

Cookie Policy

Introduction

We, Fressnapf Tiernahrungs GmbH, as the operator of the online offer, are the data controller responsible for processing the personal data of the users of the online offer. We take the protection of your privacy and your private data very seriously. In the context of this cookie policy, we would like to inform you about the processing of your personal data in the context of the use of cookies by us or in our online offer. Basic information on the processing of personal data can also be found in the privacy statement for our online offer.

What are cookies?

Cookies are used for our online offer – as on many websites. Cookies are small text files that are stored on your computer and save certain settings, as well as data for exchange with the online offer from us via your browser. A cookie usually contains the name of the domain from which the cookie file was sent, information about the age of the cookie and an alphanumeric identifier.

Cookies allow us to recognise your computer and make any preferences and settings immediately available. The cookies we use are – as far as possible – so-called session cookies, which are automatically deleted after the end of the browser session. Occasionally, cookies with a longer storage period can also be used so that your settings and preferences can also be taken into account the next time you visit our online offer.

Here's how to manage cookies

Most browsers are set to accept cookies automatically. However, you can deactivate the storage of cookies or set your browser to notify you as soon as cookies are sent. It is also possible to delete previously stored cookies manually via the browser settings. Please note that you may only be able to use our online offer to a limited extent or not at all if you reject the storage of cookies or delete necessary cookies. A subsequent adjustment of the selection once made is possible at any time by calling up the cookie settings in the footer again.

Legal basis for the use of cookies

If cookies are not required for our online offer, we ask you for your consent to the use of cookies when you access the online offer for the first time. With regard to the non-essential cookies of third-party providers, you will find a more detailed description of the services of these third-party providers used by us below. The legal basis for the associated data processing, including any data transfer, is, in each case, your consent within the meaning of Art. 6 para. 1 lit. a) GDPR. Once given, consent can be revoked at any time with effect for the future, in particular, by changing the selected settings.

The legal basis for the use of necessary cookies is our legitimate interest in the proper provision of our online offer within the meaning of Art. 6 para. 1 lit. f) GDPR and – insofar as contracts are concluded

or fulfilled via our online offer – the fulfilment of the contract within the meaning of Art. 6 para. 1 lit. b) GDPR.

Cookies used by us

Name	Service	Purpose	Type of cookie and retention period
	Fressnapf Cookie	Provides the shopping basket function	Necessary for the session or as long as logged in
	Fressnapf Cookie	Language management	Necessary for the session or as long as logged in.
	Fressnapf Cookie Dialogue	Saves the settings of the Cookie Dialogue	Necessary, up to 1 year

Third-party cookies

For some functions in our online offer, we rely on services from third-party providers. The corresponding services are mainly optional functions that must be explicitly selected or used by you. We have concluded contractual agreements with the respective providers for the provision or integration of their services and are committed, to the greatest extent possible, to ensuring that the third-party providers also provide transparent information about the scope of the processing of personal data and comply with the provisions of data protection law.

	Service	Purpose	Type of cookie and retention period
	Google Tag Manager of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google")	Managing the tracking codes in our online offer, which enable us to analyse the use of our online offer and to improve and personalise our services	Optional, Marketing, Up to 1 year
	Adobe Analytics of Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Republic of Ireland ("Adobe")	Statistical evaluation and improvement of the customer approach	Optional, Statistics, up to 2 years
	Adobe Target from Adobe	Statistical evaluation and improvement of the customer approach	Optional, Statistics, 2 years
	Customer Data Platform of Tealium Inc, 11095 Torreyana	Statistical evaluation and improvement of the customer approach	Optional, Marketing, 1 year

