

Data protection agreement

18. April 2016

A. Short version

Goodstock GmbH provides this online offering at www.goodstock.eu while observing the relevant data protection provisions. The web space is provided on our behalf via Host Europe GmbH, Welsersstraße 14, 51149 Cologne.

Various personal data is collected on a case-by-case basis as part of the use of this offering. This is used for the following purposes:

- Transferring online content
- Improving the online offering
- Registering and logging in for a user account
- Newsletter subscription
- Performing eCommerce
- Using light boxes and favourites

Depending on the use, the following data is processed

- data that is sent to us by your browser due to a request, such as your IP address when requesting web content (HTTP request),
- data for the re-identification file that we save on your computer (HTTP cookie)
- your e-mail address (only as part of the newsletter, registration and log-in function)
- your company name, your password and your first name and surname as part of registration and log-in
- data required to process eCommerce, which you must input
- Your browser data is also collected by third parties when calling up our page if we directly include their content or services in our offering. In some cases, HTTP cookies are also stored and read in this regard.

B. Data-processing office

The data-processing office for this online presence is Goodstock GmbH, Neuer Weyerstrasserweg 135, 50969 Cologne.

We assure that we uphold the applicable data protection provisions according to the Telemediengesetz (German Telemedia Act), the Rundfunkstaatsvertrag (German State Broadcasting Treaty), the Bundesdatenschutzgesetz (German Data Protection Act) and other provisions of data protection law. In so doing, protecting personal data is very important for us.

In the following sections we would like to inform you what data is collected, stored and for what purpose it is used.

C. Transferring online content

In order to transfer the website you have called up, your browser typically sends, for example, the following information (as part of so-called HTTP requests):

- Your IP address, a combination of numbers which identifies your current computer connection in the Internet.
- The website you have called up,
- Information on the browser and operating system you use, such as their names and versions
- as well as - as the case may be - the referring website (referrer information)
- The time of the request

Your IP address is needed to transfer the content you call up.

This information may also be stored in protocol files for a further seven days in order to be able to analyse possible disruptions to the site. If any disruptions should occur, this information may be stored for a longer period in individual cases. It is deleted at the latest when it can no longer make a recognisable contribution to identifying the cause of the disruption.

D. Improving the offering using visitor statistics

Improving the offering using visitor statistics

In order to improve our online offering, we occasionally evaluate how our site is used.

In this regard, we create visitor statistics using the Piwik application. This application causes your browser to store two identification numbers (HTTP cookies) in order to distinguish between different users. In this connection, your IP address will be included in the evaluation, but abbreviated immediately so that it is no longer possible to allocate this to you.

If you do not agree to the pages you call up being included in these statistics, you have several possibilities available:

- You can delete the HTTP cookies in your browser.
- In many state-of-the-art browsers you can signal to the site operators that you do not want to be included in any such statistics (so-called "do not track"). We uphold these requests.
- Finally, you can also adjust the set up specifically for our offering so that your use is not included. In this regard, Piwik will store an opt-out cookie that is valid for two years on your computer ("piwik_ignore) in order to prevent this.

You can decide here, whether a clear web analysis cookie can be stored in your browser in order to allow the website operator to collect and analyse various statistical pieces of information.

If you decide against this, click the following link to store the Piwik deactivation cookie in your browser.

Your visit to this website is currently being recorded by Piwik Web Analysis. Click on the below link so that your visit is not recorded.

<http://analytics.goodstock.eu/index.php?module=CoreAdminHome&action=optOut&language=en></iframe>

E. Registration and log-in

In order to be able to use all of the Goodstock.eu functions, users have to register on the website. If you register with Goodstock.eu, we collect, store and process data relating to your name, company name, your e-mail address, the user name you have selected and your password, as well as the registering party's IP address, so that requisite contact and account information is available in order to process orders. In addition, this is required for invoicing and also to be able to maintain user accounts. By concluding the registration process, the user declares that they agree to the use of this master data.

F. Newsletter subscription

You can register for our newsletter on our website, in order to obtain information on new features. To complete your order, we need to be able to process your personal data automatically. Your data will only be used for sending the newsletter and in line with the acceptance that you have issued.

G. Use of the eCommerce offering

Goodstock.eu's eCommerce offering comprises acquiring usufructuary rights to the images offered by completing an order form. This requires the transfer of the requisite data (first name and surname, company name, e-mail address, telephone number, address) via the Cart function. By sending the order form, the user declares that they accept the collection, storage and use of the data obtained.

Additional data may also be collected if a promotion code is used. In this regard, the promotion code is allocated to the respective user, so that a discount can be taken into account as part of the order.

H. Use of the light box

We offer the creation of individual folders (light boxes), in order to make it easier to quickly select the right image for your project. In so doing, the images selected by the user are stored in an individual folder, and the folders are allocated to the respective creators (registered users).

Registered users can send the light boxes to third parties. In this case, the third party's e-mail address is processed automatically as personal data in order to send the light box.

I. Use of favourites

You can use the favourites function to mark images that you particularly like. In this regard, data is only collected in order to be able to allocate the favourites to the user