



Privacy Policy

CHANGED OCTOBER 2020

The person responsible for data processing is:

Rio Oosterbos
Bastionweg 33
1383 JB Weesp
The Netherlands

info@shair-filters.com

Thank you for your interest in our online shop. The protection of your privacy is very important to us. In the following we will inform you in detail about how we handle your data.

1. Access data and hosting

You can visit our website without giving any personal information. Each time a website is called up, the web server only automatically saves a so-called server log file, e.g. contains the name of the requested file, your IP address, the date and time of the call, the amount of data transferred and the requesting provider (access data) and documents the call.

This access data is evaluated exclusively for the purpose of ensuring trouble-free operation of the site and improving our offer. According to Art. 6 Para. 1 S. 1 lit. f GDPR to safeguard our predominantly legitimate interests in a correct presentation of our offer. All access data will be deleted no later than seven days after the end of your visit to the website.

Third party hosting services

As part of processing on our behalf, a third party provider provides us with the hosting and presentation of the website. All data that is collected as part of the use of this website or in the forms provided in the online shop as described below are processed on its servers. Processing on other servers only takes place within the framework explained here.

This service provider is located within a country of the European Union or the European Economic Area.

2. Data collection and use for contract processing, establishment of contact

We collect personal data if you provide it to us as part of your order or when you contact us (e.g. using the contact form or email). Mandatory fields are marked as such, because in these cases we need the data to process the contract or to process your contact and you cannot complete the order or send the contact without their details. Which data is collected can be seen from the respective input forms.

We use the data you provide in accordance with Art. 6 Para. 1 S. 1 lit. b GDPR for contract processing and processing your inquiries. After the contract has been fully processed, your data will be restricted for further processing and deleted after the expiry of any tax and commercial retention periods, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is legally permitted and about which we inform you in this declaration.

3. Data transfer

To fulfill the contract according to Art. 6 Para. 1 S. 1 lit. b GDPR, we pass on your data to the shipping company commissioned with the delivery, insofar as this is necessary for the delivery of the goods ordered. Depending on which payment service provider you select in the ordering process, we will pass on the payment data collected for this purpose to the credit institute commissioned with the payment and, if applicable, to the payment service provider commissioned by us or to the selected payment service. In some cases, the selected payment service providers also collect this data themselves if you create an account there. In this case, you must log in to the payment service provider with your access data during the ordering process. The data protection declaration of the respective payment service provider applies in this respect.

Data transfer to shipping service providers

If you have given us your express consent to this during or after your order, we will give you based on this in accordance with Art. 6 Para. 1 S. 1 lit. a GDPR forwards your email address to the selected shipping service provider so that they can contact you before delivery for the purpose of notification or coordination of the delivery.

The consent can be revoked at any time by sending a message to the contact option described below or directly to the shipping service provider at the contact address listed below. After revocation, we will delete the data you provided for this purpose, unless you have expressly consented to further use of your data or we

reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

MyParcel
Antareslaan 31
2132 JE Hoofddorp
The Netherlands

General terms and conditions and data protection provisions (in English) of MyParcel are available [here](#)

4. Integration of the Trusted Shops Trustbadge

The Trusted Shops Trustbadge is integrated on this website to display our Trusted Shops seal of approval and any reviews collected, as well as to offer Trusted Shops products to buyers after an order has been placed.

This serves to safeguard our legitimate interests, which predominate in the context of a weighing up of interests, in optimal marketing by enabling safe shopping in accordance with Art. 6 Para. 1 S. 1 lit. f GDPR. The Trustbadge and the services advertised with it are offered by Trusted Shops GmbH, Subbelrather Str.15C, 50823 Cologne. The Trustbadge is provided by a CDN provider (Content Delivery Network) as part of order processing. Trusted Shops GmbH also uses service providers from the USA. An adequate level of data protection is ensured. Further information on data protection at Trusted Shops GmbH can be found here [<https://www.trustedshops.de/impressum/#datenschutz>].

When you call up the Trustbadge, the web server automatically saves a so-called server log file, which also contains your IP address, the date and time of the call, the amount of data transferred and the requesting provider (access data) and documents the call. Individual access data are stored in a security database for the analysis of security issues. The log files are automatically deleted no later than 90 days after creation.

Further personal data is transferred to Trusted Shops GmbH if you decide to use Trusted Shops products after completing an order or if you have already registered for use. The contractual agreement made between you and Trusted Shops applies. For this purpose, personal data is automatically collected from the order data. Whether you, as a buyer, is already registered for a product use is automatically checked using a neutral parameter, the email address hashed by a cryptological one-way function. The e-mail address is converted into this hash value, which cannot be decrypted for Trusted Shops, before transmission. After checking for a match, the parameter is automatically deleted.

