

## WE TAKE DATA PROTECTION SERIOUSLY.

Your trust is important to us. The protection of your privacy when processing your personal data, i.e. all data relating to you, is an important concern for us as the operator of this website. We treat personal data confidentially and in accordance with the statutory data protection regulations, in particular the German Data Protection Regulation (“GDPR”) and the German Federal Data Protection Act (in German: “BDSG”), as well as on the basis of this privacy policy.

The purpose of this privacy policy is to provide you with an overview of the processing of your personal data when using our website and explicitly refers to the website-specific data processing procedures when visiting this website. If this website contains links to third-party websites (external links), these are subject to the liability of the respective operators.

We also attach great importance to the protection of your personal data beyond the data processing processes of this website. Please therefore also take into account - where applicable - our data protection declarations (“Data Policies”) with regard to the Internet portal [www.westwingnow.de](http://www.westwingnow.de) and the shopping community integrated therein at [www.westwing.de](http://www.westwing.de), which you can access in their currently valid version at any time here: [https://www.westwingnow.de/i/privacy\\_policy/](https://www.westwingnow.de/i/privacy_policy/) or here: <https://www.westwing.de/privacy-policy/>.

## I. CONTROLLER

The controller for data processing within the meaning of the GDPR is:

Westwing GmbH,  
Moosacher Straße 88,  
80809 Munich,  
Tel.: +49 (0)89 412 072 72,  
[datschutz@westwing.de](mailto:datschutz@westwing.de) (hereinafter “Westwing” or “we”).

Westwing and Westwing Group SE, Moosacher Straße 88, 80809 Munich, are also

partly joint controller. They have stipulated in an agreement which of them fulfills which obligations under data protection law. Westwing will provide you with the essential content of this agreement upon request.

## II. DATA PROTECTION OFFICER

For all questions on the subject of data protection, you can also contact our external data protection officer at any time. He can be reached under the following contact details:

Mr. Christian VolkmerProjekt  
29 GmbH & Co KG Ostengasse  
1493047 Regensburg, Germany.

Tel.: 0941 2986930

Fax: 0941 29869316

E-Mail: [anfragen@projekt29.de](mailto:anfragen@projekt29.de) Internet: [www.projekt29.de](http://www.projekt29.de)

## III. PURPOSES AND LEGAL BASES OF DATA PROCESSING WHEN VISITING OUR WEBSITE

### 1. SERVER LOG FILES

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When you visit our website, the provider of our website collects and stores the following information in so-called server log files, which your browser automatically transmits to us:

- Your IP address,
- the requested web page URL and the web page URL from which the URL was requested,
- Date and time of the web page call,
- Information about the browser used,
- Information about the operating system used,

- Identification numbers that we store on your terminal device. This identification number allows us to recognize your terminal device on the website. Technically, these identification numbers are stored in so-called cookies or eTags.

This information is mandatory for the technical provision of this website and secure server operation.

When you visit this website, we assign you an individual customer ID, which we merge with your e-mail address for forensic reasons only if an error occurs. This data is not merged with other data sources, nor is the data evaluated for marketing purposes.

Insofar as you visit our website to obtain information about our services, products or services or to use our service, the legal basis for the temporary storage and processing of the access data is Art. 6 para. 1 s. 1 lit. b GDPR (contract performance). The processing is carried out in accordance with Art. 6 para. 1 s.1 lit. f GDPR (legitimate interest) furthermore on the basis of our legitimate interest in providing a technically functioning and user-friendly website and in the security of our systems.

The server log files are stored for 365 days and then deleted.

## 2. CONTACT FORM

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You have the possibility to send us inquiries via the contact form on our website. For this purpose, we collect the data you provide, namely, for example, the subject, the country in which you are located, your name, your e-mail address, the content of your request and any other information that you submit to us.

