



1 Data Privacy Policy

We, Fressnapf Tiernahrungs GmbH, are the website operator and the controller responsible for processing personal data of website users. Our contact information is available in the Legal Notice of the website, and contact persons available to answer questions related to the processing of personal data are listed directly in this Data Privacy Policy. We take the protection of your privacy and your private data very seriously.

We collect, store, and use your personal data only in accordance with the content of this Data Privacy Declaration as well as applicable data protection law regulations, in particular the European General Data Protection Regulation (GDPR)¹ and applicable national data protection provisions. The purpose of this Data Privacy Declaration is to inform you of the scope of personal data that is processed in conjunction with your use of the website, as well as the purposes of that processing.

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¹ Regulation (EU) No 2016/279

2 General information

2.1 Personal data

Personal data is information about an identifiable or identified natural person. This includes all information related to your identity, such as your name, your e-mail address, or your mailing address. Information that cannot be associated with your identity – such as statistical information, for instance the number of website users – is not considered personal data.

You can generally use our website without disclosing your identity and without providing any personal data. In this case, we will only collect general information e.g. Time of Request, browser type, type of operating system, regarding your visit to our website. However, personal data will be collected from you in order to carry out some of the services we offer. We will then generally only process this data for the purpose of using this website, in particular to provide you with the desired information. When personal data is collected, only data that is absolutely necessary must be provided. You may have the opportunity to provide further information, but this will then be done on a voluntary basis. In each case, we will indicate whether the fields are mandatory or voluntary information. We will then provide further information on the concrete details in the relevant section of this Data Privacy Declaration.

No automated decision-making is carried out based on your personal data in conjunction with the use of our website.

2.2 Processing of personal data

We store your information on specially protected servers within the European Union. These are protected via technical and organisational measures against loss, destruction, access, modification, or processing of your personal data by unauthorised personnel. Access to your data is granted to only a few, authorised individuals. These individuals are responsible for technical, commercial, or editorial servicing of the servers. Despite regular controls, however, it is not possible to provide complete protection against all hazards.

Your personal data is transmitted over the internet in an encrypted format. We use SSL encryption (Secure Socket Layer) for data transmission.

2.3 Transmission of personal data to third parties

Generally, we use your personal data only in order to perform services that you request. If we use external service providers in order to provide our services, then they are likewise permitted to access the data only for the purpose of performing the services. We use technical and organisational measures to ensure compliance with data protection law regulations, and we likewise obligate our external service providers to take similar measures.

Furthermore, we do not transmit your data to third parties without your express consent, in particular not for advertising purposes. Your personal data is disclosed only if you have personally consented to this when you provide the data, or if we are entitled or obligated to disclose the data under the law and/or official or court order. This may include but is not limited to, in particular, providing information for the purposes of criminal prosecution, to avoid danger, or to exercise intellectual property rights.

If we transmit your personal data ourselves or via service providers to jurisdictions outside of the European Union, we comply with the special provisions of Art. 44 et seqq. GDPR in doing so, and likewise obligate our service providers to comply with these regulations. Therefore, we will only transmit your data to states outside of the European Union if the level of protection granted under the GDPR can be

ensured. This level of protection is ensured, in particular, through an adequacy decision of the EU Commission or suitable guarantees according to Art. 46 GDPR.

2.4 Legal bases of data processing

If we obtain consent for the processing of your personal data, then Art. 6 para. 1 lit. a) GDPR serves as the legal basis for data processing.

If we process your personal data because this is necessary to fulfil a contract with you or in order to take steps at your request prior to entering into a contract with you, then Art. 6 para. 1 lit. b) GDPR serves as the legal basis for data processing.

If we process your personal data in order to fulfil a legal obligation, Art. 6 para. 1 lit. c) GDPR serves as the legal basis for data processing.

Furthermore, Art. 6 para. 1 lit. f) GDPR can serve as the legal basis for data processing if the processing of your personal data is necessary in order to safeguard a legitimate interest of our company or that of a third party, and if your interests, basic rights and basic freedoms do not require that the personal data be protected.

In the course of this Data Privacy Declaration, we will always note the legal basis for the processing of your personal data.

2.5 Data deletion and storage term

In general, we always delete or block your personal data when the purpose for which it was stored no longer applies. However, data may continue to be stored if this is provided for under laws to which we are subject, for instance with respect to statutory retention and documentary obligations. In such cases, we will delete or block your personal data after the end of relevant regulated terms.

3 Use of our website

3.1 Information about your computer

Each time you access our website, we collect the following information about your computer, regardless of whether you are registered or not: the IP address of your computer, your browser request, and the time of this request. In addition, the status and quantity of data transmitted will be collected as part of this request. We also collect product and version information on the browser and operating system used on your computer. Furthermore, we collect information on the website from which you accessed our website. The IP address of your computer is stored only while you are using the website, and then deleted or truncated in order to anonymise it. The other data is stored for a limited term. We use this data in order to operate our website, in particular to identify and remove errors, in order to assess usage rates for the website and to make adjustments or improvements. We have a legitimate interest to process data for these purposes in the sense of Art. 6 para. 1 lit. f) GDPR.

3.2 Use of cookies

Like many other websites, our website uses cookies. Cookies are small text files stored on your computer that save certain settings as well as data regarding the exchange with our website via your browser. A cookie generally contains the name of the domain from which the cookie file was sent, as well as information on the age of the cookie and an alphanumeric identification code.

Cookies allow us to recognise your computer and make any default settings available immediately. The cookies we use are so-called session cookies whenever possible. These are deleted automatically after the end of the browser session. In some cases, cookies with a longer storage term may be used so that your default settings and preferences can be taken into consideration the next time you visit our website.

Most browsers are set to accept cookies automatically. However, you can deactivate the storage of cookies or set your browser so that you are notified once cookies are sent. It is also possible to manually delete previously stored cookies via your browser settings. Please note that, in some circumstances, you may only be able to use our website on a restricted basis, or may not be able to use it at all if you reject the storage of cookies or delete necessary cookies.

