



Data protection policy for Merino-Shop.at

Cookies

To make this site work properly, we sometimes place small data files called cookies on your device. Most big websites do this too.

What are cookies?

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

How do we use cookies?

The cookie will not be used for any purpose that the one stated. The consent can be withdrawn by sending us an email with this request.

How to control cookies

You can **control and/or delete** cookies as you wish – for details, see aboutcookies.org. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

Data protection

We appreciate your interest in our website. The protection of your privacy is very important to us. Below we inform you in detail about the handling of your data.

Collection, processing and use of personal data

You can visit our site without providing any personal information. We only store access data without personal reference, such as the name of your internet service provider, the page from which you visit us or the name of the requested file. These data are evaluated exclusively for the improvement of our offer and do not permit any conclusion on your person. Personal data is only collected if you voluntarily provide it to us as part of your order for goods or when opening a customer account or registering for our newsletter. We use the data provided by you without your separate consent exclusively for the fulfillment and processing of your order. With complete execution of the contract and full payment of the purchase price, your data will be

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blocked for further use and deleted after expiry of the retention periods under tax and commercial law, unless you have expressly consented to the further use of your data. When registering for the newsletter, your e-mail address will be used for our own advertising purposes until you unsubscribe from the newsletter. The unsubscribe is possible at any time.

This website uses Google Analytics, a web analytics service provided by Google, Inc ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored 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 or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, 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 to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also 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 downloading and installing the browser plugin available under the following link. As an alternative to the browser plugin or within browsers on mobile devices, please click on the following link to set an opt-out cookie that will prevent the collection by Google Analytics within this website in the future (this opt-out cookie only works in this browser and only for this domain, if you delete your cookies in this browser, you must click this link again): Google Analytics deactivate.

The website uses Facebook Custom Audiences from their website. Third party cookies, web beacons, or similar technologies are used to collect or solicit information on the Bergzeit website and this information is used to provide measurement and targeted ads. You can opt out of the collection and use of information for targeted online advertising here.

Cookies usage

We use cookies on various pages to make visiting our website more attractive and to enable the use of certain functions. These are small text files that are stored on your computer. Most of the cookies we use are deleted from your hard drive at the end of the browser session (so-called session cookies). Other cookies remain on your computer and enable us to recognize your computer on your next visit (so-called permanent cookies). These cookies are used to greet you with your user name and make it unnecessary for you to re-enter your password or fill out forms with your data for subsequent orders. Our partner companies are not permitted to collect, process or use personal data via our website using cookies.

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Use of Facebook social plugins

Our website uses social plugins from the social networks Facebook, Google+ and Twitter. The list and appearance of the Facebook social plugins can be viewed [here](#). As soon as you call up a web page of our website that contains such a plugin, your browser establishes a direct connection with the servers of the social networks. The content of the plugin is transmitted directly to your browser by the social networks and integrated into the website by them. Bergzeit therefore has no influence on the scope of the data that the social networks collect with the help of these plugins and therefore informs you according to our state of knowledge: By integrating the plugins, the social networks receive the information that you have accessed corresponding pages of our website. If you are logged into Facebook, Facebook can assign the visit to your Facebook account. Any interaction with the plugins, for example pressing the Like button, leads to a transmission of the corresponding information from your browser directly to Facebook and is stored there. If you are not a member of Facebook, there is still the possibility that Facebook will learn and store your IP address. The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights in this regard and setting options for protecting your privacy, can be found in Facebook's privacy policy. If you are a Facebook member and do not want Facebook to collect data about you via our website and link it to your data stored on Facebook, you must log out of Facebook before visiting our website. It is also possible to block Facebook social plugins with add-ons for your browser, for example with the "Facebook Blocker".

Transfer of personal data

Your data will be passed on to the shipping company commissioned with the delivery, to the extent that this is necessary for the delivery of the goods. For the processing of payments, we pass on your payment data to the credit institution commissioned with the payment.

Right to information

According to the Federal Data Protection Act, you have a right to free information about your stored data and, if necessary, a right to correct, block or delete this data. We store the contract text for your orders and send you the order data and our terms and conditions by e-mail. You can also view the terms and conditions here at any time. You can view your past orders in our customer login area.

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