	Road San Diego, CA 92121 ("Tealium")		
	Web Extend of Emarsys Interactive Services GmbH	Statistical evaluation and improvement of the customer approach	Optional, Marketing, Up to 1 year
	Hotjar by Hotjar Ltd. , Level 2, St Julians Business Centre 3, Elia Zammit Street, 3155 St Julians STJ, Malta ("Hotjar")	Statistical evaluations and improvement of the customer approach	Optional, Statistics, Up to 1 year
	Facebook and Instagram by Meta Platforms, Inc.	Management of tracking codes in our online offer, which enable us to analyse the use of our online offer and to improve and personalise our services, as well as for retargeting or remarketing purposes	Optional, Marketing, Retargeting or remarketing, Up to 1 year
	Pinterest by Pinterest Inc.	Management of tracking codes in our online offer, which enable us to analyse the use of our online offer and to improve and personalise our services, as well as for retargeting or remarketing purposes	Optional, Marketing, Retargeting or remarketing Up to 1 year
	Bing by Microsoft Corp.	Management of tracking codes in our online offer, which enable us to analyse the use of our online offer and to improve and personalise our services, as well as for retargeting or remarketing purposes	Optional, Marketing, Retargeting or remarketing Up to 1 year
	Bazaarvoice by Bazaarvoice Inc.	Displaying and submitting product ratings	Necessary, Up to 2 years
	Curalate by Gorilla GmbH	Presentation of social media content	Optional, Necessary, Up to 1 year
	Xandr Inc. Attn: Privacy Office 28 West 23rd Street, Fl 4 New York, NY 10010 USA	Management of tracking codes in our online offer, which enable us to analyse the use of our online offer and to improve and personalise our services, as well as for retargeting or remarketing purposes	Optional, Marketing, Retargeting or remarketing Up to 90 days https://www.xandr.com/privacy/cookie-policy/
	AWIN AG	Cookies are required for billing purposes of the	Optional, Marketing,

	Landsberger Allee 104 BC 10249 Berlin	affiliate publisher (correct allocation of commission). Saves the reference with one click to assign an order between publisher and advertiser.	Retargeting or remarketing Up to 1 year https://success.awin.com/s/article/What-kind-of-cookies-does-Awin-use?language=en_US
_clck _clsk CLID ANONCHK MR MUID SM	Microsoft Corporation One Microsoft Way Redmond, WA 98052-6399 USA	Collecting usage and interaction data through behavioral metrics, heatmaps and recording usage to improve our products/services.	Click Data (data displayed in the Clarity portal or aggregated data per page on the website, such as the URL, user ID and mouse cursor data). → 13 months Recording Data (data collected for playback.) → 30 days Sessions that have been flagged or favorited → 13 months

Google Tag Manager

Google Tag Manager is a tag management system (TMS) that can be used to manage tags, i.e. tracking codes and associated code fragments, on our website. Google services can be integrated into a website via the Google Tag Manager.

When using the Google Tag Manager, a connection to Google’s servers is established. This means that the IP address of the browser of the terminal device used by the visitor to these web pages is stored by Google. It cannot be ruled out that data will be transmitted to Google in the USA in this context and that US security authorities may be able to access the data under certain circumstances. However, cookies are not set in connection with the use of the Google Tag Manager.

You can find more information about the Google Tag Manager and data processing by Google here:

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

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

Adobe Analytics and Adobe Target

Adobe Analytics and Adobe Target store data on usage behaviour – including origin and page views. Furthermore, data such as gender, year of birth or postcode are collected in anonymised form without any conclusions being possible about you as a person. A combination of the data with your personal

data (name or address) is not possible. Furthermore, your IP address is only stored by Adobe Systems in a shortened form. Cookies are also used as part of the evaluation. The information collected is stored by Adobe Systems within the European Union. However, it cannot be ruled out that data will be transmitted to the USA and that government agencies may be able to access this data.

You can find more information on data protection at Adobe Systems and the privacy statement at: www.adobe.com/de/privacy.html. Information about the function of cookies and opt-out/opt-in from Adobe Analytics can be found at the following link: www.adobe.com/de/privacy/opt-out.html

Tealium

We use Tealium services both for statistical analysis and to improve 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 (for example, if already available, a customer number and/or e-mail address assigned to you or an animal profile assigned to you), information in connection with the browser you use (for example, its type and version), and finally information in connection with your shopping basket or orders placed (such as the contents of your shopping basket and any wish lists you may have created, as well as information on items ordered) – is collected and forwarded to Tealium. The data processing described above takes place irrespective of whether you visit our online offer as a guest or within the framework of your customer account. The collected data is automatically deleted after thirteen months, insofar as no further measurable interaction could be assigned to your customer profile in Tealium by then (“inactivity”).

In this respect, it cannot be ruled out that data will be transmitted to the USA and that, as a result, government agencies may be able to access this data. Where you have consented to the processing of your data for marketing purposes, certain behavioural data or characteristics may be shared with Facebook and/or Google to enable the display of personalised advertising. The data is transmitted in pseudonymous form 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 on Tealium at <https://tealium.com/privacy/>. Here you will also find information on how you can, from a technical standpoint, prevent data processing by Tealium yourself.