If you contact us within the scope of an existing contractual relationship or for information about our services, products or other services, the legal basis for the processing is Art. 6 para. 1 s. 1 lit. b GDPR (contract performance). Otherwise, we process your data provided in connection with the request to protect our legitimate interests in responding to customer/contact requests. pursuant to Art. 6 para. 1 s. 1 lit. f GDPR (legitimate interest).

The data you enter in the contact form will be stored by us for the purpose of processing and answering your inquiries and in case of follow-up questions. As soon as this purpose ceases to

apply, the data will be deleted immediately, provided that there are no mandatory legal retention obligations to the contrary.

### 3. USE OF COOKIES AND RELATED FUNCTIONS/TECHNOLOGIES

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We use so-called cookies on our website. Cookies are small text files that are transferred from an Internet server to your browser and stored on its hard drive. There are so-called session cookies, which are deleted as soon as you close your browser, and permanent cookies, which are stored for a longer period or indefinitely on your terminal device.

Depending on your choice of cookies, the next time you visit the website with the same terminal device, the information stored in the cookies will be transmitted to our website or to another website to which the cookie belongs. This helps us to optimally design and display our website according to your preferences. Under the button “Cookie settings” you can determine at any time which cookies you want to allow.

The cookie-based data processing is carried out on the basis of your given consent pursuant to Art. 6 para. 1 s. 1 lit. a GDPR (Consent) or on the basis of Art. 6 para. 1 s. 1 lit. f GDPR (legitimate interest) to protect our legitimate interests. Our legitimate interests here lie in particular in being able to provide you with a technically optimized website that is user-friendly and tailored to your needs, as well as to ensure the security of our systems. You can revoke consents that you have given us at any time, e.g. by deactivating the cookie-based tools/plugins. You can also object to processing based on legitimate interests by making the appropriate settings.

Basically, we distinguish four different cookie categories:

#### 3.1 ABSOLUTELY NECESSARY COOKIES

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These enable basic functions and are necessary for the proper functioning of the website. They serve, for example, to ensure that you, as a registered user, always remain logged in when accessing various sub-pages of our website and do not have to re-enter your login data each time you call up a new page.

The use of strictly necessary cookies is possible and permissible without your prior consent in accordance with Art. 6 para. 1 s.1 lit. a GDPR. If you do not want your computer to be recognized on your next visit, you can refuse the use of cookies by selecting “refuse cookies” in the settings in your browser. The respective procedure can be found in the operating instructions of your respective browser. If you reject the use of cookies, however, there may be restrictions in the use of some areas of our website.

### 3.2 FUNCTIONAL COOKIES

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These allow our website to store information you have already provided (such as your registered name or language selection) and thus offer you improved and personalized features. If you do not allow these cookies, some of these services may not function properly.

We only use functional cookies if you have given us your consent to do so in accordance with Art. 6 Para. 1 p.1 lit. a GDPR.

### 3.3 PERFORMANCE COOKIES

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These allow us to count visits and traffic sources to our subpages so that we can measure and improve the performance of our website. They help us answer questions about which pages are the most popular, which are the least used, and how visitors move around the site. All information collected by these cookies is aggregated so that it cannot be traced back to the individual user.

We only use line cookies if you have given us your consent to do so in accordance with Art. 6 Para. 1 s.1 lit. a GDPR.

### 3.4 MARKETING COOKIES

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These may be set via our website by our advertising partners. They are used to collect information about the websites you visit, to analyze the impact of our website content and the interests of our visitors, to measure the performance of our website, and to serve customized advertising and other content on our website or other websites. They do not directly store personally identifiable information but are based on identification of your browser and Internet

device. If you do not allow these cookies, you will receive less targeted or personalized advertising.

We also only use marketing cookies if you have given us your consent to do so in accordance with Art. 6 Para. 1 s.1 lit. a GDPR.

