**A. Data protection information for website visitors, customers and interested parties in accordance with Art. 13, 14, 21 of the Basic Data Protection Regulation (GDPR)**

Data protection is an important concern for TEEKANNE GmbH & Co. KG. In the following, we will inform you how your data is processed by us and what rights you are entitled to.

As a visitor to our website, you expect a high level of quality not only from our products, but also when processing your personal data. We therefore process personal data in strict compliance with the provisions of the GDPR and national data protection laws and only if a legal provision permits this or if you have given your prior consent. Personal data is data by which you are identified or can be identified.

1. Responsible office and data protection officer  
Responsible for the collection and processing of personal data:

TEEKANNE GmbH & Co. KG  
legally represented by TEEKANNE Holding GmbH  
Kevelaer Str. 21-23  
40549 Düsseldorf  
telephone: 0049(0)21150850  
e-mail: [info@TEEKANNE.de](mailto:info@teekanne.de)

If you have any questions regarding data protection or data security, please contact our data protection officer:   
  
Mr. Woldemar Koschel  
BusinessRanger GmbH   
Marderstr. 16  
40789 Monheim  
Tel: +49 176 26442021  
E-mail: [datenschutz@TEEKANNE.de](mailto:datenschutz@teekanne.de)

**2. Your rights in data protection & right of withdrawal**

Your personal data will be processed in accordance with the provisions of the GDPR, the Federal Data Protection Act BDSG and other relevant data protection regulations. The processing and use of the individual data depends on the agreed or requested service. Our contract documents, forms, declarations of consent and the other information made available to you (e.g. on the website or in the terms and conditions) provide you with further details and additions regarding the processing purposes.

**2.1 Consent (Art. 6 para. 1 a GDPR)**

Consent to the processing of personal data that you have given us is considered the legal basis for the aforementioned processing.

**2.2 Fulfilment of contractual obligations (Art. 6 para. 1 b GDPR)**

We process your personal data for the execution of our contracts with you, i.e. in particular for the initiation and processing of orders. Furthermore, your personal data is processed for the implementation of measures and activities within the scope of pre-contractual relations.

**2.3 Fulfilment of legal obligations (Art. 6 para. 1 c GDPR)**

We process your personal data if this is necessary to fulfil legal obligations. Legal obligations exist with regard to, among other things

- Comparisons with European and international anti-terrorism lists  
- Fulfilment of control and reporting obligations under tax law  
- Archiving of data for data protection and data security purposes  
- Inspection by tax and other authorities

In addition, the disclosure of personal data may be required by governmental or judicial actions for the purpose of obtaining evidence, prosecuting a criminal offence or enforcing civil claims.

**2.4 Justified interest of us or third parties (Art. 6 para. 1 GDPR)**

We may also use your personal data on the basis of a balancing of interests to protect the legitimate interest of us or third parties for the following purposes:

- for advertising or market research, if you have not objected to the use of your data  
- for the collection of information and the exchange of data with credit agencies, if we consider it necessary  
- for the limited storage of your data, if deletion is not possible or only possible at disproportionately high expense due to the special type of storage  
- for comparison with European and international anti-terrorist lists, if this goes beyond the legal obligations  
- for the further development of services and products and existing systems and processes  
- for securing and exercising our domiciliary rights through appropriate measures (e.g. video surveillance)

**2.5 Right of appeal to a supervisory authority**

You have the right to object to the processing of your data at any time if the legal requirements are met. If you object to the processing of your data for advertising purposes or wish to revoke any consent you have given, please contact our data protection officer or contact TEEKANNE GmbH & Co. KG. Your data will then no longer be processed for the purposes covered by the objection or revocation of consent. This also applies to profiling based on this provision in accordance with Art. 4 No. 4 GDPR. The legality of the processing carried out up to the time of the objection or revocation remains unaffected. Following your objection to the processing of your personal data for advertising purposes or the revocation of your consent, we are obliged under data protection law in accordance with the requirements of the German data protection supervisory authorities to include the data required for this purpose (name, address, e-mail address) in our internal advertising blacklist and to block it permanently - for this purpose only (Art. 21 para. 3, Art. 17 para. 3 b, Art. 6 para. 1 c GDPR). In this way, compliance with your advertising objection or the revocation of your consent can be permanently ensured.

Furthermore, if the legal requirements are met, you have the

- Right to information under Art. 15 GDPR  
- Right of rectification under Art. 16 GDPR  
- Right of cancellation under Art. 17 GDPR  
- Right to restrict processing under Art. 18 GDPR  
- Right to data transferability from Art. 20 GDPR

If necessary, please contact our data protection officer at the communication addresses listed there (see contact details under item 1).

