

# Privacy Policy

The person responsible within the meaning of the EU General Data Protection Regulation and other data protection regulations is:

namotto Universal Brands GmbH & Co KG,  
Uhlandstrasse 154, 10719 Berlin, Germany  
Ust-ID DE815899694  
Steuer-Nr. 27/166/50164  
Phone: +49 (0) 30 12039339 (no customer support),  
E-Mail: [info@namotto.de](mailto:info@namotto.de)  
Website: <https://namotto.de/>

Data Protection Commissioner

The following were appointed as external data protection officers:  
Jasmin Lieferring, LITC - Lieferring IT Consulting, Bärenmarsch 3, 31623 Drakenburg,  
Germany  
Phone: +49 5024-9817244; Email: [datenschutz@elopage.com](mailto:datenschutz@elopage.com)

## We respect your data!

We are pleased that you are interested in our website. The trust of all visitors and customers, the security of your data and the protection of your privacy are of central importance to us. We therefore treat your personal data in accordance with the applicable statutory data protection regulations and this privacy policy. Personal data is information that can be used to find out your identity, such as your real name, address or telephone number. If you view and use our website without registering or expressly providing us with any other information, we process the data that is transmitted to us with every request from your browser (see "Protocol data" below). If you expressly provide us with personal data (e.g. via our contact form), this is only for the purpose of the request or the respective order. We would like to point out that data transmission on the Internet can never be fully protected against access by third parties. In the following we would like to explain in more detail which data we process, when and for what purpose. It explains how our offered services work and

how the protection of your personal data is guaranteed.

## Legal basis for the processing of personal data

If we obtain the consent of the data subject for the processing of personal data, Art. 6 para. 1 lit. a GDPR, serves as the legal basis. For the processing of personal data, which is necessary for the performance of a contract to which the data subject is a party, Art. 6 para. 1 lit. b GDPR, serves as the legal basis.

This also applies to processing operations that are necessary to carry out pre-contractual measures. If processing of personal data is necessary to fulfill a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR, serves as the legal basis. In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d GDPR serves as the legal basis. If processing is necessary to safeguard the legitimate interests of our company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 (1) lit. f GDPR, serves as the legal basis for data processing.

## Deletion of data and duration of storage

The personal data of the data subject will be deleted as soon as the purpose of storage no longer applies. Storage can also take place if this has been provided for by European or national laws or other regulations to which the person responsible is subject. The data will also be blocked or deleted if a storage period prescribed by the aforementioned regulations expires, unless there is a need for further storage of the data for the conclusion or performance of a contract.

## Your rights

You have a right to free information about the data we have stored about you and, if necessary, a right to correction, restriction of processing or deletion of this data. You also have the right to data portability. Finally, you also have the right to complain about the processing of your personal data by us to the data protection supervisory authority. We would also like to point out that you are responsible for the future processing of your personal data in accordance with the legal requirements of article 21 GDPR at any time. The objection can in particular be made against processing for direct marketing purposes.

## Provision of information

If you have any questions about the collection, processing or use of your personal data, for information, for the correction, for blocking or the deletion of data, as well as for the revocation of any given consent or for the objection to a specific usage of data, please use the following email address: [datenschutz@elopage.com](mailto:datenschutz@elopage.com)

## Log data

The automatic collection and storage of log data by the provider of the Internet services (provider) takes place because the processing of this data is technically necessary in order to display our website to you and to ensure stability and security. The log data includes the following information:

- Date and time of the respective request
- Internet address (URL) that was requested
- URL that the visitor visited immediately before
- Browser and language used
- Operating system used and its surface
- The visitor's IP address and host name
- Access status / http status code

- Amount of data transferred in each case

The transmission of this data to us, takes place automatically and cannot be attributed to your person with reasonable effort. The legal basis for processing this data is our legitimate interest in accordance with Art. 6 Paragraph 1 Sentence 1 lit. f GDPR, by reason of this data processing being necessary for the operation and display of the website. The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, the above mentioned case occurs, when the respective session has ended. The collection of the data for the provision of the website and the storage of the data in log files is essential for the operation of the website. Consequently, there is no possibility for the user to object.

