

# COEUR<sup>DE</sup>LION

## **Duty to furnish information about B2C online shop [www.coeur.de](http://www.coeur.de)**

In the following we provide information about the collection of personal data in our B2C shop system. Personal data are all data that can be related to you personally, e.g. your name, address, email addresses, telephone number.

### **1. Contact details and company data protection officer**

The controller pursuant to Article 4(7) GDPR is:

COEUR DE LION Schmuckdesign GmbH  
Krefelder Str. 32  
D-70376 Stuttgart  
+49 (0)711 – 55 37 55 – 0  
Fax +49 (0)711 – 55 37 55 – 10

You can contact the data protection officer of COEUR DE LION Schmuckdesign GmbH at [datenschutz@coeur.de](mailto:datenschutz@coeur.de) or at the above address, for the attention of the data protection officer.

### **2. Purpose of data processing and legal bases**

(1) The data will be collected, stored and, if necessary, transferred by us, where necessary in order to process your order, to set up your created customer account to obsolete or to submit an enquiry from you via the contact form. The data are therefore collected, stored and transferred for the purpose of fulfilling a contract with the data subject on the basis of Article 6(1) sentence (1) point (b) GDPR, or for the purpose of pre-contractual activities on the basis of Article 6(1) sentence (1) point (b) GDPR at the request of the data subject.

Failure to provide these data may result in your order not being delivered, customer data not being managed or your enquiry not being processed.

We transmit personal data to

- E-Commerce agency and web hosting company
- Fulfilment service provider
- Hotline Service Provider
- Shipping service provider
- Payment service provider
- The responsible bank/financial institution
- Tax advisor
- IT service providers
- Online marketing agencies and newsletter distributors
- online analysis providers

Further processing only takes place if you have consented or a legal permission exists.

In some cases, we use external service providers based in the European Economic Area to process your data. The personal data will be transmitted to the USA. The Commission has issued an adequacy decision pursuant to Article 45(3) GDPR.

These service providers have been carefully selected by us, commissioned in writing and are bound by our instructions. They are regularly audited by us. The service providers will not transfer these data to third parties, but will delete them after fulfilment of the contract and the conclusion of legal storage periods, unless you have consented to further storage.

(2) We maintain current technical measures to ensure the protection of personal data. These are adapted to the current state of the art in each case.

### **3. Duration of data storage**

As far as we do not process your contact data for operationally obligatory purposes, we will store the data collected in the B2C shop system until the expiry of the legal retention period of 10 years. After this period has expired, the data collected for the CRM system with merchandise management will be deleted or blocked if deletion is not possible.

### **4. Your privacy rights**

You have a right of access to your personal data stored by us at any time (Article 15 GDPR). This also applies to the recipients or categories of recipients to whom this data are transferred and the purpose for which they is stored. You also have the right under the conditions of Article 16 GDPR to request the rectification and/or under the conditions of Article 17 GDPR the erasure and/or under the conditions of Article 18 GDPR the restriction of the processing. Furthermore, you can request a data transfer at any time under the conditions of Article 20 GDPR – provided that the data are still stored by us.

If personal data are processed to perform tasks in the public interest (Article 6(1) sentence (1) point (e) GDPR) or to safeguard legitimate interests (Article 6(1) sentence (1) point (f) GDPR), you can object to the processing of personal data concerning you at any time with effect for the future. In the event of objection, we shall refrain from any further processing of your data for the aforementioned purposes, unless

- there are compelling, legitimate grounds for processing which override your interests, rights and freedoms, or
- the processing is necessary to assert, exercise or defend legal claims.

Under the conditions laid down in Article 21(1) GDPR, data processing may be objected to for reasons arising from the particular situation of the data subject.

### **5. Contact details**

All information requests, requests for access, consent withdrawals or objections to data processing should be directed by email to our data protection officer at [datenschutz@coeur.de](mailto:datenschutz@coeur.de) or by letter to the above address. For further information, please refer to the full text of the GDPR, which is available online at <https://dsgvo-gesetz.de>.

In addition, you have the option to lodge a complaint with the responsible supervisory authority about data protection matters:

The State Commissioner for Data Protection and Freedom of Information Baden-Württemberg, P.O. Box 10 29 32, 70025 Stuttgart, Germany.