If cookies are not necessary for our website, we will ask you to consent to the use of cookies the first time you access the site. With respect to non-necessary cookies from third-party providers, the following section provides a more complete description of the services of these third-party providers that we use. The legal basis for the associated data processing, including any data transmission, is your consent in each case in the sense of Art. 6 para. 1 lit. a) GDPR. Once you have granted your consent, it may be revoked at any time with future effect, in particular through changing your selected settings.

The legal basis for using necessary cookies is our legitimate interest in properly providing our website in the sense of Art. 6 para. 1 lit. f) GDPR, as well as performing a contract – if contracts are concluded or performed via our website – in the sense of Art. 6 para. 1 lit. b) GDPR.

3.3 Registration

You can register to use our website. To do so, you must provide the data requested during the registration, such as your name, address, and e-mail address. In addition, we will collect the date and time of your registration and your IP address. The advantage of registering is that you do not have to enter the data again during each use or order.

The legal basis for processing data related to registration is Art. 6 para. 1 lit. a) GDPR, namely that you have granted your consent to the processing of your personal data. If you register in order to perform or initiate a contract with us, then Art. 6 para. 1 lit. b) GDPR also serves as the legal basis for processing the data.

Information requested in mandatory fields during the registration is necessary in order to perform or initiate a contract with us for certain services. However, you are not obligated to register. You can place an order as a guest instead. In this case, however, you will need to enter all the data necessary to process the contract again each time you place an order.

A customer account will be created for you when you register. We will store the data in the customer account for as long as we have an active customer relationship with you. If no activity is detected for a period of three years, then the status of the customer relationship will be set to inactive as we will assume that there is no longer an active client relationship. You can request that your customer account be deleted at any time.

4 Integration of services from third-party providers

We use the services of third-party providers to provide some functions of our website. These services are primarily optional functions which you must explicitly accept or use. We have concluded contractual agreements for the provision or integration of services with these providers, and we do everything within our power to ensure that the third-party providers give transparent information regarding the scope of personal data that is processed, and that they comply with data protection law regulations.

4.1 Google Tag Manager

We use the Google Tag Manager on our website, provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (hereinafter referred to as: "Google"). The Google Tag Manager is a tag management system (TMS) that can be used to manage tags, including tracking codes and associated code fragments, on our website. The Google Tag Manager makes it possible to integrate Google services into a website.

When Google Tag Manager is used, a connection is made to Google's servers. This causes the IP address of the browser on the device which the visitor is using to access the page to be stored by Google. It is possible that data may be transmitted by Google in Ireland to Google in the USA in this context, and that US security authorities may gain access to the data in some circumstances. However, no cookies are saved in conjunction with the use of the Google Tag Manager.

Further information on the Google Tag Manager and on data processing by Google is available here:

<https://support.google.com/tagmanager/answer/6102821?hl=de>

<https://www.google.com/policies/privacy/>

Our legal basis for using the Google Tag Manager is our legitimate interest in accordance with Art. 6 para. 1 lit. f) GDPR. Our legitimate interest is in managing the tracking codes on our website, which we use to analyse use of the website and to improve and personalise our services.

4.2 Google ReCaptcha

We use the reCAPTCHA service from Google in some forms on this website for the purpose of protecting against the misuse of our web forms and against spam. The service reviews manual inputs to prevent automated software (so-called bots) from carrying out abusive activities on this website. The service includes sending IP addresses and other data which may be required by Google for the reCAPTCHA service to Google. According to Art. 6 para. 1 lit. f) GDPR, this is done in order to safeguard our predominant interest (based on a balancing of interests) in protecting our website against misuse, and in providing our website in an error-free manner. It is possible that data may be transmitted by Google to the USA in this context, and that US security authorities may gain access to the data in some circumstances.

Further information on Google reCAPTCHA and the Google Data Privacy Declaration are available at: <https://www.google.com/intl/de/policies/privacy/>.

4.3 Google Maps

We use the map service Google Maps for our website. Google Maps is a service of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Only technically necessary cookies are saved for the maps integrated into our website. The Terms of Use for the map service contain data protection law regulations designed to protect your rights and to comply with data privacy law. The Google Terms of Use for the map service are available at https://www.google.com/intl/de_US/help/terms_maps.html, Google's general explanations on data protection are available at <https://policies.google.com/privacy?hl=de&gl=de>. The legal basis for integrating the map service is Art. 6 para. 1 lit. f) GDPR; we have a legitimate interest in providing map material for the purposes of route-finding.

4.4 Retargeting and remarketing

Retargeting and remarketing are technologies which make it possible to display relevant advertisements to users who have previously visited a certain website even after they leave the website. To do so, it is necessary to continue recognising the web users beyond our own website; cookies from a relevant service provider are used for this purpose, and the previous usage relationship is also taken into consideration. Please see our Cookies Policy [CLIENT PLEASE INSERT LINK] If a user views certain products, for instance, this product or similar products can then be shown to them as an advertisement on other websites. These are personalised advertisements adapted to the needs of individual users. It is not necessary for the user to be identified beyond the recognition function in order to display these personalised advertisements. Because of this, we do not combine the data used for retargeting or remarketing with any other data.

We use such technologies to display advertisements online. We use third-party service providers to display the advertisements. We use the services of Google and Facebook, among others, which allow us to automatically display products of interest to the website user. These functions are implemented using cookies. It is possible that data may be transmitted to the USA by the respective service provider during this process, and that US security authorities may gain access to the relevant data.

