

Privacy Policy

Responsible for the processing of data is:

Mi-Tierra GmbH
Hauptstraße 15
65760 Eschborn
info@mi-tierra.de

Phone: 49 (0)1711457411

Thank you for visiting our online shop. Protection of your privacy is very important to us. Below you will find extensive information about how we handle your data.

1. Access data and hosting

You may visit our website without revealing any personal information. With every visit on the website, the web server stores automatically only a so-called server log file which contains e.g. the name of the requested file, your IP address, the date and time of the request, the volume of data transferred and the requesting provider (access data), and documents the request. These access data are analysed exclusively for the purpose of ensuring the smooth operation of the website and improving our offer. This serves according to Art. 6 (1) 1 lit. f GDPR the protection of our legitimate interests in the proper presentation of our offer that are overriding in the process of balancing of interests. All access data are deleted no later than fourteen days after the end of your visit on our website.

Hosting

The services for hosting and displaying the website are partly provided by our service providers on the basis of processing on our behalf. Unless otherwise stated in this privacy policy, all access data and all data collected in forms provided for this purpose on this website are processed on their servers. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

2. Data processing for the purposes of processing the contract, establishing contact

2.1 Data processing for the purposes of performing the contract

For the purpose of performing the contract (including enquiries regarding the processing of any existing warranty and performance fault claims as well as any statutory updating obligations) in accordance with Art. 6 (1) (b) GDPR, we collect personal data if you provide it to us voluntarily as part of your order. Mandatory fields are marked as such, as in these cases we necessarily need the data to process the contract and we cannot send the order without their specification. Which data is collected can be seen from the respective input forms.

Further information on the processing of your data, in particular on the forwarding of the data to our service providers for the purpose of order, payment and shipping, can be found in the following sections of this privacy policy. After complete processing of the contract, your data will be restricted for further processing and deleted after expiry of the retention periods under tax and commercial law in accordance with Art. 6 (1) (c) GDPR, unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

2.2 Customer account

Insofar as you have given your consent to this in accordance with Art. 6 (1) (a) GDPR by deciding to open a customer account, we will use and store your data for the purpose of opening the customer account as well as for further future orders on our website. Deletion of your customer account is possible at any time and can be done either by sending a message to the contact option described in this privacy policy or via a function provided for this purpose in the customer account. After deletion of your customer account, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

2.3 Establishing contact

As part of our customer communication, we collect personal data in order to process your enquiries in accordance with Art. 6 (1) (b) GDPR if you voluntarily provide us with this data when contacting us (e.g. via contact form or e-mail). Mandatory fields are marked as such, as in these cases we necessarily need the data to process your enquiry. Which data is collected can be seen from the respective input forms. After your enquiry has been fully processed, your data will be deleted unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this privacy policy.

3. Data processing for the purposes of shipment

We forward your data to the shipping company within the scope required for the delivery of the ordered goods according to Art. 6 (1) (b) GDPR.

Data transmission to a shipping provider for the purpose of shipment notification

Provided that you have given us your explicit consent, during or after your order, we will forward your e-mail address and phone number in accordance with Art. 6 (1) (a) GDPR to the selected shipping provider in order to enable them to contact you for the purpose of shipment notification or coordination prior to shipment.

This consent may be withdrawn at any time by sending a message to the contact information described in this privacy policy or directly to the shipping provider using the contact address listed below. After consent withdrawal, we will delete the data you have provided for this purpose, unless you have expressly consented to further use of your data or we have reserved the right to use your data for other purposes which are permitted by law and about which we inform you in this privacy policy.

DPD Deutschland GmbH
Wailandtstraße 1
63741 Aschaffenburg
Germany

DHL Paket GmbH
Sträßchensweg 10
53113 Bonn
Germany

4. Data processing for the purposes of payment

As part of the payment process in our online shop, we work together with these partners: technical service provider, credit institution, payment service provider.