### 3.5 THE INDIVIDUAL COOKIES SET

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Specifically, the following cookie-based tools/plugins are used within this website:

#### (i) GOOGLE RECAPTCHA

This website uses the “reCAPTCHA” service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Data is also regularly transmitted to Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) as part of the processing described below. Google Ireland Limited and Google LLC are hereinafter jointly referred to as “Google”. Through the service, a query can be performed that serves to distinguish whether the input is made by a human or abusively by automated, machine processing. The query includes the sending of the IP address and possibly other data required by Google for the service reCAPTCHA to Google. For this purpose, your input is transmitted to Google and further used there. In the event that IP anonymization is activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union (“EU”) or in other contracting states to the Agreement on the European Economic Area (“EEA”). The IP address transmitted by your browser as part of reCaptcha is not merged with other data from Google. The deviating data protection provisions of the Google company apply to this data.

For more information about Google’s privacy policy, please visit:

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

#### (ii) PINTEREST

We use the “Pinterest” service on our website through Pinterest, Inc., 808 Brannan St, San Francisco, CA 94103, USA (“Pinterest”). Through the embedded “Pin it” button on our website, Pinterest receives the information that you have accessed the corresponding page of our website. If you are logged in to Pinterest, Pinterest can assign this visit to our website to your Pinterest account and thus link the data. The data transmitted by clicking the “Pin it” button is stored by

Pinterest. To prevent Pinterest from associating your visit to our website with your Pinterest account, you must log out of your Pinterest account before visiting our site.

For more information on the purpose and scope of data collection, its processing and use, as well as your rights in this regard and setting options for protecting your privacy, please refer to Pinterest's privacy policy, which you can access at: <http://pinterest.com/about/privacy/>.

#### (iii) PINTEREST TAG

In order to use our Pinterest campaigns in a needs-based manner, to further optimize them and to measure their conversion, our website uses "Pinterest Tag". In this way, we can ensure that the "Pinterest Ads" we initiate are only displayed to those Pinterest users who have also shown an interest in our offer and, at the same time, ensure that our Pinterest Ads correspond to the potential interest of the respective user and do not annoy him. It also allows us to track the actions of Pinterest users after they have seen or clicked on one of our Pinterest ads. This helps us measure the conversion of the respective campaign for statistical, market research and billing purposes. The following information is processed during the deployment: Device information (e.g. type, brand), operating system used (e.g. iOS 11), IP address of the device used, time of the call to our offer, type and content of the campaign, the reaction to the respective campaign (e.g. clicking a button) and device identifiers consisting of individual characteristics of your end device. Based on these device identifiers, we can also recognize your end device on the website. The data collected in this way does not offer any conclusions about your identity. If you log into your Pinterest account after visiting our website or visit our website while logged in, it is possible that this data will be stored and processed by Pinterest, which we would like to inform you about here. Pinterest may possibly link this data to your Pinterest account and also use it for its own advertising purposes.

For more information, please see Pinterest's privacy policy at: <https://policy.pinterest.com/de/privacy-policy>.

#### (iv) GOOGLE GOOGLESERVICES / GOOGLE ADWORDS CONVERSION TRACKING

Our website uses "Google Adservices" or "Google Adwords Conversion" for so-called "conversion tracking" if you click on an ad placed by Google. This helps us to recognize whether a visitor has come to our website via a Google ad. Google uses cookies for this purpose, which are stored on your computer and enable an analysis of the use of the website.

You can learn more about Google Adservices or Google Adwords Conversion at:  
<https://www.google.com/settings/u/0/ads/authenticated>.

#### (v) GOOGLE DOUBLECLICK

Our website also uses “DoubleClick by Google”, a service provided by Google, which is used to set cookies in order to present you with advertisements that are relevant to you. In doing so, a pseudonymous identification number (ID) is assigned to your browser in order to check which advertisements were displayed in your browser and which advertisements were called up. The use of DoubleClick cookies enables Google and its partner websites to serve ads based on previous visits to our website or other websites on the Internet. A transfer of data by Google to third parties only takes place on the basis of legal regulations or within the framework of commissioned data processing. Google does not merge your data with other data collected by Google.