## Cookies

In order to make visiting our website attractive and to enable the use of certain functions, we use so-called cookies. These are small text files that are stored on your device and that store certain information for exchange with our system. The legal basis for processing this data is Art. 6 Paragraph 1 Clause 1 lit. f GDPR. Some of the cookies we use are deleted after the browser session, i.e. after closing the browser (transient cookies). These include, in particular, session or session cookies. These store a unique identifier (session ID). With this session ID different requests from your browser can be assigned to a common session. This means that your end device can be recognized if you return to our website during a session. Session cookies are also deleted when you log out. Other cookies remain on your device for a specified period and enable us to recognize your browser or device the next time you visit (persistent cookies). If you log in to your user account and do not log out, you will remain logged in. For this we use persistent cookies to recognize your device the next time you visit after closing the browser. You then do not have to log in again. We use a persistent cookie (session cookie). This automatically expires after 30 days of inactivity. Please note that certain cookies are already set as soon as you enter our website. You may also set your browser to notify you before you receive a cookie so that you can decide individually whether to accept them or to exclude the acceptance of cookies for certain cases, in particular third-party cookies

(third party cookies), or to refuse them in general. If you do not accept cookies, the functionality of our website may be restricted for you.

## Configuration of the cookie settings in the browser

You have the option of preventing cookies from being saved on your computer by making the appropriate browser settings. Each browser differs in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. These can be found for each browser respectively, with the following links:

Internet Explorer™:

<http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>

Safari™:

<http://apple-safari.giga.de/tipps/cookies-in-safari-aktivieren-blockieren-loeschen-so-guehnt-s/> und [https://support.apple.com/kb/PH21411?locale=de\\_DE](https://support.apple.com/kb/PH21411?locale=de_DE)

Chrome™:

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

Firefox™: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Opera™: <http://help.opera.com/Windows/10.20/de/cookies.html>

## SSL encryption

For security reasons, our website uses SSL encryption (Secure Sockets Layer). This protects transmitted data and cannot be read by third parties. You can recognize successful encryption by the fact that the protocol name in the status bar of the browser changes from "http: //" to "https: //" and that a closed lock symbol is visible there.

## Web hosting via Host Europe

We use the services of Host Europe GmbH, Hansestrasse 111, 51149 Cologne for web hosting for our websites and have concluded a contract for order processing in accordance with Art. 28 GDPR with Host Europe. Further information can be found in Host Europe's data protection declaration at

<https://www.hosteurope.de/AGB/Datenschutzerklaerung/>. The legal basis is our legitimate interest in the operation and maintenance of the operational security of this website in accordance with Art. 6 Para. 1 S. 1 lit. f GDPR.

## Contact via chat or contact form

We work with Zendesk's live chat tool and help center to provide you with the best possible support when you visit our website and for all your questions and concerns.

The connection is established by calling up the Zendesk widget or our help center at support.elopage.com. Your IP address, date and time of access, browser type and version, the operating system used, URL of the previously visited website and the amount of data sent are saved by Zendesk.

You can contact us electronically using the contact form provided by us. Our contact form indicates which data is mandatory and which can be entered voluntarily. All data entered are stored in our Zendesk application and are transmitted securely.

We have no knowledge of the further processing of personal data by Zendesk.

There is solely the usage of cookies in order to be able to use Zendesk.

The legal basis for this processing is our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR, as we would like to offer a modern and interactive contact option.

We have concluded a contract for order processing in accordance with Art. 28 GDPR with Zendesk. Further information can be found in the data protection declaration of Zendesk 1019 Market St, San Francisco, CA 94103, USA at

<https://www.zendesk.de/company/customers-partners/privacy-policy/>.