Our legal basis for setting the associated cookies is your consent according to Art. 6 para. 1 lit. a) GDPR. Further information on the technologies used is available in the data protection provisions of the respective provider:

Google: <https://policies.google.com/privacy?hl=de>

Facebook: <http://www.facebook.com/policy.php>

4.5 Adobe Analytics and Adobe Target

Adobe Analytics and Adobe Target, web analytics services of Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Republic of Ireland are used in conjunction with our website. These services store data on user behaviour, such as on origin and page views. Furthermore, data such as the user's gender, year of birth or zip code are collected in an anonymised form, although this data cannot be associated with you personally. The data cannot be combined with your personal data (name or address). Furthermore, Adobe Systems only stores your IP address in a truncated format. Cookies may be used in the course of the evaluation as well. The information which is collected is stored by Adobe Systems within the European Union. However, it is possible that data may be transmitted by Adobe to the USA, and that state entities may gain access to this data. Our legal basis for using the tool is your consent according to Art. 6 para. 1 lit. a) GDPR.

Further information on data protection at Adobe Systems and the Data Privacy Declaration are available at: www.adobe.com/de/privacy.html. Information on the functions of cookies and opt-out/opt-in for Adobe Analytics is available at the following link: www.adobe.com/de/privacy/opt-out.html

4.6 Tealium

In connection with our online offer, we use the services of Tealium In., 11095 Torreyana Road San Diego, CA 92121 ("Tealium") both for statistical analyses and for improving our customer approach. With the help of Tealium, information about your behaviour before and during your visit to our online offer - in particular which contents you have taken note of in this respect -, data for your identification - such as (if already available) a customer number and/or e-mail address or an animal profile assigned to you -, information in connection with the browser used by you - such as its type and version - and finally information in connection with your shopping basket or orders placed - such as, for example, the contents of your shopping basket, any wish lists created by you and information about items ordered - are collected and forwarded to Tealium. The data processing described above takes place regardless of whether you visit our online offer as a guest or within the framework of your customer account. The collected data will be deleted by us after thirteen months at the latest, provided that no further measurable interaction could be assigned to your Tealium customer profile by then ("inactivity").

When we use Tealium, cookies or similar technologies are also used. In this respect, it cannot be ruled out that data will be transmitted to the USA and that government agencies may be able to access this data. Our legal basis for the use of the tool is your consent in accordance with Art. 6 Para. 1 lit. a) GDPR.

Insofar as you have consented to the processing of your data for marketing purposes, certain behavioural data or characteristics may be forwarded to Facebook and/or Google to enable the display of personalised advertising. The data is transmitted pseudonymously in accordance with Art. 4 (5) GDPR, but can be assigned to persons by means of certain identifying features within the platforms of the aforementioned providers, insofar as a corresponding user account exists in the platforms.

You can find more information on data protection at tealium at <https://tealium.com/privacy/>. Here you will also find information on how you can technically prevent data processing by tealium yourself.

4.7 Emarsys

In connection with our online offer, we use the services of emarsys eMarketing Systems GmbH, Märzstrasse 1, A-1150 Vienna, Austria ("emarsys") for statistical analyses and to improve our customer approach by e-mail, in particular to be able to provide product recommendations that are as suitable for you as possible. The scope of data processing by us with the help of emarsys depends crucially on whether you visit our online offer merely as a guest or, on the other hand, under your customer account. If you visit our online offer as a guest, information about your shopping basket or the articles you have viewed will be collected and forwarded to emarsys. This information is only processed by us in aggregated form. This means that we do not assign this information to you personally, but only use it for statistical analysis. However, if you visit our online offer as a logged-in user of a customer account, we will assign the aforementioned information to you.

When we use emarsys, cookies or similar technologies are also used. Our legal basis for the use of the tool is your consent in accordance with Art. 6 Para. 1 lit. a) GDPR.

Information on data processing and data protection by or at emarsys can be found at the following address: <https://help.emarsys.com/hc/de/articles/360005205113-gdpr-and-web-extend-all-you-need-to-know>. Here you can also find out how you can technically prevent data processing in connection with the service yourself.

4.8 Hotjar

We also use Hotjar for statistical analyses. Hotjar is a web analytics service of Hotjar Ltd, Level 2, St Julians Business Centre 3, Elia Zammit Street, 3155 St Julians STJ, Malta ("Hotjar"). Hotjar uses cookies that make it possible to analyse your use of the website. The information on your use of the website generated via the cookies is generally transmitted to a Hotjar server in Ireland and stored there. Website visitors receive a unique user ID that can be associated with them during repeated visits to the site. Visitor IP addresses are suppressed before they are saved. The last octet of the IP address is set to 0, so that the complete IP address is not recorded.

The first three octets of the IP address are used only to determine the geographical location of the visitor. On behalf of the operator of this website, Hotjar will use this information to analyse your use of the website, in order to compile reports regarding website activities and provide further services associated with website and internet usage for the website operator.

If you do not want Hotjar to record your data, you can deactivate this here independent of the visit to our website: <https://www.hotjar.com/legal/compliance/opt-out>. Further information is available at <https://www.hotjar.com/legal/policies/privacy> and <https://www.hotjar.com/legal/compliance/gdpr-commitment> (general information on Hotjar and data protection). The legal basis for data processing in this context is your consent according to Art. 6 para. 1 lit. a) GDPR.

4.9 YouTube

YouTube videos are integrated into our website; we use a plug-in from the service YouTube (hereinafter referred to as: "YouTube") operated by Google in order to play these videos. The operator of the service is Google.

We use the YouTube service in extended data protection mode, in order to provide as much protection for your privacy as possible. When you access a page of our website on which a YouTube video is integrated, Google initially receives only the information necessary to complete the integration, and no cookies are set to analyse usage behaviour. Google only receives further information if you play the integrated video; Google may also set cookies to analyse your user behaviour in this context. This data

processing by Google is technically necessary to play YouTube videos, and is specified by YouTube. We have no influence over this data processing, and we recommend taking this into consideration when you play a YouTube video on our website. When videos are played, for instance, Google's YouTube servers are informed of the page of our website from which you are playing the video.