To learn more about Google DoubleClick visit: <https://policies.google.com/privacy>.

#### (vi) GOOGLE WEB FONTS

“Google Web Fonts” are used to improve the visual presentation of various information on our website. The web fonts are transferred to the browser’s cache when the website is called up so that they can be used for the display. If the browser does not support the Google web fonts or prevents access, the text is displayed in a standard font. Data transmitted in connection with the page view is sent to resource-specific domains such as [fonts.googleapis.com](https://fonts.googleapis.com) or [fonts.gstatic.com](https://fonts.gstatic.com). They are not associated with data that may be collected or used in connection with the parallel use of authenticated Google services such as Gmail. You can set your browser to not load the fonts from Google servers (for example, by installing add-ons such as NoScript or Ghostery for Firefox). If your browser does not support Google Fonts or you disable access to the Google servers, the text will be displayed in the system’s default font.

For information about Google Web Fonts’ privacy policy, please visit:

<https://developers.google.com/fonts/faq#Privacy>.

#### (vii) GOOGLE ANALYTICS WITH ANONYMIZATION FUNCTION

Our site also uses cookies from “Google Analytics”, a web analytics service provided by Google. This makes it possible to assign data, sessions and interactions across multiple devices to a pseudonymous user ID and thus analyze a user's activities across devices. Google Analytics uses



cookies that enable an analysis of your use of the website. However, in the event that IP anonymization is activated on this website, your IP address will be truncated beforehand by Google within countries outside the EEA or the EU. We would like to point out that on this website Google Analytics has been extended by IP anonymization to ensure anonymized collection of IP addresses (so-called IP masking). The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google. On our behalf, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage for us. The recipient of the collected data is Google. The data sent by us and linked to cookies, user IDs (e.g. user ID) or advertising IDs are automatically deleted after 14 months. Data whose retention period has been reached is automatically deleted once a month. As with all cookies, you can revoke your consent at any time. In addition, you can prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by installing <https://tools.google.com/dlpage/gaoptout>. Opt-out cookies prevent the future collection of your data when visiting this website. To prevent the collection by Google Analytics across different devices, you must perform the opt-out on all systems used.

For more information on terms of use and data protection regarding Google Analytics, please visit: <https://policies.google.com/>.

#### (viii) GOOGLE REMARKETING

This website uses “Google Remarketing”. The function is used to present you with interest-based advertisements within the Google advertising network. The technology allows us to serve automatically generated, targeted advertisements after your visit to our website. The ads are based on the products and services you clicked on the last time you visited our website. Google usually stores information such as your web request, IP address, browser type, browser language, date and time of your request. This information is used to associate the web browser with a specific computer. On the pages of the Google advertising network, the visitor may then be presented with advertisements that relate to content that the visitor has previously accessed on websites that use Google’s remarketing function. If you have consented to the use at <https://www.google.com/settings/u/0/ads/authenticated> that your browsing history is linked by

Google to your Google account and information from your Google account is used for ad personalization, the remarketing function also takes place across devices. Google collects your Google ID and uses it for the purpose of cross-device recognition. According to its own information, Google does not collect any personal data during this process.

For more information on how Google uses cookies, please see Google's privacy policy at: <https://policies.google.com/>.

#### (ix) GA AUDIENCE

Our website also uses "GA Audience", also a service of Google. GA Audience uses, among other things, cookies that are stored on your computer as well as other mobile devices (e.g. smartphones, tablets, etc.) and that enable an analysis of the use of the corresponding devices. In some cases, the data is analyzed across devices. GA Audience receives access to the cookies created in the context of the use of Google Adwords and Google Analytics.

Further information on data protection when using GA Audience can be found at: [https://support.google.com/analytics/answer/2700409?hl=en&ref\\_topic=2611283](https://support.google.com/analytics/answer/2700409?hl=en&ref_topic=2611283).

