

We Take Your Privacy Seriously

The protection of your private sphere is an important matter to us when we process your personal data. When you visit our website, our web server saves as standard the IP of your internet service provider, the website where your visit to our site originated, the pages of our site that you visit and the date and duration of your visit. This information is mandatory for the technical transmission of the websites and secure server operation. These data are not analysed in personalised form.

If you provide any data to us using a contact form, these data will be stored on our servers as part of the data backup. We use your data solely and exclusively for the processing of your request. Your data are treated in strictest confidence. They will not be made available to third parties.

Responsible:

ONLINE Schreibgeräte GmbH

Moosweg 8

92318 Neumarkt

Tel.: +49 (0) 9181 2596-0

Email: info@online-pen.de

Personal Data

Personal data are any data related to you personally. They include your name, address and email address. You are not required to reveal any personal data to obtain access to our internet site. In some cases, we will require your name and address along with some additional information if we are to be able to offer you the requested service.

We will also need these data if you want us to provide information material to you or when we answer your queries. We will, however, always expressly point this out to you. Moreover, we store only the data that you have communicated to us automatically or voluntarily.

When you use one of our services, we generally store only the data that are required for us to offer our service to you. We may possibly ask you for more information, but your disclosure of such information is voluntary. Whenever we process personal data, we do this so that we can offer our service to you or realise our commercial goals.

Automatic Storage of Non-personal Data

Whenever you visit our internet site, we may, under certain circumstances, store certain information for administrative and technical reasons. Such information may include the type and release of the browser you are using, the date and time of the access and the IP address.

Any such data will be anonymised, however, and used solely for statistical purposes or for the improvement of our internet and online services. These anonymised data are stored – separately from personal data – on secure systems and cannot be associated with any specific persons. This means that your personal data are protected at all times.

Cookies

When you visit our internet sites, it is possible that we will store information on your computer in the form of cookies. Cookies are small files transmitted to your browser by an internet server and stored on your computer's hard drive. Only the internet protocol address is stored at this time, not any personal data. The information stored in the cookies enables us to recognise you automatically the next time you visit our site, enhancing your convenience when using the site.

Naturally, you can also visit our site without accepting any cookies. If you do not want your computer to be recognised when you come back for your next visit, you can refuse to accept the cookies by changing the settings in your browser to prevent the acceptance of cookies. See the operating instructions for your specific browser to find out how to change these settings. If you do not accept cookies, however, it is possible that there will be limitations on your use of some of the sections of our internet sites.

Use of Google Analytics with Anonymisation Function

On our website, we are using Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 U.S.A., hereinafter „Google“. Google Analytics uses so-called „cookies“, i.e. text files saved to your computer for the purpose of analysing your use of the website.

Information generated by these cookies is transmitted to and stored by Google in the U.S.A. – e.g. the time of day/date, location and frequency of your visit to the website, including your IP address.

Our website uses Google Analytics with the extension „_gat._anonymizeIp“. In this case, your IP address is already truncated and thus anonymised by Google within the Member States of the European Union or in other states party to the Agreement on the European Economic Area.

Google will use this information to evaluate your use of our website, compile reports for us on website activities and provide other services relating to website use and internet use. Also, Google will transmit such information to third parties where applicable if this is legally prescribed or as far as third parties process such data on Google's behalf.

By its own account, Google will in no case associate your IP address with other Google data. You may prevent the installation of cookies by an appropriate setting in your browser software; please note, however, that by doing so you might not be able to fully use all functions of our website.

Furthermore, Google offers a deactivation add-on for the most commonly used browsers, thus giving you more control over which data will be recorded by Google in connection with the websites you visit. The add-on tells JavaScript (ga.js) of Google Analytics that no information regarding the website visit is to be transmitted to Google Analytics. However, the Google Analytics deactivation add-on for browsers does not prevent the transmission of information to us or to other web analytics services possibly used by us. You can access further information regarding the installation of the browser add-on via the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

If you visit our website via a mobile terminal device (smartphone or tablet), you must **click this link** instead to prevent tracking by Google Analytics within this website in the future. This is also a viable alternative to the above-mentioned browser add-on. Clicking this link will set an opt-out cookie in your browser which is only valid for this browser and this domain. If you delete the cookies in this browser, the opt-out cookie will be deleted as well, so that you have to click on the link again.



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If you consented that your web and app browser history will be associated by Google with your Google account and that information from your Google account will be used for personalised advertising, Google will use your data together with Google Analytics data to generate target audience lists for cross-device remarketing. To this end, Google Analytics will first record – on our website – your Google-authenticated ID which is connected with your Google account (thus personal data). Subsequently, Google Analytics will temporarily associate your ID with your Google Analytics data to thus optimise our target groups.

If you disagree with this, you may stop it by using appropriate settings in your Google account via „My Account“.

