

## Data Protection Policy

### Overview

Welcome to shop.yaasa.at! Get an idea of how your personal data is processed when visiting our platform, utilising our online shop or conducting any other business with us. (Art 13, Art 14 GDPR; § 96 Paragraph 3 Austrian Telecommunications Act (TKG)).

### Which Information is Processed When You Visit Our Platform?

When you visit our platform, the following data may be processed:

- Browser type,
- Operating system,
- Country,
- Date and time and duration of access,
- Partially masked IP address and pages visited on our website including entry and exit pages,
- Payment data in the course of the webshop,
- Contact details in the course of the webshop,
- Data that you enter via a contact form,
- E-mail address,
- Sending newsletters,
- Phone number,
- Date of birth (for alcoholic products),
- Ordered products.

Processing of this data is justified by our legitimate interest in operating our platform (Art 6 Paragraph 1 lit f GDPR).

For the operation of our platform and webshops, it may be necessary for us to disclose your data to the following recipients:

Recipients of the data	Purpose of data processing	Legal basis for data processing	Place of business	Basis for transmission to a third country	Circle of those affected
Hetzner Online GmbH	Website hosting	Predominantly legitimate interests (Art 6 Paragraph 1 lit f GDPR)	Germany	Within the EEA	Website user
AWS EMEA SARL	Sending the newsletter	Consent according to Art 6 Para 1 lit a GDPR	Luxembourg	Within the EEA	Customers
Adyen NV	Processing of online transactions	Predominantly legitimate interests (Art 6 Paragraph 1 lit f GDPR)	Netherlands	Within the EEA	Customers
Klarna Bank AB (publ)	Processing of online transactions	Predominantly legitimate interests (Art 6 Paragraph 1 lit f GDPR)	Sweden	Within the EEA	Customers
SIX Payment Services Ltd	Processing of online transactions	Predominantly legitimate interests (Art 6 Paragraph 1 lit f GDPR)	Switzerland	Outside the EEA (adequacy decision according to Art 45 GDPR)	Customers from the delivery country Switzerland
Amazon Payments Europe s.a	Processing of online transactions	Predominantly legitimate interests (Art 6 Paragraph 1 lit f GDPR) Contractual obligation (Art 6 Paragraph 1 lit b GDPR)	Luxembourg	Within the EEA	Customers
PayPal (Europe) S.à r.l. et Cie, S.C.A.	Processing of online transactions	Predominantly legitimate interests (Art 6 Paragraph 1 lit f GDPR) Contractual obligation (Art 6 Paragraph 1 lit b GDPR)	Luxembourg	Within the EEA	Customers

Freshworks Inc	Handling of customer inquiries	Processor (Art 28 GDPR)	USA	Standard data protection clause in accordance with Art 46 GDPR	Website users & customers
Bamboo HR LLC	Compliant applicant management	Processor (Art 28 GDPR)	USA	Standard data protection clause in accordance with Art 46 GDPR	Applicants for Niceshops GmbH
Trusted Shops	Buyer Protection & Reviews	Predominantly justified interests (Art 6 Para 1 lit a GDPR)	Germany	Within the EEA	Customers

## Overview of the "Technical" Cookies We Use

The data mentioned above is stored using so-called "cookies". Cookies are text files stored on your computer that enable user behaviour analysis based on your visit to our website. Cookies are used to recognise and temporarily save data pertaining to the website user. We only use cookies to the extent necessary to communicate with you via the platform.

These technical cookies are activated as soon as you visit our platform.

The following cookies are used on our platform on the basis of our predominantly legitimate interest (Art. 6 Paragraph 1 Point f GDPR):

Name	Purpose of processing	Duration of storage	Country of residence of the recipient
shopcart	Stores the selected products on the website in order to shop at a later date.	Session	Austria
S	A server classification is made to prepare the website.	Session	Austria
NICEID	The user is anonymously identified on the server which helps with fraud detection, among other things.	Session	Austria
consent_cookie	Stores all cookies and cookie options that have been accepted	10 years	Austria

## About Advertising Cookies

In addition to using "technical cookies" as described above, we also utilise so-called advertising cookies ("statistical cookies"). These advertising cookies make it possible to better understand and evaluate your interests. With the help of advertising cookies, we can combine your browsing behaviour beyond the boundaries of our website with data sourced from other websites. This allows us to better understand the user's interests and address them on a more personalised level.