Your personal data will be deleted as soon as storage is no longer required for this purpose or we will restrict processing if there are statutory retention requirements. The legal basis for the processing of the data is the implementation of a pre-contractual measure by your request in accordance with Art. 6 para. 1 lit. b GDPR.

## Comments on our blog [blog.elopage.com](https://blog.elopage.com)

If you leave a comment on our website, the following data will be saved in connection with it:

- The chosen username
- Date and time of the comment
- Your email address
- your IP address

Your IP address will be deleted after a week. The storage of the IP address is necessary for us to be able to defend ourselves against liability claims of third parties if possible publications in the comments represent illegal content. We need your email address in order to be able to contact you if third parties object to your comments as unlawful. The legal bases are Art. 6 Paragraph 1 lit. b and f GDPR.

The service provider and recipient of the data for the comment function is Disqus 717 Market St San Francisco, CA 94103. Further information can be found in Disqus' data protection declaration in the data protection declaration

<https://help.disqus.com/terms-and-policies/disqus-privacy-policy>

## Sending our email newsletter via "Active Campaign"

Through the information provided in this section, we will clarify how the registration, sending, evaluation and content of our email newsletter are structured.

If you subscribe to our email newsletter and want to read it regularly, then your registration with a valid e-mail address and thus your consent to the processing of your personal data by us is required. Please note the declaration of consent on the registration form for the newsletter.

Before sending the newsletter, you must explicitly confirm to us in the so-called double opt-in procedure that we should activate the e-mail newsletter service for you. We do this to prevent third-party email addresses from being used for registrations. You will receive a confirmation and authorization email from us asking you to click the link contained in this email and to confirm that you would like to receive our newsletter. If you do not receive confirmation, your personal data will be deleted within 7 days.

In connection with the registration, the time of registration, the time of confirmation, the IP address and the consent text are saved in addition to the email address. We use the email address only for the delivery of the newsletter unless you have expressly consented to other use.

Small, "invisible" files (beacons) that are sent with the newsletter can be used to carry out various evaluations to improve our offers. The IP address, browser, time of access and opening of the newsletter and click behavior on links contained in the newsletter are recorded and statistically evaluated.

The newsletter is sent based on the consent of the recipient in accordance with Art. 6 para. 1 lit. a, Art. 7 GDPR in conjunction with § 7 Para. 2 No. 3 UWG. The analysis of the opening and click rates is based on our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR. It is our interest to create the most suitable offers for our users and to achieve this by analyzing user behavior and continuously optimizing it.

Service provider for the dispatch: The newsletter is dispatched with the help of ActiveCampaign, Inc., 1 N Dearborn, 5th Floor, Chicago, IL 60601, USA (hereinafter referred to as "dispatch service provider"). You can view the data protection regulations of the shipping service provider at <https://www.activecampaign.com/privacy-policy/>. The dispatch service provider is certified under the Privacy Shield Agreement and thereby offers a guarantee to comply with the European level of data protection, the associated information can be found at: (<https://www.privacyshield.gov/participant?id=a2zt0000000GnH6AAK>)



We have concluded a data processing agreement with the provider in accordance with a contract for order processing in accordance with Art. 28 GDPR.

You can cancel the receipt by withdrawing your consent. You can unsubscribe from the newsletter at any time. Please use the link provided in the newsletter for this.

## Sending transaction and account-based emails via "MailChimp"

We use the information provided in this section to clarify how the registration, sending, evaluation and content of transactional or account-based emails are structured.

If you have a seller, publisher, team member or elopage affiliate account, you will regularly receive campaign-related emails about your use of elopage as well as sales and invoices.

If you purchase a product from one of our providers, you will receive purchase-related emails for the delivery of the product, for payment and - depending on the configuration by the provider - for online courses and congresses, also emails for the course content. You can cancel the receipt of the course-related emails from the course providers at any time by withdrawing your consent. An unsubscription is possible at any time. Please use the link provided in the email of the provider, since the emails are part of the use of elopage. You will receive an email immediately after registering the account to confirm your email address. In connection with the confirmation, the time of registration, the time of confirmation and the IP address are saved in addition to the email address.