If you are logged into your Google account, you allow Google or YouTube to directly associate your surfing behaviour with your personal Google profile. Therefore, we recommend only playing integrated YouTube videos if you consent to have the associated data processing carried out by Google. You can prevent the data from being associated with your Google profile by logging out of your YouTube account. Further information on how user data is handled is available in the Google Data Privacy Declaration at <https://www.google.de/intl/de/policies/privacy/>, which also applies to YouTube.

We use YouTube to show you videos and thereby to better inform you about us and our services. The legal basis for integrating the videos is our legitimate interest in the sense of Art. 6 para. 1 lit. f) GDPR; videos are played and further data processing is carried out, however, only based on your consent in the sense of Art. 6 para. 1 lit. a) GDPR.

5 Order processing

We use your personal data to complete orders only within our company and within affiliated companies, as well as within the company commissioned to process the order.

5.1 Storage, use, and data transmission in relation to orders

We work with a variety of companies which are responsible for payment processing and logistics in order to process orders. In doing so, we ensure that our partners comply with the provisions of data protection law. We provide your address data (name and address), for instance, to the transportation company that delivers the products you ordered. The legal basis for doing so is Art. 6 para. 1 lit. b) GDPR. The processing of your personal data is necessary to fulfil the contract.

- Under Regulation 13(11) of the ePrivacy Regulations we may be entitled to send you direct marketing communications in the context of the sale of a product or service where certain conditions are met without specific consent. The conditions are: The product or service being marketed is one of ours;
- The product or service being marketed is of a kind similar to that sold to you at the time we obtained your contact details;
- At the time we collected your details, you were given the opportunity to object, in an easy manner and without charge, to the use of your data for marketing purposes;
- Each time we send you a marketing message, we give you the right to object to receipt of further messages; and
- The sale of the product or service to you occurred not more than twelve months prior to the sending of the electronic marketing communication or, where applicable, the contact details were used for the sending of an electronic marketing communication in that twelve-month period.

We will store the data for as long as necessary to fulfil the contract. Furthermore, we store this data for the legally required time period in order to fulfil post-contractual obligations and under commercial and tax law archiving obligations. These archiving obligations generally last 10 years, to the end of the respective calendar year.

5.2 Payment processing for orders, PayPal

Depending on the payment method selected, payments for orders may be processed with the help of a service provider.

For payments made via credit card, your necessary data such as your name, address, and purchase data is forwarded to the respective credit card company.

For payments made via PayPal, you will be sent to the PayPal website via a link. Your personal data is processed in the course of this procedure. This includes your name, address, e-mail address, telephone number in some cases, and account or credit card data. Please observe the General Terms and Conditions, Terms of Use, and Data Privacy Provisions of PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg in this respect, which are on the PayPal website.

You can pay for our goods and services using the reference transaction function (also referred to as “authorise & collect”) of PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as: PayPal). In conjunction with this payment method, we will process available invoice and transaction data, namely your name (first and last name), your address, e-mail address, PayPal account number, and the invoice amount. The invoice amount and your PayPal account number will be transmitted to PayPal to process the collection procedure. After this payment function is confirmed for the first time on your behalf, your payment data, in particular your name and PayPal account number, will be saved in your Maxi Zoo account in order to make it easier to process payment transactions for you in the future.

Further information on data protection at PayPal and the relevant [Terms of Use of PayPal](#) are available at the following link. Learn more about data protection at PayPal at the following [link](#).

If you place an order with us as a guest, the PayPal reference transaction function will not be available to you. However, you can still pay with PayPal. To complete this payment via PayPal, you will be sent to the PayPal website via a link. Your personal data is processed in the course of this procedure. This includes your name, address, e-mail address, telephone number in some cases, and account or credit card data. Please observe the General Terms and Conditions, Terms of Use, and Data Privacy Provisions of PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg in this respect, which are on the PayPal website.

If you make a payment via “Buy on account” or “Direct debit”, your required data, such as your name, contact information, account information and information on the orders you have made, will be transmitted to AfterPay. AfterPay is a service of Arvato Payment Solutions GmbH, Gütersloher Str. 123, 33415 Verl. Please observe the General Terms and Conditions and Data Privacy Policy of AfterPay on the AfterPay website.

The legal basis for processing the payment is Art. 6 para. 1 lit. b GDPR. The processing of your personal data is necessary to fulfil the contract with you, whereby you are free to select your payment method.

We will store the data for as long as necessary to fulfil the contract. Furthermore, we store this data for the legally required time period in order to fulfil post-contractual obligations and under commercial and tax law archiving obligations. These archiving obligations generally last 10 years, to the end of the respective calendar year.

5.3 Credit check

It may be necessary to check your credit, depending on the payment method you select. In this case, if you have granted your consent to a credit check we will use an external service provider, and will

provide your data (name, address, date of birth, any e-mail address, and information on your order) to them. We will transmit data for this purpose to Arvato Payment Solutions GmbH, Gütersloher Straße 123, 33415 Verl ("APS"). As part of the credit check, APS will transmit the data to the contract processors informa solutions GmbH, Rheinstraße 99, 76532 Baden-Baden ("informa") and infoscore Consumer Data GmbH, Rheinstraße 99, 76532 Baden-Baden ("ICD").

The legal basis for the credit check is Art. 6 para. 1 lit. a) GDPR. If you do not want to grant your consent to a credit check, you may need to select a different payment method.

The purpose of the credit check is to obtain an assessment of the likelihood that you will default on our claim under the order. We receive a probability value from our service provider for this purpose (called a score value). Based on this value and any further information available for your previous payment behaviour, we then assess whether we are able to offer you the desired payment method. After completing the review, we will delete the score value; this will not be saved as part of the order data. Therefore, we are also not possible to assess after the fact why a certain payment method was not available, for instance.

In addition, the address data you enter (name and address) is transmitted by us to APS for an address check in order to avoid incorrect deliveries and default of payment, on the basis of Art. 6 para. 1 clause 1 lit. f) GDPR. APS, in turn, transmits this data to ICD via Informa as its contract processor, which then completes the address check based on this data and provides the results of the review. The data necessary for the credit and address check is transmitted via a secure interface.