We respect that not all the users browsing our website are in agreement with the use of cookies. Therefore, your data is only processed with respect to advertising cookies if you agree to it (Art. 6 Paragraph 1 Point a GDPR). Consent can be revoked at any time, whereby the data processing carried out up until the time of the revocation remains warranted.

These advertising cookies are only activated once consent has been given.

Name	Purpose of processing	Duration of storage	Registered office	Purpose of disclosure
uid	Marketing purposes	1 year	France	The information collected is used to personalise advertising placements.
uid	Marketing purposes	1 year		The information collected is used to personalize advertising placements.
mrdts_vid	Marketing purposes	1 year	Germany	The information collected is used to personalize advertising placements.
mrdts_nin_668	Marketing purposes	Session	Germany	The information collected is used to personalize advertisements.
fr	Marketing purposes	90 days	USA	The information collected is used to personalize advertisements.

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E-Mail: shop@yaasa.uk

fatm_vid	Marketing purposes	1 year	USA	The information collected is used to personalize advertisements.
fatm_nin_660	Marketing purposes	1 day	USA	The information collected is used to personalize advertising placements.
cvt	Marketing purposes	14 days	Austria	Use of remarketing campaigns
_uetvid	Marketing purposes	16 days	Austria	Use of remarketing campaigns
_uetsid	Marketing purposes	1 day	Austria	Use of remarketing campaigns
_hjid	Experience improvements	1 year	Malta	Improvement of the user experience through more precise data on browsing behaviour
_hjTLTest	Experience improvements	Session	Malta	Improvement of the user experience through more precise data on browsing behaviour
_hjAbsoluteSessionInProgress	Experience improvements	Session	Malta	Improvement of the user experience through more precise data on browsing behaviour
_gid	Statistical purposes	1 day	Austria	Statistical traceability of browsing behaviour
_gcl_aud	Statistical purposes	90 days	Austria	Statistical traceability of browsing behaviour
_ga	Statistical purposes	2 years	Austria	Statistical traceability of surfing behaviour
_fbp	Marketing purposes	90 days	Austria	Use of remarketing campaigns
__Secure-3PSIDCC	Detection of logged-in users	1 year	USA	Detection of logged-in Google accounts
__Secure-3PSID	Detection of logged-in users	2 years	Ireland	Detection of logged-in Google accounts
__Secure-3PSID	Detection of logged-in users	2 years	USA	Detection of logged-in Google accounts
__Secure-3PAPISID	Detection of logged-in users	2 years	USA	Detection of logged-in Google accounts
__Secure-3PAPISID	Detection of logged-in users	2 years	Ireland	Detection of logged-in Google accounts
SSID	Marketing purposes	2 years	USA	Use of remarketing campaigns
SIDCC	Marketing purposes	1 year	USA	Use of remarketing campaigns
SID	Marketing purposes	2 years	USA	
SEARCH_SAMESITE	Marketing purposes	6 months	USA	
SAPISID	Marketing purposes	2 years	USA	Use of remarketing campaigns
NID	Marketing purposes	1 year	Ireland	Use of remarketing campaigns
NID	Marketing purposes	6 months	USA	Use of remarketing campaigns
MUID	Marketing purposes	1 year	USA	Use of remarketing campaigns
HSID	Marketing purposes	2 years	USA	Use of remarketing campaigns

DV	Marketing purposes	Session	USA	
APISID	Marketing purposes	2 years	USA	
AID	Marketing purposes	1.5 years	USA	
_fw_crm_v	Contact option	1 year	Ireland	Onsite chat option

## When Do We Process Your Data for Business Transactions?

While conducting business with you, we process contractual data (executing our contractual relationship with you, pre-contractual obligations, billing of services, dispatch of documents, communication for the execution of the contract) and legal obligations (legally required storage within the scope of Section 132 BAO, Federal Fiscal Code) (Art. 6 Paragraph 1 Point b and c GDPR), as well as data used for our legitimate interests or for the legitimate interests of third parties (Art. 6 Paragraph 1 Point f GDPR), such as:

- Data used for the internal administration and management of your business transaction (e.g. processing your business transaction, forwarding your business transaction to various departments, filing, archiving purposes, correspondence)
- Data used for the purpose of direct advertising (e.g. postage, emailing, customer satisfaction surveys, congratulatory letters, statistical evaluations); You can object to the processing of your data for direct marketing purposes.
- Data used for law enforcement and in defence of legal claims

Your data is used only to the extent required. Processing your data serves to initiate, maintain and process your business transaction. If you do not provide us with the data we require, we will not be able to process your business transaction.

In order to offer Klarna payment method options, we may be required to forward your personal data, in form of contact and order details, to Klarna during the checkout process. In doing so, Klarna will assess whether you are qualified to use their payment methods whilst also tailoring these payment methods to your requirements. The personal data transferred is processed in line with the Klarna privacy notice.

## How Long Will Your Data Be Stored?

We will only store your data for as long as is necessary to fulfil the purposes for which we collected your data. Statutory retention requirements must be taken into account during this time period (for example, for tax purposes, contracts and other documents regarding our contractual relationship are generally kept for a period of seven years (Federal Fiscal Code, § 132 BAO)). In justified individual cases, for example, to assert and defend legal claims, we can store your data for up to 30 years after our business relationship has ended.

We store data from interested parties for up to three years from the time the interested party has last contacted us.

## Who May Obtain Your Data?

Over the course of our business relationship, it may be necessary for us to transfer your data to the following recipients:

Recipient of the data	Purpose of data processing	Legal basis for data processing	Registered office	Basis for transmission to a third-party country
Logistics service provider	Shipment of orders	Legal obligation (Art. 6 Paragraph 1 Point c GDPR)	Generally EEA - but also third-party countries in exceptional cases	If outside the EEA - Art. 49 Paragraph 1 Point b and e GDPR

## Collection of Data From Other Sources (Art. 14 GDPR)

Over the course of a business relationship, it is necessary to make enquiries regarding the business partner. This is done only to the extent necessary. In this context, data can be accessed and processed from the following sources:

Source	Publicly available?	Data affected	Purpose / Reason
Company website	Yes	Contact / structural data	Contacting us for business purposes

## Do We Use Automated Decision-Making or Profiling (Art. 13 (2) Point f GDPR)?

No automated decision-making takes place on our website. Over the ordering process, however, it is possible that the respective payment service provider uses profiling to detect fraud.

## What rights do you have with regard to data processing?

Provided that the legal requirements are met, you have the right to:

- request information about what type of data we process (see Art. 15 GDPR).
- request amendments to or completion of incorrect or incomplete data (see Art. 16 GDPR).
- have your data deleted (see Art. 17 GDPR).
- object to the processing of your data that is necessary to safeguard your legitimate interests or that of a third party. This applies, in particular, to the processing of your data for advertising purposes.
- receive a copy of the data you provided in a structured, prevalent and machine-readable format.

If we process your data on the basis of your consent, you have the right to revoke this consent at any time via email. This does not affect the legality of the data processing that has taken place up to this point in time (Art. 7 (3) GDPR).

## What are Your Rights of Appeal?

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E-Mail: [shop@yaasa.uk](mailto:shop@yaasa.uk)

If, contrary to expectations, your right to the lawful processing of your data is violated, please contact us via post or email. We will do our best to handle your request immediately. However, you also have the right to lodge a complaint with the supervisory authority responsible for data protection.

## How Can You Contact Us?

If you have any further questions about how your data is processed, please feel free to contact our data protection coordinator using the contact details below.

## Responsible Parties

The person responsible in respect to Art. 4 Z 7 GDPR is:

niceshops GmbH  
Saaz 99  
8341 Paldau  
[shop@yaasa.at](mailto:shop@yaasa.at)  
(+43) 720 710740 9000

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FN302888z

Chief executive officers: Roland Fink, Mag. Christoph Schreiner, Barbara Unterkofler

Graz Regional Court for Civil Matters

District Commission Southeast Styria

Member of the trade division, the Styrian Chamber of Commerce.

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