

Cookie and opt-out advice

Here you can learn which tools we use on our website, how they work (cookies, e-tags, fingerprinting, authentication cache, web beacons, pixel and re-targeting, etc.), and how you can opt out of the processing of your personal data individually, or undertake the deletion of the personal data collected. Further information can be found in our [Privacy Policy](#).

General information on cookies

A cookie is a small file that is stored on the end device when a website is accessed in a browser. With the help of cookies, the end device, for example, can be identified, or the complete and correct display of our website can be guaranteed. Cookies also help to provide the services integrated in the website, to personalise content, and to individually adapt and analyse advertisements.

Types of cookies

Depending on their function and purpose, cookies can be divided into five categories: essential cookies, performance cookies, functional cookies and cookies for marketing purposes. Please note that not all of the cookies listed here might be used when you access our website with a mobile end device.

Essential cookies

These are cookies that are necessary in order for you to be able to navigate our website and operate the basic functions of the website. Without these cookies, our website cannot function properly.

Performance cookies

Performance cookies are used to improve the user-friendliness of a website and thus enhance user experience. Performance cookies collect information about the usage of our website, e.g. the internet browser and operating system used, domain name of the website from whence you came, number of visits, average length of stay, and pages retrieved.

Functional cookies

Functional cookies allow a website to store information that has already been provided (such as user names, login, language choice or location) and this to offer the user improved, more personal functions.

Analytical cookies

These cookies allow us to establish how many visitors interact with our website by collecting information anonymously, e.g. based on which preferences or search terms were used to access the website.

Marketing cookies

Marketing cookies are used in order to provide relevant content to the user, which is tailored to his interests, in a targeted manner. They are also used to measure and monitor the effectiveness of advertising campaigns. They register whether or not one has visited a website, as well as which content was used. This information may be shared with third parties, such as advertisers. These cookies are often linked with third-party site functionalities.

Deletion of cookies and do-not-track settings

You can delete some or all cookies using your browser settings. In addition, you can get information and instructions on how these cookies can be deleted or their storage blocked in advance, depending on your browser provider, under the following links:

- [Mozilla Firefox](#)
- [Internet Explorer](#)
- [Google Chrome](#)
- [Opera](#)
- [Safari](#)

You can also individually administer the cookies of many companies and functions that are used for advertising. Use the relevant user tools, which can be found at <https://www.aboutads.info/choices/> or <http://www.youronlinechoices.com/uk/your-ad-choices>.

In addition, most browsers offer a so-called “**Do-not-track function**”, with which you can state that you do not wish to be “tracked” by websites. If this function is activated, the respective browser informs advertising networks, websites and applications that you do not want to be tracked for the purpose of behavioural advertising or similar. Information and instructions on how to edit this function can be found, depending on your browser provider, under the following links:

- [Mozilla Firefox](#)
- [Internet Explorer](#)
- [Google Chrome](#)
- [Opera](#)

- [Safari](#)

In addition, you can prevent the loading of so-called scripts as standard. **NoScript** allows the loading of Javascripts, Java and other plugins only from trustworthy domains of your choice. Information and instructions on how to edit these functions can be received from your browser provider (for Mozilla Firefox, e.g.: <https://addons.mozilla.org/de/firefox/addon/noscript/>).

Information about the cookies we use

When accessing our website, the following cookies are stored in your browser's cache.

Name	Domain	Provider	Purpose	Expiry date & erasure
_ga	dergreif-online.de	Google Analytics	<u>Analytical cookie</u> : This cookie is also used by Google Analytics to distinguish between different visitors to the website.	24 months
_gid	dergreif-online.de	Google Analytics	<u>Analytical cookie</u> : This cookie is used by Google Analytics to configure the request rate generated and to distinguish users of the website from each other.	24 hours
_gat	dergreif-online.de	Google Analytics	<u>Analytical cookie</u> : This cookie is used by Google in connection with the use of the Google Tag Manager, in order to download the codes introduced within the tag manager and to prepare them together with the Google Analytics tracking tool.	10 minutes
fr	dergreif-online.de	Facebook Pixel	<u>Analytical cookie</u> : This cookie is used by Facebook in connection with the use of the Facebook Pixel in order to connect your visit to the Facebook servers.	3 months
ginger-cookie	dergreif-online.de	Der Greif	<u>Functional cookie</u> : This cookie stores the dismissal of the cookie consent banner.	12 months

Advice and opt-out possibilities: Tracking tools

Below you can see how you can prevent the use of the tracking technologies we use for the purpose of web analysis, and thus opt out of data processing:

I. [Google Analytics](#)

a. Explanation of the tool, functionality and data protection advice

Google Analytics is an analytical tool by Google Inc. (Google). With the help of Google Analytics, websites can be analysed as to where users come from and how they behave on the website. On or behalf, Google evaluates the use of our website by means of cookies and compiles reports for us on website activities. However, we use Google Analytics with a so-called "**AnonymizeIP**" feature, which means that your IP address is initially truncated when you access our website. This no longer allows any personal reference.

We have concluded an [order processing contract](#) with Google on the basis of the so-called [EU standard contractual clauses](#).

More information on the tool, on the purpose of processing, and on the privacy policy of the provider can be found under the following links:

- <http://www.google.com/policies/>
- www.google.com/intl/de/analytics/learn/privacy.html
- <https://support.google.com/analytics/answer/6004245?hl=de>
- www.google.com/analytics/terms/de.html
- [Privacy Shield certification](#)

b. Possibility to opt out of data processing

You may prevent the storage of the cookies used by this tool in your browser settings by deactivating the running of Javascript in your browser, or by installing a tool such as 'NoScript' (see above).

Furthermore, you can prevent the processing of data (including your IP address) generated by the cookies, which relate to your use of the website, by downloading and installing the browser plugin available from the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>

II. [Facebook Pixel](#)

a. Explanation of the tool, functionality and data protection advice

Facebook Pixel is an analysis tool by Facebook Ireland Ltd. (Facebook). Our website uses the Facebook Pixel to directly connect to the Facebook servers. **Your visit to our website is transmitted to the Facebook servers.** Facebook connects this information to your user account on Facebook, but only if you have such an account and are logged in at the same time of visiting our website. If you do not have a user account on

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Facebook or if you are not logged in to your user account on Facebook while visiting our website, no such connection of your website visit to the Facebook servers will be established. The information you share through the use of Facebook can be managed in the Activity Logging Tool or downloaded from Facebook's Download Your Data tool. Further information on the application and its data protection can be found [here](#).

b. Possibility to opt out of data processing

You can prevent the processing of your data by changing the appropriate [Facebook settings](#). Alternatively, you can disable the use of cookies for interest-based advertising through the Network Initiative by following the instructions at http://www.networkadvertising.org/managing/opt_out.asp.

Name and contact details of the Controller

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Your rights

You have the right to demand at any time confirmation as to whether we process personal data, and you have the right to information about this personal data. You also have the right to the correction, erasure and restriction of the data processing, as well as the right to opt out at any time from the processing of personal data, to withdraw at any time your consent to data processing, or to demand the transfer of the data. In addition, you have the right, in the event of a data breach, to complain to a supervisory authority.