Further information is also available at the following links: <https://finance.arvato.com/497b4f/globalassets/02-documents/01-corp/04-consumer-services/afs-art14-eudsgvo-sep-18.pdf> and https://documents.myafterpay.com/tnp/privacy-statement/de_de

5.4 PAYBACK

You have the option of entering your PAYBACK customer number in your customer account. As long as you have your PAYBACK customer number saved in your customer account, it will be available to collect PAYBACK points via our online shop. During the order process, the PAYBACK customer number will be transmitted to PAYBACK GmbH, Theresienhöhe 12, 80339 Munich. In addition, personalised content will be displayed to PAYBACK customers whose PAYBACK customer numbers are saved in our customer account. This may include, for instance, a notice on how many PAYBACK points they can collect if they purchase a certain product. When you enter your PAYBACK customer number, we obtain your consent to process personal data. The legal basis for the data processing, therefore, is Art. 6 para. 1 clause 1 lit. a) GDPR. You have the option of deleting the PAYBACK customer number in your customer account at any time.

If you would like to revoke the consent you have granted for advertising and market research in relation to your participation in the PAYBACK program, please contact the PAYBACK Service Center, PO box 23 21 02, 85330 Munich or PAYBACK GmbH, PO Box 23 21 03, 85330, Munich.

6 Maxi Zoo account

You can voluntarily register to use our services. All of your personal information and all information on your use of the different services from Maxi Zoo and its partners, which also offer use of the Maxi Zoo account, will be managed centrally in your Maxi Zoo account. This allows you to manage, update, and delete your data if necessary. The legal basis for processing data related to registration is Art. 6 para. 1 lit. a) GDPR, if you have granted your consent. If you register in order to perform or initiate a contract with us, then Art. 6 para. 1 lit. b) GDPR also serves as the legal basis for processing the data.

6.1 Registering for a Maxi Zoo account

You can register for a Maxi Zoo account online on the Maxi Zoo website. To create a Maxi Zoo account, you are only required to enter an e-mail address and protect your account via a password. If no password is requested or entered during registration, Maxi Zoo will generate an initial password automatically, and you can change this later on. Further information can be added on a voluntary basis. Maxi Zoo reserves the right to offer further registration options in addition to online registration, for which the regulations apply accordingly. In order to take advantage of the full scope of functions of the Maxi Zoo account, you must verify the e-mail address provided to Maxi Zoo during the registration. To do so, Maxi Zoo will then send a confirmation link to the e-mail address provided, which you must click. This process firstly ensures the security of your data, while secondly ensuring communication can be conducted with a valid e-mail address regarding services, delivery status, or payment situation.

6.2 Importing data into your Maxi Zoo account

You can import data which Maxi Zoo has previously collected separately into your Maxi Zoo account. If you agree to have your data imported, Maxi Zoo will search for further data from you collected separately by Maxi Zoo based on the information you provide in your Maxi Zoo account, then automatically include this information in the Maxi Zoo account. This provides you with a complete overview of your data, which can be managed in a uniform basis via the Maxi Zoo account. For technical reasons, once the import has been completed it cannot be reversed; however, it will still be possible to fully deactivate the Maxi Zoo account.

6.3 Collection of data via the Maxi Zoo account

Whenever you are logged in with your Maxi Zoo account, all data on your use of Maxi Zoo's services is saved in your Maxi Zoo account. This includes, in particular, personal data (name, age, addresses, delivery and payment information), vouchers, wish lists, purchase history, communication history, search and navigation behaviour, agreements to individual services (such as the newsletter), discount usage and information provided explicitly or implicitly by the customer regarding key areas of interest (name, type and other information provided by them on pets and livestock, activities with these animals, etc.). Maxi Zoo can use this data to form segments and assign customers to these segments. The customer's assignment to such segments will likewise be stored in their account. Location-specific data, such as your preferred local Maxi Zoo market, your delivery addresses or your city will be stored if you have provided your consent. Your current location will also be used to provide you with relevant offers in Maxi Zoo markets near you. If you do not want data to be stored in your Maxi Zoo account in an individual case, you can use the respective offers without using your Maxi Zoo account. If you want to end all saving of data in your Maxi Zoo account, you can delete your account.

6.4 Use of data by Maxi Zoo

Maxi Zoo uses the stored data to carry out the joint business relationship, as well as to provide the customer with interesting and relevant offers via all communication channels used by the customer, if they have provided their consent to do so. Maxi Zoo uses the saved data (details at Clause 6.3 above) to attempt to determine which services are relevant to you. Maxi Zoo will contact you in the course of the business relationship using the contact information provided, when you take advantage of individual services. You will receive, for instance, automatic order notifications or information on your delivery status. Maxi Zoo will provide you with information based on the preferences you select. We may contact you, for instance, via e-mail, via messages on your smartphone, or other digital communication channels. In addition, customers can select optional communication channels and instances. These include, for instance, specialised newsletters, app notifications, or notifications in other media, such as voice-activated systems.

6.5 Recording data from partner services

Data collected while using the services of partners via the Maxi Zoo account can be stored and processed in the Maxi Zoo account. This primarily includes the same types of data as those collected for data processing by Maxi Zoo itself. When you use the Maxi Zoo account, data may also be transmitted to partners and then processed and used by them, if this is necessary to perform the services or if you have consented to this transmission. Any transmission of data to third parties that are not partners is expressly excluded. An overview of participating partners can be accessed at any time through the Maxi Zoo account.

6.6 Storage term and deletion

Data collected when you use your Maxi Zoo account is generally stored for as long as you have your Maxi Zoo account, but can also be deleted prematurely upon request. The majority of the user data can be viewed, changed or deleted directly in the "My account" area. The user can delete their Maxi Zoo account at any time, by requesting that Maxi Zoo delete it. This request can be submitted electronically, for instance, via the relevant area ("My account") on the country-specific website (such as fressnapf.de, maxizoo.pl). The request must always be placed on the website for the country in which the customer's billing address is located. During the deletion, you can choose whether the account should be deleted immediately, or whether the account should be first deactivated, via a process that can be reversed. If the account is deleted immediately, it will not be possible to restore the data later if the user registers again.