This is for the fulfillment of our and Trusted Shops 'predominant legitimate interests in the provision of the buyer protection linked to the specific order and the transactional evaluation services according to Art. 6 para. 1 sentence 1 lit. f GDPR required. Further details, including the objection, can be found in the Trusted Shops data protection declaration linked above and in the Trustbadge.

5. Cookies and web analysis

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 so-called cookies on various pages, provided that you have given your consent to this in accordance with Art. 6 Para. 1 S. 1 lit. a GDPR.

Cookies are small text files that are automatically saved on your device. Some of the cookies we use are deleted at the end of the browser session, i.e. after you close your browser (so-called session cookies). Other cookies remain on your device and enable us to recognize your browser on your next visit (persistent cookies). You can see the duration of the storage in the overview in the cookie settings of your web browser. You can set

your browser so that you are informed about the setting of cookies and individually decide whether to accept them or to exclude the acceptance of cookies for certain cases or in general. If you do not accept cookies, the functionality of our website may be restricted. Each browser differs in the way it manages cookie settings. This is described in the help menu of every browser, which explains how you can change your cookie settings. You can find these for the respective browser under the following links:

Microsoft Edge™ [<https://support.microsoft.com/de-de/help/4027947/microsoft-edge-delete-cookies>] / Safari™ [<https://support.apple.com/de-de/guide/safari/sfri11471/12.0/mac/10.14>] / Chrome™ [<https://support.google.com/chrome/answer/95647?hl=de&hlrm=en>] / Firefox™ [<https://support.mozilla.org/de/products/firefox/protect-your-privacy/cookies>] / Opera™ [<https://help.opera.com/de/latest/web-preferences/#cookies>]

Shair-filters.com only uses anonymized analytical cookies (Google) that do not violate your privacy. For this we have taken the following measures:

- 1) Processing agreement concluded with Google
- 2) IP address anonymized in Google Analytics
- 3) Deactivates data sharing with Google
- 4) Deactivates the data sharing with Google for advertising purposes
- 5) The retention period for Google Analytics data is 26 months

In addition, you can revoke your consent at any time by sending a message to the contact option described in the data protection declaration.

6. Online Marketing

Google reCAPTCHA

For the purpose of protecting against misuse of our web forms and against spam, we use the Google reCAPTCHA service as part of some of the forms on this website. Google reCAPTCHA is an offer from Google Ireland Limited, a company incorporated and operated under Irish law with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland. (www.google.de [<http://www.google.de>]). By checking manual entries, this service prevents automated software (so-called bots) from carrying out abusive activities on the website. According to Art. 6 Para. 1 S. 1 lit. f GDPR to safeguard our predominantly legitimate interests in protecting our website from misuse and in a trouble-free presentation of our online presence.

Google reCAPTCHA uses a code embedded in the website, a so-called JavaScript, within the scope of the verification, methods that enable an analysis of the use of the website by you, such as cookies. The automatically collected information about your use of this website, including your IP address, is usually transferred to a Google server in the USA and stored there. In addition, other cookies stored in your browser by Google services are evaluated by Google reCAPTCHA.

Reading out or saving of personal data from the input fields of the respective form does not take place.

As far as information is transmitted to and stored by Google on servers in the USA, the American company Google LLC is certified under the EU-US Privacy Shield. A current certificate can be viewed here [<https://www.privacyshield.gov/list>]. Based on this agreement between the USA and the European Commission, the latter has determined an adequate level of data protection for companies certified under the Privacy Shield.

You can prevent Google from collecting the data generated by the JavaScript or the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by executing it in your browser settings prevent JavaScript or the setting of cookies. Please note that this may restrict the functionality of our website for your use.

You can find more information about Google's data protection policy here [<https://policies.google.com/privacy>].

Google Fonts

The script code "Google Fonts" is integrated on this website. Google Fonts is an offer from Google Ireland Limited, a company incorporated and operated under Irish law with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland. (www.google.de [<http://www.google.de>]). This serves to safeguard our legitimate interests, which predominate in the context of a weighing of interests, in a uniform presentation of the content on our website in accordance with Art. 6 Para. 1 lit. f) GDPR. In this context, a connection is established between the browser you are using and the Google servers. This gives Google knowledge that our website has been accessed via your IP address.

As far as information is transmitted to and stored by Google on servers in the USA, the American company Google LLC is certified under the EU-US Privacy Shield. A current certificate can be viewed here [<https://www.privacyshield.gov/list>]. Based on this agreement between the USA and the European Commission, the latter has determined an adequate level of data protection for companies certified under the Privacy Shield. You can find more information about data processing by Google in the data protection information [<https://policies.google.com/privacy>] from Google.