Small, "invisible" files (beacons) that are sent with the email can be used to carry out various evaluations to improve our offers. The IP address, browser, time of access and opening of the newsletter and click behavior on links contained in the newsletter are recorded and statistically evaluated. The analysis of the opening and click rates is based on our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR. It is our interest to see whether the mails are sent stably.

Service provider for the dispatch: The dispatch of the newsletter takes place with the help of MailChimp, a dispatch platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE # 5000, Atlanta, GA 30308, USA (hereinafter referred to as "dispatch service provider" ). You can view the data protection regulations of the shipping service provider at <https://mailchimp.com/legal/privacy/>. The dispatch service provider is certified under the Privacy Shield Agreement and thereby offers a guarantee to comply with the European level of data protection, the associated information can be found at:

(<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG>)

We have concluded a data processing agreement with the provider, according to a contract for order processing in accordance with Art. 28 GDPR.

## Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that enable an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. If IP anonymization is activated on this website, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. The full IP address is only transferred to a Google server in the USA and abbreviated there in exceptional cases. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports and statistics on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to fully use all functions of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by

installing and using the browser plug-in available under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>.

This website uses Google Analytics with the extension "\_anonymizeIp ()". As a result, IP addresses are further processed in abbreviated form. According to Google, this should almost completely disable the individual identification of the user.

As far as the data collected about you belongs to any personal reference, this should therefore be excluded immediately and the personal data should thus be deleted immediately.

We use Google Analytics to analyze and regularly improve the use of our website. We can use the statistics obtained to improve our offer and make it more interesting for you as a user. In the event that personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield,

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>.

In connection with the use of this website, data is usually transferred, stored and, if necessary, further processed to a Google server in the USA (Google LLC 1600 Amphitheater Parkway Mountain View, CA 94043. USA). According to the GDPR, the US is considered a third country with an unsafe level of data protection.

To protect your personal data, we have concluded an order processing contract with Google in accordance with Art. 28 GDPR.

Further information about Google can be found here:

User conditions: <http://www.google.com/analytics/terms/de.html>,

Overview of data protection:

<http://www.google.com/intl/de/analytics/learn/privacy.html>,

as well as the privacy policy: <http://www.google.de/intl/de/policies/privacy>.

You can object to the use of Google Analytics if you choose the opt-out when you visit the website. The legal basis for this processing of data is our legitimate interest in accordance with Art. 6 Para. 1 lit. f GDPR, because we would like to offer you an attractive website that is optimized for you within the scope of our options.

## YouTube

Our website uses YouTube functions by providing videos on the use of elopage. This affects the websites elopage.com, blog.elopage.com and the help area at support.elopage.com. If you visit one of the pages with an embedded video, a connection to the YouTube servers is established. The YouTube server is informed which of our pages you have visited. If you are logged into your YouTube account, you give YouTube the opportunity to assign your user behavior directly to your personal YouTube profile. You can avoid this by logging out of your YouTube account. We have no knowledge of the exact nature and scope of data processing by YouTube. All videos are set to the extended data protection mode so that no cookies are set. The legal basis for processing the data is our legitimate interest in accordance with Art. 6 Para. 1 lit. f GDPR, since we would like to offer you an attractive website as well as webinars and tutorials on the use of elopage.

In connection with your use of this website, data is usually transferred, stored and, if necessary, further processed to a Google server in the USA (Google LLC 1600 Amphitheater Parkway Mountain View, CA 94043. USA). According to the GDPR, the US is considered a third country with an unsafe level of data protection. Further information on the treatment of user data by YouTube can be found in the YouTube data protection declaration at: <https://www.google.de/intl/de/policies/privacy>

The service is operated by YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA; a company that belongs to Google.

## Wistia

Our online courses use the video features of Wistia Inc., 17 Tudor Street Cambridge, Massachusetts, 02139 USA (888) 494-7842. When you attend such an online course, a connection to the Wistia servers is established. Your anonymized IP address, your provider and the technical data of your browser are transmitted to the Wistia server, as well as which videos you have viewed and for how long.