7 Applicant portal

You can apply to work with us and submit all necessary information and documents via the applicant portal. Use of the applicant portal is voluntary; you can also send your application to us in another way, for instance via e-mail or regular mail.

If the application is received via the applicant portal, your documents will be transmitted electronically to the responsible employees. If you have applied to an advertised position, your documents will be stored automatically for three months after the conclusion of the hiring process, as long as there are no other legitimate interests that would interfere with the deletion. Such legitimate interests in this sense include, for instance, the defence of a legal claim. If you submit an application that does not refer to an advertised position (prospective application), your application will be stored for as long as it could still be potentially of interest to the company. You may request that your application be deleted at any time before the end of the intended retention period. If your application is successful, the data you have provided will be stored for the purpose of carrying out the employment relationship, in accordance with applicable legal regulations. In all other cases, the legal basis for storing your applicant data is your consent according to Art. 6 para. 1 lit. a) GDPR.

8 Communication with us

You can contact us in a variety of ways, including using the contact form on our website. In addition, we are glad to provide you with regular information via e-mail in our newsletter.

8.1 Contact form

If you would like to use the contact form on our website, we will collect the personal data you enter into the contact form, in particular your name and e-mail address. In addition, we will store the IP address and the date and time of the request. We will process the data submitted via the contact form exclusively for the purpose of answering your inquiry or your request.

You can decide which information you would like to provide us through the contact form. The legal basis for processing your data is your consent in accordance with Art. 6 para. 1 lit. a) GDPR. After we complete handling of the matter, the data will be stored initially in case there are any questions. You can request at any time that we delete the data; otherwise, it will be deleted after the matter has been handled in full; any statutory retention periods shall remain unaffected.

8.2 Newsletter

When you register for our newsletter, you will be given an option to consent to the use of your e-mail address to receive regular information via e-mail on current topics, as well as e-mails for special occasions such as special sales. E-mails may be personalised and customised based on the information which we have about you. You will always be given the option with each communication to object to receipt of further marketing information.

Unless you have granted us your consent in writing, we use a so-called double opt-in process to register for our newsletter, meaning that we will only send you a newsletter via e-mail if you have first expressly confirmed that we should activate your newsletter subscription. We will send you a notification e-mail for this purpose asking that you click a link contained in the e-mail to confirm that you would like to receive our newsletter.,

The legal basis for processing your data is your consent in accordance with Art. 6 para. 1 lit. a) GDPR, if you have expressly registered for the newsletter. As outlined at 5.1 above it may also be possible for you to receive newsletters, satisfaction surveys, or other advertising materials from us via e-mail or regular mail even without providing your express consent because you have ordered goods or services from us, if we receive your e-mail address in this context and if you have not objected to receive information via e-mail. The advertising content will be restricted to goods and services similar to those you have already ordered. In this case, the legal basis is our legitimate interest in direct advertisement in accordance with Art. 6 para. 1 lit. f) GDPR.

If you no longer wish to receive any newsletters from us, you can revoke the consent you have granted at any time with future effect, or object to continuing to receive the newsletter, without incurring any costs beyond the transmission costs under basic rates. Simply use the unsubscribe link provided in every newsletter, or send a notification to us or to our Data Protection Officer.

8.3 Sweepstakes

From time to time, we offer sweepstakes via our website or through other channels. You can register to take part in the sweepstakes voluntarily; it may be necessary to complete tasks or submit contributions in order to take part in the sweepstakes. You must provide contact information in order to participate, and we will use this information only to carry out the sweepstakes. The data from the sweepstakes will not be combined with other data, unless otherwise regulated in a specific case. Participation in the sweepstakes and your chances of winning do not depend on any other factors, such as on whether you purchase goods or whether you grant your optional consent to receive advertisements.

After the end of the sweepstakes, your data will be stored for another six months, unless you request that it be deleted earlier. The data is stored temporarily in order to review inquiries and complaints, if any. Then, all participant data will be deleted. Data stored for a longer period of time based on express agreement with the individual participants is not included in the deletion. This may include, for instance, information on the winner. You are not obligated to enter into any such agreements with us. Regardless of such agreements, participant data may be published in an anonymised form (John D. from M.).

The legal basis for data processing is Art. 6 para. 1 lit. a) GDPR (consent in the course of taking part in a sweepstakes) or Art. 6 para. 1 lit. b) GDPR (carrying out the sweepstakes).

8.4 Customer reviews

If you are satisfied with our services, you are welcome to leave a review. However, please note the terms of our Posting Policy [INSEr LINK]. If the legal requirements are fulfilled after the order process, we will transmit your e-mail address to our contract processor, Bazaarvoice GmbH, Liebherrstraße 22, 80538 Munich, for this purpose. They will then send an e-mail to you on our behalf allowing you to review the product. Of course, you can also use this service to provide legitimate criticisms; however, in such cases it is a good idea to contact us directly to clarify any issues you may have. If you submit a customer review, please observe the Terms of Use for the service, which are available at the following link <https://media.os.fressnapf.com/cms/2021/05/17.02.2021-Fressnapf-Bazaarvoice-Nutzungsbedingungen.pdf>. Further information on data protection in conjunction with use of the service Bazaarvoice is available at the following URL: <https://www.provenexpert.com/de-de/datenschutzbestimmungen/>.

Your IP address, access to the linked Bazaarvoice platform, the date and creation of your review, your e-mail address and any further personal data you have disclosed in the course of providing the review will be processed in conjunction with your use of this function.

Furthermore, you can also submit customer reviews directly via our website. If you would like to use the review form on our website, we will collect the personal data you enter into the contact form, in particular your name and e-mail address as well as the overall rating. In addition, we will store the IP address and the date and time of the request. Our legal basis for the associated data processing procedures is your consent in accordance with Art. 6 para. 1 lit. a) GDPR.

