

Privacy Policy

This privacy statement clarifies the nature, scope and purpose of the processing of personal data (hereinafter "data") within our online offer and the associated websites, functions and contents as well as external online presences, such as our social media profile (hereinafter collectively referred to as "online offer"). With regard to the terminology used, such as "processing" or "responsible person", we refer to the definitions in article 4 of the General Data Protection Regulation (GDPR).

Responsible

VirtFit a brand of ASD SIA
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1002 Riga
Latvia
Email Address: info@virtfit.de
CEO: Peer Meier

Types of data processed:

- Inventory data (e.g., names, addresses).
- Contact information (e.g., e-mail, telephone numbers).
- Content data (e.g., text input, photographs, videos).
- Usage data (e.g., visited websites, interest in content, access times).
- Meta-/Communication data (e.g., device information, IP addresses).

Categories of persons affected

Visitors and users of the online offer (hereinafter we refer to the persons concerned as "users").

Purpose of processing

- Provision of the online offer, its functions and contents.
- Answering contact inquiries and communicating with users.
- Safety measures.
- Range Measurement/Marketing

Terminology used

"Personal data" shall be any information relating to an identified or identifiable natural person (hereinafter referred to as "the person concerned"); A natural person is considered to be identifiable, either directly or indirectly, in particular by assigning to an identifier such as a name, to an identification number, to location data, to an online identifier (e.g. cookie) or to one or more special characteristics Can be identified that are the expression of the physical, physiological, genetic, psychological, economic, cultural or social identity of this natural person.

"Processing" means any operation performed with or without the help of automated procedures or any such series of operations in connection with personal data. The term extends far and covers virtually every use of data.

"Pseudonymisation" means the processing of personal data in such a way that the personal data can no longer be assigned to a specific person concerned without the addition of additional information, provided that such additional Information shall be kept separately and subject to

technical and organisational measures to ensure that the personal data are not assigned to an identified or identifiable natural person.

"Profiling" means any kind of automated processing of personal data, which consists in the use of such personal data to assess certain personal aspects relating to a natural person, in particular aspects To analyze or predict the performance, economic situation, health, personal preferences, interests, reliability, behaviour, whereabouts or location change of this natural person.

The "person responsible" shall mean the natural or legal entity, authority, institution or other body which, alone or jointly with others, decides on the purposes and means of processing personal data.

"Processor" means a natural or legal person, authority, institution or other body that processes personal data on behalf of the responsible party.

Relevant legal bases

In accordance with article 13 of the GDPR, we will inform you of the legal basis of our data processing. If the legal basis is not mentioned in the data Protection declaration, the following applies: the legal basis for obtaining consent is Article 6 (1) lit. A and article 7 GDPR, the legal basis for processing in order to fulfil our services and to carry out contractual measures and to answer inquiries is Article 6 (1) lit. b GDPR, the legal basis for processing in order to comply with our legal obligations is article 6 (1) lit. (c) GDPR, and the legal basis for processing to protect our legitimate interests is Article 6 (1) lit. F GDPR. In the event that vital interests of the person concerned or of another natural person require the processing of personal data, article 6 (1) shall be used. (d) GDPR as a legal basis.

Security

We shall, in accordance with article 32 GDPR, take into account the state of the art, the implementation costs and the nature, scope, circumstances and purposes of processing, as well as the varying likelihood of occurrence and severity of the risk for the Rights and freedoms of natural persons, appropriate technical and organisational measures to ensure a level of protection appropriate to the risk.

Measures include, in particular, ensuring the confidentiality, integrity and availability of data by controlling physical access to the data, as well as the access, input, disclosure, availability and Separation. We have also established procedures to ensure that the rights concerned are exercised, that data is deleted and that the data is compromised. We also take into account the protection of personal data in the development and selection of hardware, software and procedures, in accordance with the principle of data protection through technical design and data protection-friendly preferences (art. 25 GDPR).