#### (x) VIMEO PLUGINS

This site partly uses "Vimeo" for the integration of videos. Vimeo is operated by Vimeo, LLC, headquartered at 555 West 18th Street, New York, New York 10011. When you access the web pages provided with such a plugin, a connection to the Vimeo servers is established and the plugin is displayed. This transmits information about which of our websites you have visited to the Vimeo server. If you are logged in as a member of Vimeo, Vimeo assigns this information to your personal user account. When using the plugin, such as clicking on the start button of a video, this information is also assigned to your user account.

For more information on data processing and privacy notices by Vimeo, please visit <https://vimeo.com/privacy>.

#### (xi) YOUTUBE IN ADVANCED PRIVACY MODE.

Our website uses plugins of the video platform "YouTube" to embed videos and play them directly on our website. The operator of the video platform is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. YouTube is a joint venture with Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). The videos were embedded in the website in the extended data protection mode. Like most websites, however, YouTube also uses cookies to

collect information about visitors to its website. YouTube uses them to collect video statistics, prevent fraud, and improve your experience, among other things. Also, the cookies lead to a connection with the Google DoubleClick network. In this respect, when you start the video, this could trigger further data processing operations. We have no influence on this.

For more information about privacy at YouTube, please see their privacy policy at:  
[http://www.youtube.com/t/privacy\\_at\\_youtube](http://www.youtube.com/t/privacy_at_youtube).

#### 4. OTHER PROCESSING PURPOSES

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We may also process your personal data in order to comply with our obligations under commercial, trade or tax law to retain documents. The legal basis for this is Art. 6 para. 1 s. 1 lit. c GDPR.

In addition, we process your personal data in individual cases in order to be able to enforce our legal claims or to defend ourselves against legal claims. Furthermore, we process your personal data if this is necessary for the defense against or prosecution of criminal offenses. In this respect, the legal basis is the protection of our legitimate interests pursuant to Art. 6 para. 1 s. 1 lit. f GDPR.

## IV. SECURE DATA TRANSFER AND DATA SECURITY

We have taken technical and organizational security measures to protect your personal data against loss, destruction, manipulation and unauthorized access, as well as to ensure an appropriate level of protection and to safeguard your privacy rights. All our employees as well as the service providers working for us have been obligated to comply with the applicable data protection laws.

In particular, this website uses encryption for security reasons and to protect the transmission of confidential content, such as your contact requests that you send to us. Our security measures are subject to a continuous improvement process and our data protection statements are constantly revised.

## V. RECIPIENTS OF PERSONAL DATA

Within Westwing, access to your data is only granted to those entities that need it in order to fulfill our contractual and legal obligations or to provide our website or our relevant services to you.

Service providers and vicarious agents employed by us also receive your personal data for these purposes, taking into account the requirements of data protection law. In some cases, they act as order processors and are therefore strictly bound by our instructions when handling your personal data. In part, they also act independently in their own data protection responsibility, so that they are obliged to comply with the requirements of the GDPR and other data protection regulations during processing. Your data will only be passed on if this appears necessary for the execution of our services or in the context of the use of the aforementioned tools required by third-party providers and only on the basis of one of the following legal bases, namely,

- according to Art. 6 para. 1 s. 1 lit. a GDPR, if you have consented to the transfer of your data,
- pursuant to Art. 6 para. 1 s. 1 lit. b GDPR, if this is necessary for the performance of the contract (this includes, for example, data transfers to payment and logistics service providers, carriers and suppliers if they supply you directly), or
- pursuant to Art. 6 para. 1 S. 1 lit. c GDPR, if this is necessary for the fulfillment of a legal obligation, or
- pursuant to Art. 6 para. 1 s. 1 lit. f GDPR, on the basis of our legitimate interest or the legitimate interest of a third party (this includes, for example, data transfers in the context of debt assignments or to credit agencies for the purpose of credit checks).