Google Googleservices / Google AdWords Conversion Tracking

This website uses tools for „online marketing“ of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, U.S.A. It is used to detect that a visitor found our website through a Google ad. Google uses cookies that are saved to your computer for the purpose of analysing the use of the website. The cookies for the so-called „conversion tracking“ are set if you click on an advertisement placed by Google.

These cookies lose their validity after 30 days and are not used for personal identification. If you want to prevent „conversion tracking“, you may set your browser so that cookies from the domain „googleadservices.com“ will be blocked. You may also use your right to opt out. If you want to know more about these methods or if you want to know your possible options for preventing Google from using this information, click here: <https://www.google.com/settings/u/0/ads/authenticated>.

Use of AppNexus

This page uses a technology from AppNexus, Inc., 28 W 23rd Street, 4th floor, New York, NY 10010, USA. It gathers information about the surfing behaviour of website visitors in strictly anonymised form for marketing purposes and utilises cookies for this purpose. Personal data are neither collected nor stored during this process. You can at any time object to the collection, processing and storage of the data generated by AppNexus by selecting a cookie opt-out at <https://www.appnexus.com/en/company/platform-privacy-policy#choices>. You will find additional information about data protection at AppNexus at <https://www.appnexus.com/en/company/platform-privacy-policy>.

Use of a Data Management Platform at FLX One

This website utilises technologies of the company MEME Germany GmbH, Dachauer Strasse 63, 80335 Munich, to record utilisation and movement data related to the services provided on our site. We are not able to make any direct associations with specific persons from the use of these data. You can see additional information about the procedure on the provider's website at <http://flxone.com/privacy-statement/>. You may object to this data processing by clicking on the following link: <http://go.flx1.com/opt-out>. This will place an "opt-out cookie" on your computer that will prevent any further recording of the client's activities by the system. Please note that this "opt-out cookie" will also be deleted whenever your browser cookies are deleted and the opt-out will have to be reactivated at the aforementioned internet address during your next visit.

Retargeting with Ve Interactive

Our website uses retargeting technologies from Ve Interactive Limited, 15-19 Bakers Row, London, EC1R 3DG, England (formerly GDM Digital). It uses Ve Interactive Java snippets, which run on your computer during your use of the website and enable an analysis of your use of the website and interim storage of any entries in forms on the internet site. As a rule, the information regarding your use of this website generated in this way is transmitted to a Ve Interactive server in London and stored there for a maximum of 30 days. Ve Interactive uses this information on our behalf to notify you by email of the temporary storage of the data in the event that the connection to your computer becomes unstable or is lost. The data your browser provides within the scope of VeApps are not merged with other data of the internet site. In compliance with applicable data protection laws, only absolutely anonymous cookies are stored on your computer; they are deleted after 30 days. These data are used exclusively for statistical analyses.

You will find more information about the way Ve Interactive Ltd. processes your data as well as how to disable the tracking at <https://www.ve.com/privacy-policy>.

Affilex

Affilex (Online United GmbH, Bauhofstraße 4, D-90571 Schwaig) participates in partner programs of Affilinet GmbH, a service for embedding advertisements in the form of text links, image links, banner ads or input screens. Affilex uses so-called „cookies“, i.e. text files saved to your computer for the purpose of analysing use of the website. Affilex also uses so-called web beacons (invisible images). By means of these web beacons, information such as the visitor traffic to websites may be analysed. The information generated by cookies and web beacons regarding the use of this website (including your IP address) and the delivery of ad formats will be transmitted to and stored on an Affilex server. Affilex may transmit this information to their contract partners. However, Affilex will not associate your IP address with other data collected on you.

You may prevent the installation of cookies by means of an appropriate setting in your browser software; please note, however, that by doing so you might not be able to fully use all functions of our website. By using this website you agree to the processing of data collected on you by Affilex in the aforementioned way and for the aforementioned purpose.

You may obtain further information on data use from the Affilex data protection statement: <http://affilex.de/datenschutz/>.

Use of Facebook Components "Sign in with Facebook"

We use components from the provider facebook.com on our site. Facebook is a service of Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA.

We make use here of the function "Facebook Connect" that is offered by Facebook. If you want to use this function, you will first be redirected to Facebook, where you will be asked to sign in with your user name and password. It goes without saying that we do not acquire any knowledge of your login data. If you have previously signed in to Facebook, this step will be skipped. Facebook will subsequently notify you of the data that will be sent to us (public profile, Friends list, email address and current city of residence).

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You confirm this by clicking on the "OK" button. We use the transferred data to create your customer account, whereby we will of course not store your Friends list. No permanent link going beyond this scope will be created between your customer account and your Facebook account. See the Facebook privacy policy to learn more about the purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your related rights and the possible settings to protect your privacy.

Facebook's Custom Audiences Pixel

In order to present visitors of our website with interest-based advertisements while they are on Facebook, we use „Custom Audiences Pixel“ by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, U.S.A. („Facebook“). To this end, we implemented a pixel by Facebook on our website through which a direct connection to the Facebook servers is established when our website is visited. The information is transmitted to the Facebook server that you visited our website, and Facebook will associate this information with your personal Facebook user account. You may find further information regarding the collection and use of data by Facebook, as well as your corresponding rights and possible options for the protection of your privacy in data protection provisions of Facebook at <https://www.facebook.com/about/privacy/>.