Furthermore, you have the right of appeal (Art. 77 GDPR) to a competent data protection supervisory authority. The supervisory authority responsible for us is:

The State Commissioner for Data Protection and Freedom of Information of North Rhine-Westphalia  
Cavalry Road 2-4  
40213 Düsseldorf

**3. What are mandatory or required fields?**

If certain data fields are designated as mandatory fields during collection and/or marked with an asterisk (\*), the provision of this data is either required by law or contract, or we need this data for the conclusion of the contract, the requested service or the stated purpose. The provision of the data is of course also at your discretion in the case of the mandatory fields. Failure to provide such data may mean that we are unable to fulfil the contract or provide the requested service or achieve the stated purpose.

**4. How long do we store your data?**

If necessary, we process your personal data for the duration of our business relationship. In addition, we are subject to various storage and documentation obligations, which result from the German Commercial Code (HGB) and the German Fiscal Code (AO), among others. The periods of retention and documentation stipulated there are up to ten years after the end of the business relationship or the pre-contractual legal relationship.

Finally, the storage period is also assessed according to the statutory limitation periods, which, for example, according to §§ 195 et seq. of the German Civil Code (BGB), can generally be three years, but in certain cases up to thirty years.

The stated storage periods may be extended accordingly if, in individual cases, especially if the data are processed for different purposes, there is a longer statutory or contractual storage period.

**5. Contact / inquiries**

If you have any questions or requests, we are at your disposal.

We process your data to answer your product or service inquiries. The communication of address and telecommunication data marked as mandatory data is necessary to process and answer your request. Without this data, we will generally not be able to conclude a contract with you or fulfil your request.

The voluntary provision of further data makes it easier for us to process your request. We store the information from your enquiry for six years after answering the enquiry if it is a commercial or business letter (§ 257 para. 4 HGB, Art. 6 para. 1 c GDPR).

**6. Information about cookies**

Our website uses web analysis technologies to collect and use data for marketing and optimization purposes. In the interest of clarity, we would like to explain the topic of cookies here. Cookies are small text files that are stored on your computer. They are used to enable the recognition of your internet browser. User profiles are created from this data under a pseudonym. Unless you have given your separate consent, this data will not be used to identify you personally and will not be combined with personal data about the bearer of the pseudonym. IP addresses are used in this procedure only in anonymized form. We use this data exclusively to optimize our offer and to adapt it to the needs of our customers. You can object to the creation of pseudonymous user profiles by setting an opt-out cookie. Furthermore, we use cookies to make the use of our website customer-friendly. For this purpose, we use information about the date and duration of a visit to our website and the pages viewed by the visitor. Most browsers are set in such a way that they automatically accept cookies. You can set your web browser to notify you when you receive a cookie or to reject or restrict the use of cookies in general. However, if you disable or restrict cookies using your browser, you will no longer be able to use various functions on our website. You can delete stored cookies using your web browser at any time, even automatically.

The following links will inform you about this possibility for the most frequently used browsers:

Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox: <http://support.mozilla.org/de/kb/cookies-informationen-websites-auf-ihrem-computer>

Google Chrome: <http://support.google.com/chrome/bin/answer.py?hl=de&answer=95647>

Safari: <https://support.apple.com/de-de/guide/safari/sfri11471/mac>

Opera: <http://help.opera.com/Linux/12.10/de/cookies.html>

If you have not made or are making any other settings, cookies, which enable and ensure the necessary technical functions, will remain on your end device until the browser is closed. Other cookies may remain on your end device for longer.

**7. Categories of personal data processed by us**

As a rule, we process the following personal data:

- Personal data (first name, surname, profession/industry and comparable data)  
- Contact details (address, e-mail address, telephone number and similar data)  
- Customer history

If necessary, we process personal data from public sources (e.g. Internet, media, press, commercial and association registers) and, if necessary for the provision of our services, personal data that we have lawfully received from third parties (e.g. address publishers, credit agencies).

**8. Processing of personal data on our website**

We will pass on your personal data within our company to those areas that require this data to fulfil contractual and legal obligations or to implement our legitimate interests.

In addition, the following departments may receive your data:

- contract processors employed by us (Art. 28 GDPR) especially in the areas: IT services, logistics services, suppliers, external computer centres, controlling, auditing services, credit institutions, courier services and logistics

- public bodies and institutions if there is a legal or official obligation to which we are obliged to provide information, report or pass on data or if the passing on of data is in the public interest

- bodies and institutions within the scope of the purposes mentioned under item 2.4 (e.g. authorities, credit agencies, debt collection, lawyers, courts, experts, companies and bodies belonging to the Group, supervisory bodies, factoring companies)

- other entities for which you have given your consent to the transfer of data (e.g. dealers or business partners)

- Posting, tracking and cookie service provider

The TEEKANNE GmbH & Co. KG processes so-called server log files. When you access our website, our web server records the domain name or IP address of your computer, the file name and the URL which was requested, the http response code and, if applicable, the URL referring to our website. This procedure is technically necessary to enable the use of our website. We are supported in this by our technical service providers, which we use as processors. The above-mentioned data is logged and used for the purpose of defending against illegal use or attempted attacks on our web server (Art. 6 para. 1 f GDPR). The data is deleted after 6 months.