## VI. DATA TRANSFER TO THIRD COUNTRIES

In the context of the use of the aforementioned third-party tools or if processors work for us, we transfer your personal data in part to countries outside the EEA or the EU. However, your personal data will only be processed outside the EEA or the EU if a so-called “adequacy decision” of the European Commission exists for the country in question, or suitable guarantees

are in place (cf. Art. 45f. GDPR). Apart from that, we generally only process your personal data in the European Union.

## VII. STORAGE PERIOD AND DELETION

As a matter of principle, we store your personal data only for as long as is necessary for the respective purpose of processing. On this basis, your personal data will be deleted regularly, unless its further processing for a limited period of time is required to comply with statutory retention obligations, which may arise, for example, from the German Commercial Code or the German Fiscal Code.

## VIII. YOUR RIGHTS

In accordance with the legal provisions on data protection, you are entitled to the following rights with regard to your personal data at any time:

### 1. RIGHT TO INFORMATION

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The right to request information about the data we process and a copy of this data.

### 2. RIGHT TO RECTIFICATION

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The right to request the rectification of inaccurate data and, taking into account the purposes of the processing, the completion of incomplete data.

### 3. RIGHT TO DELETION

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The right to demand the deletion of your data for legitimate reasons if we process it unlawfully or the processing disproportionately interferes with your legitimate interests of protection. Please note that there may be reasons that prevent immediate deletion, e.g. in the case of legally regulated retention obligations. Irrespective of the exercise of your right to deletion, we will delete your data immediately and completely, insofar as there is no legal or statutory obligation to retain data in this respect.

#### 4. RIGHT TO RESTRICTION OF PROCESSING

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The right to request restriction of the processing of the data if you dispute the accuracy of the data, for a period that allows us to verify the accuracy of the data or the processing of the data is unlawful, but you refuse erasure and instead request restriction of data use or we no longer need the data for the intended purpose, but you still need this data to assert or defend legal claims, or you have objected to the processing of the data.

#### 5. RIGHT TO DATA PORTABILITY

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The right, if the legal requirements are met, to receive the data provided in a structured, common and machine-readable format and to transfer this data to another responsible party or, insofar as this is technically feasible, to have it transferred by Westwing.

#### 6. RIGHT OF APPEAL

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You also have the right to lodge a complaint with the competent data protection supervisory authority. To exercise this right, please contact us by e-mail at: [datenschutz@westwing.de](mailto:datenschutz@westwing.de).

#### 7. RIGHT OF OBJECTION

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**Insofar as the processing of personal data is based on our legitimate interest pursuant to Art. 6 para. 1 s. 1 lit. f GDPR, you also have the right to object to the processing of your personal data for reasons arising from your particular situation, e.g. by e-mail to: [datenschutz@westwing.de](mailto:datenschutz@westwing.de). We will then no longer process the personal data for these purposes, unless our legitimate interest in the individual case prevails.**

#### 8. RIGHT OF WITHDRAWAL

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**Insofar as the processing of your personal data should have taken place on the basis of consent pursuant to Art. 6 para. 1 s. 1 lit. a GDPR, you have the right to revoke your consent at any time with effect for the future, e.g. by e-mail to [datenschutz@westwing.de](mailto:datenschutz@westwing.de).**

If you wish to assert any of the aforementioned rights against us, please contact our data protection officer by e-mail (e-mail address: [anfragen@projekt29.de](mailto:anfragen@projekt29.de)).

## IX. OBLIGATION TO PROVIDE DATA

In principle, you are not obliged to provide us with your personal data. However, if you do not do so, we may not be able to provide you with unrestricted access to our website or answer your inquiries to us. Personal data that we do not absolutely require for the above-mentioned processing purposes are marked accordingly as voluntary information.

## X. CHANGES TO THIS PRIVACY STATEMENT

We reserve the right to change our privacy policy if this should be necessary due to new technologies. If fundamental changes are made to this privacy statement, we will announce them on our website.

Status: April 2022