Cooperation with processors and third parties

If we disclose data to other persons and companies (processors or third parties) as part of our processing, transmit them to them or otherwise grant them access to the data, this is only done on the basis of a legal permission (For example, if a transfer of the data to third parties, as to payment service providers, according to article 6 para. 1 lit. b GDPR is required for the performance of the contract), you have agreed to a legal obligation to do so or on the basis of our legitimate interests (e.g. in the case of the use of agents, web hosts, etc.).

If we entrust third parties with the processing of data on the basis of a so-called "contract processing contract", this is done on the basis of article 28 GDPR.

Transfers to third countries

If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or if this happens in the context of the use of third party services or disclosure, or transmission of data to third parties, This only occurs when it is done to fulfil our (pre) contractual obligations, on the basis of your consent, due to a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permits, we process or leave the data in a third country only in the presence of the special conditions of art. 44 ff. GDPR process. i.e. processing takes place, for example, on the basis of special guarantees, such as the officially recognised determination of a data protection level corresponding to the EU (e.g. for the USA by the "Privacy shield") or observance of officially recognised special contractual Obligations (so-called "standard contractual clauses").

Rights of the persons concerned

You have the right to request confirmation as to whether relevant data will be processed and for information on this data as well as for further details and copy of the data in accordance with article 15 GDPR.

They have accordingly. Article 16 GDPR the right to request the completion of the data relating to it or the correction of the incorrect data concerning it.

They shall, in accordance with article 17 GDPR, require the right to be deleted immediately or, alternatively, to require a restriction on the processing of the data in accordance with article 18 GDPR.

You have the right to demand that the data relating to you which you have provided to us be obtained in accordance with article 20 of the GDPR and to request their transmission to other persons responsible.

They shall also have the right, pursuant to article 77 GDPR, to submit a complaint to the competent supervisory authority.

Revocation

You have the right to revoke your consent pursuant to article 7 (3) of the GDPR with effect for the future

Right to Object

You may at any time object to the future processing of the data relating to you in accordance with article 21 GDPR. The opposition may in particular be against processing for direct marketing purposes.

Cookies and right of objection in direct advertising

"Cookies" are small files that are stored on users' computers. Within the cookies, different data can be stored. A cookie serves primarily to store the information about a user (or the device on which the cookie is stored) during or after his visit within an online offer. As temporary cookies, or "Session cookies" or "transient cookies", cookies are called, which are deleted after a user leaves an online offer and closes his browser. In such a cookie, for example, the contents of a shopping cart can be stored in an online shop or a login status. "Permanent" or "persistent" are cookies that remain stored even after the browser is closed. For example, the login status can be saved if the users visit them after several days. Similarly, in such a cookie, the interests of users who are used for range measurement or marketing purposes can be stored. "Third-party-cookie" means cookies that are offered by other providers than the person in charge of the online offer (otherwise, if it is only their cookies, it is called "first-party Cookies").

We may use temporary and permanent cookies and clarify this in the context of our privacy policy.

If users do not want cookies to be stored on their computer, they will be asked to disable the corresponding option in their browser's system preferences. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional limitations of this online offer.

A general contradiction against the use of cookies used for the purposes of online marketing can be used for a variety of services, especially in the case of tracking, via the US side <http://www.aboutads.info/choices/or> the EU site <http://www.youronlinechoices.com/be> explained. Furthermore, the storage of cookies can be achieved by means of their shutdown in the settings of the browser. Please note that you may not be able to use all the functions of this online offer.

Deletion of data

The data processed by us will be deleted or restricted in its processing in accordance with articles 17 and 18 GDPR. Unless expressly stated in the scope of this data protection declaration, the data stored with us will be deleted as soon as they are no longer necessary for their intended purpose and the deletion does not conflict with statutory retention obligations. If the data is not deleted because it is necessary for other and legally permissible purposes, its processing will be restricted. i.e. the data is locked and not processed for other purposes. This applies, for example, to data that must be kept for commercial or tax reasons.