Our website contains links to other websites. TEEKANNE is not responsible and accepts no liability for the data protection measures and/or the content of these websites.

**Newsletter**

If you subscribe to our newsletter, you agree that we may keep you regularly informed about current offers and competitions of TEEKANNE GmbH & Co. KG and interesting facts about tea by e-mail and to invite you to take part in surveys. You can revoke your consent at any time. When you register for our newsletter, we record your e-mail address, your title and your name for the personalized dispatch of our newsletter. Your address data will be passed on to our service providers for the purpose of sending out the newsletter, which we use as order processors. You will receive a confirmation e-mail to confirm your consent (so-called double opt-in procedure). We will use your data until you withdraw your consent.

**E-mail advertising**

With the e-mail advertising we inform you about our products and actions such as competitions and events of our shop and/or about our various product newsletters (§ 7 Abs.2 Nr.3 UWG). When obtaining your consent, we use the so-called double opt-in procedure online to avoid sending our e-mail messages to e-mail addresses of persons who have not requested them. Your IP address is also recorded and stored for documentation purposes. If you have provided us with your e-mail address when registering or ordering, we will also inform you by e-mail about our products similar to those you have purchased. You can of course object to this at any time by telephone at basic rates (§ 7 Abs.3 UWG). We store your data collected for advertising purposes as long as the advertising purpose exists or until we receive a revocation of your consent or your objection to the processing of your data for advertising purposes.

**Request of information material by letter post**

We collect address data for the dispatch of information material by letter post, but the personal salutation can only be made after your salutation has been specified. We process the data from orders or registrations and other data collected outside the Internet to the extent permitted by law for advertising by post and for our internal customer analyses. Our advertising analyses are regularly pseudonymised.

**Social Media (here: Facebook)**

On our website, so-called social plugins, especially the "Like" button of the social network facebook.com can be used. Facebook Inc. operates facebook.com with headquarters in the United States (1601 Willow Road, Menlo Park, California, 94025, USA). When you visit a website of our internet presence that contains such a plugin, your internet browser (e.g. Internet Explorer or Safari) establishes a direct connection to the Facebook servers. The use of the social plugin is based on our legitimate interest. The transmission of data for the analysis of user behavior is subject to your consent. Facebook uses the data based on its own interests. By integrating the plugin, Facebook receives the information that you have visited our website. If you are logged into Facebook via your user account while visiting our website, Facebook can assign the call to our website to your user account. If you then interact with social plugins, e.g. click on a "Like" button or use the "Tell a friend", "Share" or "Share with friends" function, the corresponding information is transmitted to Facebook and stored there. Even if you are not a member of Facebook, Facebook may recognize and store your IP address. For information on the collection and use of your data by Facebook, as well as your rights and settings options in this regard, please refer to the Facebook privacy policy (<https://de-de.facebook.com/full_data_use_policy>). If you are a Facebook member and do not want Facebook to be able to assign your visit to our website to your user account there, you must log out of your Facebook user account before accessing our website.

**9. Automated case-by-case decision-making (including profiling)**

We only use automated decision-making procedures in accordance with Article 22 GDPR for credit assessments. Should we use other automated decision-making procedures in individual cases, we will inform you of this separately if law requires this.

**10. Data security**

We take technical and organizational security measures to protect your personal data against accidental or intentional manipulation, loss, destruction or against access by unauthorized persons and to ensure the protection of your rights and compliance with the applicable data protection regulations of the EU and the Federal Republic of Germany. The measures taken are intended to guarantee the confidentiality and integrity of your data and to ensure the availability and resilience of the systems and services in processing your data in the long term. They are also intended to quickly restore the availability of and access to your data in the event of a physical or technical incident. Our security measures also include encryption of your data. All information that you enter online is technically encrypted and only then transmitted. As a result, unauthorized third parties cannot view this information at any time. Our data processing and security measures are continuously improved in accordance with technological developments. The employees of TEEKANNE GmbH & Co. KG are or will be bound in writing to confidentiality and to compliance with the data protection requirements of the GDPR.

**11. Adaptation of the data protection declaration**

From time to time, the privacy policy will be adapted to the actual circumstances and the legal situation. The adaptation may also include a change of purpose.

Please check the privacy policy before you visit our website to be up to date with any changes or updates.