4.1 Data processing for the purposes of transaction processing

Depending on the selected payment method, we forward the data necessary for processing the payment transaction to our technical service providers, who act for us on the basis of processing on our behalf or to the authorised credit institutions or to the selected payment service provider insofar as this is necessary for the payment process. This serves the fulfilment of the contract according to Art. 6 (1) (b) GDPR. In

certain cases, payment service providers collect the data required for processing the payment themselves, e.g. on their own website or via technical solution within the ordering process. In this respect, the privacy policy of the respective payment service provider applies. If you have any questions about our payment processing partners and the basis of our cooperation with them, please use the contact option described in this privacy policy.

4.2 Data processing for the purposes of fraud prevention and optimisation of our payment processes

We may forward other data to our service providers, which they use for the purpose of fraud prevention and to optimise our payment processes (e.g. invoicing, processing of contested payments, accounting support) together with the data necessary to process the payment as our processors.

This serves to safeguard our legitimate interests in fraud prevention or an efficient payment management in accordance with Art. 6 (1) (f) GDPR that are overriding in the process of balancing of interests.

4.3 Identity and credit assessment when selecting Klarna payment services

Klarna Pay now (Direct debit)

If you choose to use the payment services of Klarna Bank AB (publ), Sveavägen 46, 111 34 Stockholm, Sweden (hereinafter Klarna), we request your consent that we may forward to Klarna the data necessary for processing the payment and for an identity and credit assessment in accordance with Art. 6 (1) (a) DSGVO. In Germany, the credit agencies listed in [Klarna's privacy policy](#) can be used for identity and credit assessment. Klarna will use information obtained on the statistical probability of payment default for a balanced decision on the establishment, execution or termination of the contractual relationship.

You can withdraw your consent at any time by sending a message to the contact option specified in this privacy policy. As a result, we may no longer be able to offer you certain payment methods. You may also withdraw your consent to this use of your personal data at any time, also to Klarna.

5. Marketing via E-mail

5.1 E-mail newsletter with subscription

If you subscribe to our newsletter, we will regularly send you our email newsletter based on your consent according to Art. 6 (1) (a) GDPR, using the data required or disclosed by you separately for this purpose.

You can unsubscribe from the newsletter at any time. This can either be done by sending a message to the contact option described in this privacy policy or via a link provided for this purpose in the newsletter. After unsubscribing, we will delete your e-mail address from the list of recipients, unless you have expressly consented to the further use of your data according to Art. 6 (1) (a) GDPR or we have reserved the right to use your data for other purposes that are permitted by law and about which we inform you in this privacy policy.

5.2 Newsletter mailing

The newsletter is sent to you by our service provider who processes data on our behalf and to whom we disclose your email address. If you have any questions about our service providers and the basis of our cooperation with them, please use the contact option described in this privacy policy.

6. Cookies and further technologies

6.1 General information

In order to make visiting our website attractive and to enable the use of certain functions, to display suitable products or for market research, we use technologies on various pages, including so-called cookies. Cookies are small text files that are automatically stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your end device and enable us to recognise your browser during your next visit (persistent cookies).

Protection of privacy for terminal devices

When you use our online services, we use technologies that are absolutely necessary in order to provide the telemedia service you have expressly requested. The storage of information in your terminal device or access to information that is already stored in your terminal device does not require consent in this respect.

For functions that are not absolutely necessary, the storage of information in your terminal device or access to information that is already stored in your terminal device requires your consent. Please note that if you do not give your consent, parts of the website may not be available for unrestricted use. Any consent you may have given will remain valid until you adjust or reset the respective settings in your terminal

device.

In addition, we use technologies to fulfil the legal obligations, which we are subject to (e.g. to be able to prove consent to the processing of your personal data) as well as for web analysis and online marketing. Further information on this, including the respective legal basis for data processing, can be found in the following sections of this privacy policy.

On our website we may use other technologies, which are not listed individually in this privacy policy. Further information on these technologies and the respective legal basis can be found on the platform of our consent management service Usercentrics.

Any downstream data processing through cookies and other technologies

We use such technologies that are strictly necessary for the use of certain functions of our website (e.g. shopping cart function). These technologies are used to collect and process IP addresses, time of visit, device and browser information as well as information on your use of our website (e.g. information on your preferences). This serves to safeguard our legitimate interests in an optimised presentation of our offer that are overriding in the process of balancing of interests.