According to legal requirements in Germany, the storage shall be carried out in particular for 10 years pursuant to § 147 Abs. 1 AO, 257 para 1 No. 1 and 4, para. 4 HGB (books, records, management reports, accounting documents, trading books, taxation of relevant documents, etc.) and 6 years Pursuant to § 257 para 1 No. 2 and 3, para 4 HGB (commercial letters).

According to legal requirements in Austria, the storage is in particular for 7 J according to § 132 para 1 BAO (accounting documents, documents/invoices, accounts, documents, business documents, statement of revenue and expenses, etc.), for 22 years in connection with Land and for 10 years for documents relating to electronically supplied services, telecommunications, radio and television services provided to non-entrepreneurs in EU member States and for which the mini-one Stop Shop (MOSS) is taken.

Contractual services

We process the data of our contractual partners and interested parties as well as other clients, customers, clients, clients or contractors (uniformly referred to as "contract partners") according to article 6 para 1 lit. B. GDPR to provide you with our contractual or pre-contractual services. The data processed, the nature, the scope and the purpose and the necessity of its processing, are determined by the underlying contractual relationship.

The processed data includes the master data of our contractual partners (e.g., names and addresses), contact data (e.g. e-mail addresses and telephone numbers) as well as contract data (e.g., used services, contractual contents, contractual communication, names of contact persons) and payment data (e.g., bank details, payment history).

In principle, we do not process special categories of personal data unless these are components of a contracted or contractual processing.

We process data necessary for the establishment and fulfilment of the contractual services and

point to the necessity of your claim, if this is not evident to the Contracting Parties. Disclosure to external persons or companies is only necessary if it is required under a contract. When processing the data transferred to us within the framework of an order, we act in accordance with the instructions of the client and the legal requirements.

As part of the use of our online services, we may store the IP address and the time of the respective user action. The storage takes place on the basis of our legitimate interests as well as the interests of the users in the protection against misuse and other unauthorized use. This data is not passed on to third parties in principle, unless it is for the pursuit of our claims according to article 6 para 1 lit. F. GDPR required or there is a legal obligation pursuant to Article 6 (1) lit. C. GDPR.

The data will be deleted if the data are no longer necessary to fulfil contractual or legal obligations of care, as well as for the handling of any warranty and similar obligations, the necessity of keeping the data reviewed every three years; In addition, the statutory retention obligations apply.

Administration, Financial Accounting, Office organization, contact management

We process data in the context of administrative tasks as well as organization of our operations, financial accounting and compliance with legal obligations, such as archiving. We process the same data that we process in the context of the provision of our contractual services. The processing bases are article 6 (1) lit. C. GDPR, art. 6 par. 1 lit. F. GDPR. Processing affects customers, prospects, business partners, and site visitors. The purpose and our interest in the processing lies in the administration, financial accounting, Office organization, archiving of data, i.e. tasks related to the maintenance of our business activities, the performance of our tasks and the provision of our Services. The deletion of the data with regard to contractual services and the contractual communication corresponds to the information mentioned in these processing activities.

We disclose or transmit data to the financial administration, consultants, such as, tax advisors or auditors, as well as other fee offices and payment service providers.

We also store information on suppliers, organizers and other business partners on the basis of our business interests, e.g. for the purpose of later contact. This majority of business-related data, we store in principle permanently.

Hosting and email delivery

The hosting services we use are designed to provide the following services: infrastructure and Platform services, computing capacity, storage space and database services, e-mail delivery, security services, and Technical maintenance services that we use for the purpose of operating this online offer.

We process, or our hosting provider, stock data, contact data, content data, contract data, usage data, meta-and communication data of customers, interested parties and visitors of this online offer based on our legitimate interests An efficient and secure provision of this online offer according to article 6 para 1 lit. (f) GDPR in conjunction with article 28 GDPR (Final Order Processing contract).