7. Social media

Our online presence on Facebook, Twitter, Instagram

Our presence on social networks and platforms serves for better, active communication with our customers and interested parties. There we provide information about our products and current special promotions. When you visit our online presence on social media, your data can be automatically collected and saved for market research and advertising purposes. Using pseudonyms, so-called usage profiles are created from this data. These can be used to e.g. To place advertisements inside and outside the platforms that presumably correspond to your interests. For this purpose, cookies are usually used on your device. The visitor behavior and the interests of the user are stored in these cookies. According to Art. 6 para. 1 lit. f. GDPR to safeguard our legitimate interests, which predominate in the context of a weighing up of interests, in an optimized presentation of our offer and effective communication with customers and interested parties. If you are asked for your consent (consent) to the data processing by the respective social media platform operator, e.g. With the help of a checkbox, the legal basis for data processing is Art. 6 Para. 1 lit. a GDPR.

As far as the aforementioned social media platforms are headquartered in the USA, the following applies: For the USA, the European Commission has issued an adequacy decision. This goes back to the EU-US Privacy Shield. A current certificate for the respective company can be viewed here [<https://www.privacyshield.gov/list>].

The detailed information on the processing and use of the data by the providers on their pages as well as a contact option and your related rights and setting options to protect your privacy, in particular options for objection (opt-out), can be found in the data protection information of the providers linked below. If you still need help in this regard, you can contact us.

Facebook: <https://www.facebook.com/about/privacy/> [<https://www.facebook.com/about/privacy/>]

The data processing takes place on the basis of an agreement between jointly responsible persons in accordance with Art. 26 GDPR, which you can view here

[https://www.facebook.com/legal/terms/page_controller_addendum].

Further information on data processing when visiting a Facebook fan page (information on Insights data) can be found here [https://www.facebook.com/legal/terms/information_about_page_insights_data].

Twitter: <https://twitter.com/de/privacy> [<https://twitter.com/de/privacy>]

Instagram: <https://help.instagram.com/519522125107875> [<https://help.instagram.com/519522125107875>]

Opposition option (opt-out):

Facebook: <https://www.facebook.com/settings?tab=ads> [<https://www.facebook.com/settings?tab=ads>]

Twitter: <https://twitter.com/personalization> [<https://twitter.com/personalization>]

Instagram: <https://help.instagram.com/519522125107875> [<https://help.instagram.com/519522125107875>]

8. Contact options and your rights

As a data subject, you have the following rights:

- * According to Art. 15 GDPR, the right to request information about your personal data processed by us to the extent specified therein;
- * In accordance with Art. 16 GDPR, the right to immediately request the correction of incorrect or incomplete personal data stored by us;
- * According to Art. 17 GDPR the right to request the deletion of your personal data stored by us, unless further processing * to exercise the right to freedom of expression and information;
 - * to fulfill a legal obligation;
 - * for reasons of public interest or
 - * is necessary for the establishment, exercise or defense of legal claims;
- * In accordance with Art. 18 GDPR, you have the right to request that the processing of your personal data be restricted if * you dispute the correctness of the data;
 - * the processing is unlawful, but you refuse to delete it;
 - * we no longer need the data, but you need them to assert, exercise or defend legal claims or
 - * You have lodged an objection to the processing in accordance with Art. 21 GDPR;
- * In accordance with Art. 20 GDPR, you have the right to receive your personal data that you have provided to us in a structured, common and machine-readable format or to request that it be transmitted to another person responsible;
- * According to Art. 77 GDPR the right to complain to a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence or work or our company headquarters.

If you have any questions about the collection, processing or use of your personal data, information, correction, restriction or deletion of data as well as revocation of granted consent or objection to a specific use of data, please contact us directly using the contact details in our imprint.

Right to object

Insofar as we process personal data as explained above in order to safeguard our legitimate interests, which are predominant in the context of a weighing up of interests, you can object to this processing with effect for the future. If the processing takes place for the purposes of direct marketing, you can exercise this right at any time as described above. If the processing is carried out for other purposes, you only have a right of objection if there are reasons that arise from your particular situation.

After exercising your right of objection, we will no longer process your personal data for these purposes, unless we can prove compelling legitimate reasons for the processing that outweigh your interests, rights and freedoms, or if the processing requires the assertion, exercise or defense of Serves legal claims

This does not apply if the processing is carried out for direct marketing purposes. Then we will no longer process your personal data for this purpose.