If you want to object to the described connection with Facebook, you may do so by clicking on this link: [deactivate tracking via Facebook Pixel](#).

Use of YouTube in the Extended Privacy Mode

We use the services provided by YouTube to incorporate videos on the site. The videos are embedded in the extended privacy mode. Like most websites, however, YouTube also uses cookies to collect information about the visitors to its internet site. Among other purposes, YouTube uses this information to collate video statistics, to prevent fraud and to improve user friendliness. It also results in the creation of a connection to the Google DoubleClick network. Starting the video may trigger further data processing operations.

We do not have any control over such operations. You will find additional information on the YouTube privacy policy in the company's privacy statement at http://www.youtube.com/t/privacy_at_youtube.

Newsletter

We are using the so-called double opt-in procedure for mailing the newsletter, i.e. we will only send you a newsletter by email after your prior explicit confirmation that we are to activate the newsletter service. We will then send you an email message in which we ask you to confirm that you want to receive our newsletter by clicking on a link included in this email. For your subscription to our newsletter, we will store your IP address and the date of your subscription. This storage is used only for verification in the event that a third party misuses your email address to subscribe you to our newsletter distribution without your knowledge or your authorisation. Should you decide later on that you no longer want to receive our newsletter, you may object to it at any time, without incurring more than the transmission costs according to the basic rates in this respect. It will be sufficient to send a message in text form (e.g. email, fax, letter) either to us or to our data protection officer. Of course, every newsletter also has a link for unsubscribing.

The newsletters are mailed by using „MailChimp“, a newsletter distribution platform by the U.S. provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, U.S.A. The email addresses of the recipients of our newsletter, as well as their additional data as described within these provisions are stored on MailChimp servers in the U.S.A. MailChimp uses this information on our behalf for the distribution and evaluation of the newsletters. According to their own information, MailChimp can furthermore use this data for optimising or improving its proprietary services, e.g. regarding the technical optimisation of mailing and the presentation of newsletters, or for economic purposes in order to determine which countries the recipients are from. However, MailChimp is not allowed to use the data of our newsletter recipients to contact them on its own account; and it is also not allowed to transmit such data to third parties. MailChimp is „Privacy Shield“ certified, thus pledging to comply with EU data protection requirements. You may [view here](#) the MailChimp data protection regulations.

The newsletters contain a so-called „web beacon“, i.e. a pixel-sized file that is retrieved from the MailChimp server when the newsletter is opened. Within the scope of this retrieval, technical information will be collected – such as information on the browser and your system, as well as your IP address and the point in time of the retrieval. This information is used for the technical optimisation of either the services based on technical data or the target groups and their reading habits based on their location of retrieval (which may be pinpointed through the IP address) or based on the access times. Statistical surveys also include the information as to whether the newsletters are opened, when they are opened and which links have been clicked. For technical reasons, this information can actually be allocated to the individual newsletter recipients. However, it is not our endeavour nor that of MailChimp to monitor individual users. Much rather, such evaluations allow us to determine our users' reading habits and tailor our content to them or mail different content according to the interests of our users.

Sweepstake

As the organiser of sweepstakes, we record, process and use personal data only as far as this is necessary for establishing the legal relationship with the participant, and for subsequently performing and handling the sweepstake. This concerns the following personal data in particular: The participant's postal address and/or his or her email address for the purpose of notifying the winner.

Security

We have implemented technical and administrative security precautions to protect your personal data from loss, destruction, manipulation and unauthorised access. All of our employees as well as the service providers acting on our behalf are obligated to compliance with current data protection laws.

Whenever we collect and process personal data, they are encrypted before being transmitted. This means that your data cannot be misused by third parties. Our security precautions are subject to a continuous improvement process, and our privacy statements are constantly being revised. Please make sure that you have the most recently revised version.

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facebook.com/ONLINEpen · twitter.com/ONLINEgermany · youtube.com/ONLINEgermany · instagram.com/ONLINEgermany



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Changes in Our Privacy Statements

We reserve the right to change our privacy statements if this becomes necessary because of the development of new technologies. Please make sure that you have the most recently revised version. Whenever fundamental changes are made in this privacy statement, we announce the changes on our website.

Subjects' rights

Please feel free to contact us at any time for information regarding the scope and extent of your personal data stored by us, or if you want to have such data corrected or erased. You also have the right to restriction of processing (Art. 18 GDPR), the right to object to processing (Art. 21 GDPR), as well as the right to data portability (Art. 20 GDPR). Please contact us directly in such cases.

If we are unable to provide a satisfactory answer to your request, you still have, in any event, the right to lodge a complaint with the responsible data protection supervisory authority of your Federal state.

Concerning data protection issues, all interested persons and users of our website can reach us via:

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