8.5 Surveys

In order to improve our products and services, from time to time we may invite you to participate in customer or user surveys, for instance via a notification to this effect on our website. The surveys are conducted online; if we complete the surveys on third-party providers' pages, and if data is processed independently by these third-party providers, then we will notify you of this separately. Participation in the surveys is voluntary and will have no effect on your other use of our website; however, it is possible that we may grant an explicitly indicated advantage in thanks for your participation (such as a voucher or a discount), or that you may be entered for a chance to win a prize. If personal data must be provided in order to obtain an advantage or take advantage of a chance to win, this is provided only for processing purposes and without any reference to the content of the survey; the legal basis in this respect is Art. 6 para. 1 lit. b) GDPR. Which customers/users took part in the survey and what answers they submitted are not stored. However, we have taken technical precautions in order to prevent users from participating multiple times and to prevent misuse of such surveys, for instance via automated processes (bots). Cookies or other technologies may also be used for this purpose in order to ensure users are entitled to participate. Please refer to our Cookies Policy [\[INSERT LINK\]](#). The legal basis for data processing with reference to specific persons in this case is our legitimate interest described above in the sense of Art. 6 para. 1 lit. f) GDPR.

8.6 Chatbot

You can submit inquiries via our chatbot and provide any other kind of feedback. The chatbot is a text-based dialogue system that uses artificial intelligence to attempt to classify your inquiry and provide a relevant answer, or forward

the matter as needed. Your entries in the course of using the chatbot are processed in order to respond to your concern. The chatbot may also use the information we have collected regarding the device you are using (such as your language or regional settings) in order to better classify your concern or question. Information collected in the course of using the chatbot is not combined with other information, and is used only to

communicate with you, as well as – in anonymised form – to optimize the function of the chatbot. After the conversation is completed and after the information is stored temporarily for any follow-up questions and for archiving purposes, it will be deleted or anonymised.

You can decide which information you would like to provide us while using the chatbot. The legal basis for processing your data is your consent in accordance with Art. 6 para. 1 lit. a) GDPR. Please also refer to our Posting Policy [\[INSERT LINK\]](#).

9 Social media

In addition to our website, we also use a variety of social media channels to provide information and communicate with you; links are provided to these on our website. Specifically, we use the social networks Facebook and Instagram, the career network Xing, and YouTube. You can identify the links by the logos of the individual providers.

When you click the links, the relevant social media pages will open. This Data Privacy Declaration does not apply to these pages. In general, the provisions and Data Privacy Policies of the individual providers apply to those pages. The following section provides an overview of the notices for the individual providers.

Facebook: <http://www.facebook.com/policy.php>

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

Xing: <https://www.xing.com/privacy>

YouTube: <https://policies.google.com/privacy?hl=de&gl=de>

Before you access these links, no personal data is transmitted to the respective providers. Your access of the linked page serves as the basis for data processing by the respective provider.

In addition, the following notices on processing of your personal data apply to our use of the social media channels Facebook and Instagram.

9.1 Facebook fan page

In addition to our website, we also operate a fan page on the social network Facebook. We use the fan page to provide you with information on our activities, and it also serves as a communication channel. The social network Facebook is operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland (hereinafter referred to as: "Facebook").

Definition of responsibility

Whenever possible in our interactions with Facebook, we work to ensure the protection of your privacy and your private data. If we process your personal data in conjunction with your visit to the fan page, the statements in this Data Privacy Declaration apply without restriction. In addition, because the fan page is integrated into Facebook's site, please note that personal data may be processed by Facebook as well. We have no influence over this data processing by Facebook; in particular, Facebook does not act as a contract processor on our behalf or under our responsibility. Based on information provided by Facebook, the Facebook guidelines apply to Facebook's data processing, which are available at <https://de-de.facebook.com/policy.php>.

From a data protection law standpoint, we and Facebook are considered jointly responsible for operating the fan page and for analysing user data when you visit the fan page. In accordance with data protection law, we have concluded an agreement to define responsibilities within our internal relationship with Facebook.

Facebook Insights

Facebook offers the operators of fan pages the option of receiving an overview of how the fan page is used and its users via the Page Insights function. Page insights can be used primarily to access and analyse statistical data. We use the data from Page Insights to make our fan page as attractive and

efficient as possible. Data which has been generated by Facebook is provided to us by Facebook for this purpose. Facebook provides further information on how the Page Insights function works and who is responsible for it at https://www.facebook.com/legal/terms/page_controller_addendum.

Messenger

Facebook offers users who are registered on Facebook the ability to communicate directly using the Facebook Messenger. If you contact us using the Messenger, we will store and use the data you transmit only for the purpose of responding to your inquiry. The legal basis for processing your data is your consent in the sense of Art. 6 para. 1 lit. a) GDPR, as well as our legitimate interest in the sense of Art. 6 para. 1 lit. f) GDPR. We have a legitimate interest in recording and processing customer inquiries, in analysing customer inquiries, and in checking for misuse.

The data is deleted as long as it is no longer necessary to achieve the purpose for which it was collected. For your personal data, this is the case when the respective conversation has ended. We consider the conversation to be ended if circumstances indicate that the matter in question has been fully clarified. You may revoke your consent to process your personal data at any time; in this case, we will delete the data immediately as long as there are no grounds to store it further.

Further information on Facebook

If you have any questions regarding how we use personal data in conjunction with the Facebook fan page, you are welcome to contact us and our Data Protection Officer at any time. The contact information and communication channels are explained in our Data Privacy Declaration. If you have questions regarding data protection at Facebook, please contact Facebook directly. General information on using social networks securely is also provided by the Bundesamt für die Sicherheit in der Informationstechnologie (BSI - German Federal Office for Information Security) on its website at https://www.bsi-fuer-buerger.de/BSIFB/DE/DigitaleGesellschaft/SozialeNetze/sozialeNetze_node.html.