You can access the platform by clicking on the fingerprint button in the bottom right or left corner of the page.

You can find the cookies settings for your browser by clicking on the following links:

[Microsoft Edge™](#) / [Safari™](#) / [Chrome™](#) / [Firefox™](#) / [Opera™](#)

If you have consented to the use of the technologies in accordance with Art. 6 (1) (a) GDPR, you can withdraw your consent at any time by sending a message to the contact option described in the privacy policy. Alternatively, you can also click on the fingerprint button in the lower right or left corner of the page. If cookies are not accepted, the functionality of our website may be limited.

How can I configure the cookie settings of my browser?

Each browser is different in the way it manages cookie settings. This is described in the help menu of each browser, which explains how to change your cookie settings. You can find these for each browser under the following links:

[Microsoft Edge™](#) / [Safari™](#) / [Chrome™](#) / [Firefox™](#) / [Opera™](#)

What types of cookies are being used?

Analytical / performance cookies: These cookies enable collecting anonymised data about user behaviour on our website. We analyse them e.g. to improve the functionality of our website and recommend you products that will be interesting to

you.

Essential cookies: These cookies are necessary to enable you to use our website. This includes e.g. cookies that enable you to log into the customer area or add items to your shopping cart.

6.2 Use of Usercentrics Consent Management Platform for obtaining and managing consent

On our website we use the [Usercentrics Consent Management Platform](#) ("Usercentrics") to inform you about the cookies and the technologies we use on our website and to obtain, manage and document your consent to the processing of your personal data by these technologies. This is required under Art. 6 (1) (c) GDPR to fulfil our legal obligation under Art. 7 (1) GDPR to be able to prove your consent to the processing of your personal data, to which we are subject. The consent management service Usercentrics is provided by Usercentrics GmbH, Sendlinger Straße 7, 80331 Munich, Germany, which processes your data on our behalf. When you visit our website, Usercentrics' web server stores a so-called server log file, which also contains your anonymised IP address, the date and time of your visit, device and browser information as well as information on your consent behaviour. Your data will be deleted after three years, unless you have expressly consented to further use of your data in accordance with Art. 6 (1) (a) GDPR or we reserve the right to use your data in a manner that goes beyond this, which is legally permitted and about which we inform you in this privacy policy.

7. Contact options and your rights

7.1 Your rights

Being the data subject, you have the following rights according to:

- art. 15 GDPR, the right to obtain information about your personal data which we process, within the scope described therein;
- art. 16 GDPR, the right to immediately demand rectification of incorrect or completion of your personal data stored by us;
- art. 17 GDPR, the right to request erasure of your personal data stored with us, unless further processing is required
 - to exercise the right of freedom of expression and information;
 - for compliance with a legal obligation;
 - for reasons of public interest or
 - for establishing, exercising or defending legal claims;

- art. 18 GDPR, the right to request restriction of processing of your personal data, insofar as
 - the accuracy of the data is contested by you;
 - the processing is unlawful, but you refuse their erasure;
 - we no longer need the data, but you need it to establish, exercise or defend legal claims, or
 - you have lodged an objection to the processing in accordance with art. 21 GDPR;
- art. 20 GDPR, the right to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request its transmission to another controller;
- art. 77 GDPR, the right to complain to a supervisory authority . As a rule, you can contact the supervisory authority at your habitual place of residence or workplace or at our company headquarters.

Right to object

If we process personal data as described above to protect our legitimate interests that are overriding in the process of balancing of interests, you may object to such data processing with future effect. If your data are processed for direct marketing purposes, you may exercise this right at any time as described above. If your data are processed for other purposes, you have the right to object only on grounds relating to your particular situation.

After you have exercised your right to object, we will no longer process your personal data for such purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

This does not apply to the processing of personal data for direct marketing purposes. In such a case we will no longer process your personal data for such purposes.

7.2 Contact options

If you have any questions about how we collect, process or use your personal data, want to enquire about, correct, restrict or delete your data, or withdraw any consents you have given, or opt-out of any particular data use, please contact us directly using the contact data provided in our supplier identification.

[Datenschutzerklärung](#) erstellt mit dem [Trusted Shops](#) Rechtstexter