party cookies;
 - b) by deactivating interest-based ads at Google via <http://www.google.de/ads/preferences> (this setting is deleted when you delete your cookies);
 - c) by deactivating interest-based ads from providers participating in the “About Ads” self-regulatory campaign via <http://www.aboutads.info/choices> (this setting is deleted when you delete your cookies);
 - d) by permanently deactivating them in your browsers Firefox, Internet Explorer or Google Chrome under <http://www.google.com/settings/ads/plugin>. Please note that in this case you may not be able to use all functions of this offering in full.
 4. Further information on the purpose and scope of data collection and processing and further information on your rights and settings to protect your privacy can be obtained from: Google Inc., 1600 Amphitheater Parkway, Mountain View, California 94043, USA; Privacy terms for advertising: <http://www.google.de/intl/de/policies/technologies/ads>. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.
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§ 16 Use of Google AdWords Conversion Tracking

We use the online advertising program “Google AdWords” and, within the scope of Google AdWords, conversion tracking. Google Conversion Tracking is an analytics service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; “Google”). When you click on an ad placed by Google, a cookie for conversion tracking is stored on your computer. These cookies expire after 30 days, do not contain personal data and are therefore not used for personal identification.

If you visit certain pages of our website and the cookie has not yet expired, Google and we can recognize that you clicked on the ad and were redirected to this page. Each Google AdWords customer receives a different cookie. Thus, there is no possibility that cookies can be tracked across the websites of AdWords customers.

The information obtained with the help of the conversion cookie is used to create conversion statistics for AdWords customers who have opted for conversion tracking. In doing so, the 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 information that personally identifies users.

If you do not wish to participate in tracking, you can object to this use by preventing the installation of cookies through an appropriate setting in your browser software (opt-out). You will then not be included in the conversion tracking statistics. Further information and Google’s privacy policy can be found at: <http://www.google.com/policies/technologies/ads/>, <http://www.google.de/policies/privacy/>.

§ 17 Data security

1. During your visit to the website, we use the widely used SSL (Secure Socket Layer) method in conjunction with the highest level of encryption supported by your browser. As a rule, this is 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 depiction of the key or lock symbol in the lower status bar of your browser.

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

Yours sincerely,

Lackmann Fleisch- und Feinkostfabrik GmbH

Effective since 24/05/2018