9.2 Instagram account

In addition to our website, we also operate a fan page on the social network Instagram. We use the Instagram account to provide you with information on our activities, and it also serves as a communication channel. The social network Instagram is operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland (hereinafter referred to as: "Facebook").

Responsibility under data protection law

Whenever possible in our interactions with Instagram, we work to ensure the protection of your privacy and your private data. If we process your personal data in conjunction with your visit to the Instagram account, the statements in this Data Privacy Declaration apply without restriction. In addition, because the account is integrated into Facebook's site, please note that personal data may be processed by Facebook as well. We have no influence over this data processing by Facebook; in particular, Facebook does not act as a contract processor on our behalf or under our responsibility. Based on information provided by Facebook, the Facebook guidelines apply to Facebook's data processing, which are available at <https://de-de.facebook.com/help/instagram/519522125107875>.

From a data protection law standpoint, we and Facebook bear separate responsibility for operating the account on Instagram and for associated communication and analytic services. If we process your

personal data in conjunction with your visit to our Instagram account, and if we solely decide on the purposes and means of data processing used, then we are responsible for the data processing. This is generally the case if you communicate with us directly via the “Instagram Direct Messaging” function, and transmit your data to us in this manner. If your personal data is processed by Facebook and Facebook decides solely on the means and purposes of data processing, then Facebook is solely responsible for this data processing. This applies in particular to instances when Facebook analyses user behaviour for its own purposes.

Instagram Insights

Facebook offers the operators of Instagram accounts the option of receiving an overview of how the account is used and its users via the “Instagram insights” function. Instagram insights can be used primarily to access and analyse statistical data. We use the data from Instagram Insights to make our Instagram account as attractive and efficient as possible. Data which has been generated by Facebook on its own account is provided to us by Facebook for this purpose. Most of the data we receive from Facebook is anonymised data and statistical data. If we do receive personal data in this context, we are responsible for our processing of this data in order to analyse use of our Instagram account. Facebook provides further information on Instagram Insights at <https://www.facebook.com/help/instagram/788388387972460>.

Instagram Direct Messaging

You can use the “Instagram Direct Messaging” function on Instagram to communicate directly with us. If you contact us using the Instagram Direct Messaging function, we will store and use the data you transmit only for the purpose of responding to your inquiry. The legal basis for processing your data is your consent in the sense of Art. 6 para. 1 lit. a) GDPR, as well as our legitimate interest in the sense of Art. 6 para. 1 lit. f) GDPR. We have a legitimate interest in recording and processing customer inquiries, in analysing customer inquiries, and in checking for misuse.

The data is deleted as long as it is no longer necessary to achieve the purpose for which it was collected. For your personal data, this is the case when the respective conversation has ended. We consider the conversation to be ended if circumstances indicate that the matter in question has been fully clarified. You may revoke your consent to process your personal data at any time; in this case, we will delete the data immediately as long as there are no grounds to store it further.

Further information on Instagram

If you have any questions regarding how we use personal data in conjunction with our Instagram account, you are welcome to contact us and our Data Protection Officer at any time. The contact information and communication channels are explained in our Data Privacy Declaration. If you have questions regarding data protection on the social network Instagram, which is provided by Facebook, please contact Facebook directly.

10 Your rights and contact

We work to provide you with the most transparent explanations possible on how your personal data is processed and on the rights to which you are entitled. If you would like further information or would like to exercise your rights, you can contact us at any time so that we can respond to your request.

10.1 Rights of data subjects

You have a wide range of rights with respect to the processing of your personal data. Firstly, you have a comprehensive right to receive information, and you can also request the rectification and/or deletion or blockage of your personal data. You can also request that processing be restricted, and you have the right to object to processing as well. You also have a right to data portability with respect to the personal data you transmit to us and a right not to be evaluated on the basis of automated processing.

If you would like to assert one of your rights and/or receive further information on these rights, please contact our customer service. Alternatively, you can also contact our Data Protection Officer.

10.2 Revocation of consent and objection

Once you have granted your consent, you are free to revoke it at any time with future effect. If you revoke your consent, this will not affect the legality of processing carried out based on the consent up to that point. Our customer service and Data Protection Officer also serve as your contact persons for doing so.

If your personal data is processed not based on your consent, but on another legal basis, you can object to this data processing. Your objection will result in the data processing being reviewed and ended if necessary. You will be informed of the results of the review, and will receive further information from us on why the data processing is permitted, if we intend to continue data processing.

10.3 Data Protection Officer and contact information

We have appointed a Data Protection Officer to support us on data protection law matters; you can contact her directly. If you have questions related to how we handle personal data or need further information on data protection law matters, our Data Protection Officer and their team will be happy to assist you:

Alexandra Niesen-Finger
Fressnapf Holding SE
Westpreußenstraße 32-38, D-47809 Krefeld
E-Mail: privacy@fressnapf.com.

10.4 Complaints

If you believe that our processing of your personal data is in violation of this Data Privacy Declaration or the applicable data protection provisions, then you have the right to submit a complaint to the supervisory authority. You can also submit a complaint to our Data Protection Officer. The Data Protection Officer will then review the matter and inform you of the results of the review.

11 Further information and changes

11.1 Links to other websites

Our website may contain links to other websites. These links are generally marked as such. We have no influence over whether the linked websites conform to applicable data protection laws. Therefore, we recommend that you review the Data Privacy Declarations of other websites as well.

11.2 Amendments to this Data Privacy Declaration

The date (below) indicates the version of this Data Privacy Declaration. We reserve the right to amend this Data Privacy Declaration at any time with future effect. An amendment will be made, in particular, if we make technical changes to our website or if data protection law regulations change. The current version of the Data Privacy Declaration is always available directly via our website. We recommend that you regularly review the amendments to this Data Privacy Declaration.

Version date for this Data Privacy Declaration: 29.04.2022