We have concluded an order processing contract with Wistia in accordance with Art. 28 GDPR. You can view Wistia's data protection regulations at <https://wistia.com/privacy>.

Wistia is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with the European level of data protection. The relevant information can be found at: <https://www.privacyshield.gov/participant?id=a2zt0000000TSBFAA4>".

The legal basis for processing the data is our legitimate interest in accordance with Art. 6 Para. 1 lit. f GDPR to offer you attractive online courses with videos.

## Webinaris

To register and conduct our webinars, we use the Webinaris service from Webinaris GmbH, Bussardstr. 5.2,82166 Gräfelfing, Germany (hereinafter referred to as "Webinaris").

When registering for a webinar using the registration form on our website, the data entered will be transmitted to Webinaris and processed there. We have no knowledge of the type and scope of processing by Webinaris. We have concluded an order processing contract with Webinaris in accordance with Art. 28 GDPR. The legal basis for this processing is Art. 6 Para. 1 S. 1 lit. b) GDPR. Further information can be found in the data protection regulations of Webinaris at:

<https://webinaris.com/datenschutzbestimmungen.html>.

## Amazon Web Services (AWS)

We use the AWS cloud service as an alternative storage space for all data on our platform [elopage.com](http://elopage.com). The provider of this service is Amazon Web Services, Inc., 410 Terry Avenue North, Seattle WA 98109, USA.

We have concluded an order processing contract with the provider in accordance with Art. 28 GDPR.

The legal basis for this processing is in accordance with Art. 6 Para. 1 S. 1 lit. f) GDPR, our legitimate interest in ensuring high availability of our data and thus the operational security of our business and this website. AWS has submitted to the EU-US Privacy Shield in order to meet the European level of data protection. When

visiting and using these pages, a transfer of personal data to third countries with an unsafe level of data protection (here: USA) cannot be completely excluded.

Further information can be found here:

<https://aws.amazon.com/de/compliance/eu-data-protection/>

as well as in the privacy policy of AWS at:

[https://aws.amazon.com/de/privacy/?nc1=f\\_pr](https://aws.amazon.com/de/privacy/?nc1=f_pr)

## Payment provider Lemonway

When purchasing a product via our elopage.com platform, we offer our sellers various payment methods. With the payment methods prepayment, credit card and SOFORT-Überweisung (Instant bank transfer), payments are made via our cooperation bank Lemonway: Lemonway, Complaints Department 14, rue de la Beaune 93100 Montreuil.

The legal basis for the processing of personal data during the purchase process results from Art. 6 Para. 1 S. 1 lit. b).

The personal data transmitted to Lemonway is usually the first name, last name, address, email address, bank details, credit card number or other data that are necessary for payment processing. In order to process the purchase contract, personal data related to the respective order are also necessary. The purpose of the transmission of the data is to process payments and prevent fraud. We cannot say how Lemonway processes the data.

Lemonway's current privacy policy can be found at:

<https://www.lemonway.com/legal-notice/>.

The legal basis for the processing of personal data during the purchase process results from Art. 6 Para. 1 S. 1 lit. b).

## System and information security

We secure our website and our other systems through technical and organizational measures against loss, destruction, access, modification or distribution of the stored data by unauthorized persons. Despite controls, however, complete protection against all dangers is not possible. Simply because of the connection to the Internet and the resulting technical possibilities, no guarantee can be given that content and the flow of information will not be viewed and recorded by third parties.

## Objection to unauthorized advertising by email

As part of the imprint obligation in accordance with § 5 TMG, we have published general contact details and an email address on our website. We hereby object to the use of this contact data for the unsolicited sending of information material, advertising or spam mails, which we have not explicitly requested.

Latest version of this privacy policy: May 6th, 2019

This data protection declaration was created via [www.lawlikes.de](http://www.lawlikes.de)