Emarsys

We use Emarsys services for statistical evaluations and to improve our customer approach by e-mail, in particular, to be able to provide product recommendations that are as suitable as possible for you. 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 is collected, in particular, about your shopping basket or the articles you have viewed and forwarded to Emarsys. These are only processed by us in aggregated form. This means that we do not subsequently assign this information to you personally, but only use it for statistical evaluations. If you visit our online offer as a logged-in user of a customer account, we will, however, assign the aforementioned information to you.

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, from a technical standpoint, prevent data processing in connection with the service yourself.

Hotjar

We use Hotjar for statistical analysis. The cookies used enable an analysis of your use of the website. The information generated by the cookies about your use of this website is usually transferred to a server of Hotjar in Ireland and stored there. Website visitors receive a unique user ID that can be assigned to them on recurring visits. IP addresses of visitors are suppressed before they are stored. The last octet of the IP addresses is set to 0 so that the complete IP address is not recorded.

The first three octets of the IP address are only used to determine the geographical location of the visitor. On behalf of the operator of this website, Hotjar will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. If you do not want Hotjar to collect data, you can disable it here: <https://www.hotjar.com/legal/compliance/opt-out>. For more information, please visit <https://www.hotjar.com/legal/policies/privacy> or <https://www.hotjar.com/legal/compliance/gdpr-commitment> (general information about Hotjar and data protection).

Awin

We use Awin to approach customers in affiliate marketing. External website operators (publishers; voucher publishers, cashback publishers, etc.) place links to the Fressnapf online shop on the corresponding partner sites and receive a commission in return if purchases are made via this channel. Cookies must be used so that publishers can receive payment. As soon as a customer buys via affiliate marketing in the Fressnapf online shop, the following data is transferred to Awin: Order number, publisher ID, net price, customer status (new or existing customer). Both Awin and the respective publishers can see this data, but they cannot draw any conclusions about customer data on the basis of this data.

Bazaarvoice

We use the service of Bazaarvoice GmbH, Liebherrstraße 22, 80538 Munich, to provide you with the customer ratings function. In order to provide you with this function, the use of cookies is required. The legal basis for the use of necessary cookies is our legitimate interest in the proper provision of our online offer within the meaning of Art. 6 para. 1 lit. f) GDPR. For more information on customer ratings and the associated data processing, please see our privacy statement.

Retargeting and remarketing

Retargeting or remarketing are technologies that display suitable advertising to users who have previously visited a particular website, even after they have left that website. For this purpose, it is necessary to recognise internet users beyond their own website, for which cookies from the

corresponding service providers are used; in addition, previous usage behaviour is taken into account. For example, when a user looks at certain products, these or similar products can later be displayed to him or her as advertisements on other websites. These are personalised advertisements adapted to the needs of individual users. For this personalised advertising, it is not necessary for the user to be identified beyond the scope of recognition. We, therefore, do not combine the data used for retargeting or remarketing with any other data.

We use such technologies to place advertisements on the internet. We use third-party providers for the placement of the ads. We use offers from Google, Facebook and Pinterest, among others, which enable automatic display of products of interest to the internet user. These functions are implemented through cookies. It cannot be ruled out that data will be transferred to the USA in the course of these processes, and that US security authorities will gain access to the corresponding data.

For more information on the technologies used, please refer to the privacy policy of the respective provider:

Google:	https://policies.google.com/privacy?hl=en
Facebook:	http://www.facebook.com/policy.php
Pinterest:	https://policy.pinterest.com/de/privacy-policy
Active Agent AG:	https://www.adition.com/en/privacy-opted-out/
Google Ireland Ltd:	https://adssettings.google.com/u/0/authenticated

Clarity

We use Clarity for statistical evaluations. The cookies employed allow us to analyze your use of the website. The information generated by the cookies about your use of this website is typically transmitted to and stored on a server of Microsoft Azure Cloud. We collaborate with Microsoft Clarity and Microsoft Advertising to utilize and enhance our website, products, and services through behavioral metrics, heatmaps, and session recordings. Website usage data is collected using first- and third-party cookies as well as other tracking technologies to determine the popularity of products/services and online activities. Additionally, we use this information to optimize the website for fraud and security purposes, as well as for advertising.

Further information and changes

We update this cookie policy from time to time, particularly in the event of changes to the cookies used. We, therefore, recommend that you regularly check for any changes to this cookie policy.