Collection of Access data and logfiles

We, resp. Our hosting provider, collect on the basis of our legitimate interests within the meaning of article 6 (1) lit. F. GDPR data about each access to the server on which this service resides (so-called server log files). The access data includes the name of the retrieved Web page, file, date and time of retrieval, transferred data quantity, message about successful retrieval, browser type and version, the operating system of the user, referrer URL (the previously visited page), IP address and the Requesting providers.

LogFile information is stored for a maximum of 7 days for security reasons (e.g. for the investigation of abuse or fraud actions) and then deleted. Data for which further storage is required for evidence is excluded from the deletion until the final clarification of the respective incident.

Content-Delivery-Network by Cloudflare

We use a so-called Content Delivery Network (CDN), offered by Cloudflare, Inc., 101 Townsend St, San Francisco, CA 94107, USA. Cloudflare is certified under the Privacy Shield Agreement and provides a guarantee to comply with the European Data Protection Law (<https://www.privacyshield.gov/participant?id=a2zt00000000GnZKAA0&status=Active>).

A CDN is a service that enables the delivery of content from our online offering, especially large media files, such as graphics or scripts, with the help of regional distributed servers connected via the Internet, faster. The processing of the data of the users takes place solely for the aforementioned purposes and the maintenance of the security and functionality of the CDN.

The use takes place on the basis of our legitimate interests, i.e. interest in a safe and efficient provision, analysis and optimization of our online offer according to article 6 para 1 lit. F. GDPR.

For more information, please see the Privacy policy of Cloudflare: <https://www.cloudflare.com/security-policy>.

Google Analytics

On the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of art. 6 para. 1 lit. f. GDPR), we use Google Analytics, a web Analysis Service of Google LLC ("Google"). Google uses cookies. The information generated by the cookie about the use of the online offer by the users is usually transferred to a server of Google in the USA and stored there.

Google is certified under the Privacy Shield Agreement and provides a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Google will use this information on our behalf to evaluate the use of our online offer by the users, to compile reports on the activities within this online offer and for further, with the use of this online offer and the Services connected to the Internet to provide us with. In this process, pseudonyms of user profiles can be created from the processed data.

We only use Google Analytics with IP anonymization enabled. This means that the IP address of the users is reduced 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 transferred to a Google server in the United States and shortened there.

The IP address transmitted by the user's browser is not merged with other data from Google. Users can prevent the storage of cookies by a corresponding setting of their browser software; Users may also prevent Google from collecting the data generated by the cookie and related to their use of the online offer, as well as the processing of such data by using the browser plug-in available at the following link Download and install: <http://tools.google.com/dlpage/gaoptout?hl=de>.

For more information about Google's use of data, settings and opposition, please see the Google Privacy policy (<https://policies.google.com/technologies/ads>) as well as in the settings for the display of advertising impressions by Google (<https://adssettings.google.com/authenticated>).

The user's personal data will be deleted or anonymized after 14 months.

Integration of third party services and content

We place within our online offer on the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of art. 6 para. 1 lit. f. GDPR) content or service offers from Third-party providers to incorporate their content and services, such as videos or fonts (hereinafter referred to as "content").

This always assumes that the third-party providers of this content perceive the IP address of the users, since they could not send the contents to their browsers without the IP address. The IP address is therefore required to display this content. We only endeavour to use such content, whose provider uses the IP address only to deliver the content. Third parties can also use so-called pixel tags (invisible graphics, also known as "Web beacons") for statistical or marketing purposes. The ' pixel tags ' can be used to evaluate the traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device, including technical information on the browser and operating system, referring Web pages, visiting time and other information on the use of our online offer. Be linked to such information from other sources.

Youtube

We embed the videos of the YouTube platform of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

Google ReCaptcha

We include the function to detect bots, e.g. when entering online forms ("reCAPTCHA") of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

Google Maps

We include the maps of the Google Maps service provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. The processed data may include in particular IP addresses and location data of the users, which, however, are not carried out without their consent (usually in the context of the settings of their mobile devices). The data can be processed in the United States. Privacy policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

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