



# Data Protection Declaration

The People Wear Organic GmbH develops and sells natural textiles of the People Wear Organic and biobaby brands. Below we would like to inform you about collection, processing and use of personal data within our online offers. Careful handling of personal information is an important issue for us. When processing your personal data we naturally adhere to the legal regulations and take the protection of your data very seriously.

You can print out or save this document by using the normal functions of your browser (usually file / save as).

## 1. Contact person

Contact person and responsible entity for processing your personal data when you visit this website according to the European General Data Protection Regulation (GDPR) is

**People Wear Organic GmbH**  
**Mahatma-Gandhi-Str. 7**  
**64295 Darmstadt**

E-Mail: [mail@peoplewearorganic.de](mailto:mail@peoplewearorganic.de)

Fon: +49 6151 356 72 00

If you have any questions on data protection in the context of our products or using our website, you can contact us at any time. We can be reached using the contact details stated above.

## 2. Processing personal data

If you use our online offers or interact with our websites (e.g. send an email to us), we collect, process and use personal data.

### 2.1 Personal data

Personal data is information that relates to an identified or identifiable person. This concerns above all information which allow conclusions to your identity, for example your name, your telephone number, your address or email address. Statistical data which we collect, for example on visiting our online offers, and which cannot be directly associated with your person do not fall under the term of personal data.

### 2.2 Informational use

If you use the online offerings for merely informational use, we do not collect any personal data except for the data transmitted by your browser to enable you to visit the online offerings. These data types are:

- IP address
- Date and time of the request



- Time zone difference to Greenwich Mean Time (GMT)
- Contents of the request (precise page)
- Access status / HTTP status code
- Each transferred data volume
- Website from where the request comes
- Browser
- Operating system and its interface
- Language and version of the browser
- Internet provider
- Device (manufacturer, model ...)

The IP addresses of the users are deleted or anonymised after ending the use. For the anonymization the IP addresses are modified in such a way that individual details on personal or factual circumstances can only be assigned to a certain or identifiable natural person with a disproportionately considerable amount of time, cost and manpower. The data in the so-called log files are evaluated by us in anonymised form in order to improve and design our online offer more user friendly as well as to find and correct errors quicker. In addition they are used to control the server capacities in order to be able to make appropriate data volumes available.

### 2.3 Getting in contact by e-mail

Besides using our online offerings for purely informational purposes, you can interact with us and we offer services that you can use if you are interested. This includes getting in contact by e-mail. If you provide us with personal data by e-mail, we use such to answer your questions as well as to process complaints, and do so consistent with principles of data protection law. If you contact us by e-mail, the data you provide is saved for us to be able to process your enquiry comprehensively and professionally. The legal foundation for your enquiries is Art. 6 section 1 letter b GDPR.

We will use the data only for the underlying purpose and consistent with principles of data protection law.

### 2.4 Surveys, competitions and prize draws

If you take part in one of our surveys, we use your data for market research and opinion polling. We will evaluate the data for internal purposes in an anonymous form in principle. Should surveys in an exceptional case not be evaluated anonymously, the data is collected exclusively with your consent. In the case of anonymous surveys, GDPR is not applicable and in the case of person-specific evaluations by way of exception, the legal basis thereof is the consent stated above according to Art. 6 section 1 sentence 1 letter a GDPR.

As part of prize draws and competitions, we use your data for the purpose of carrying out the promotion and informing (the) winner(s). For more detailed information, please refer to the conditions of participation for the respective promotion, if applicable. The legal basis for the processing is the prize draw / competition



contract pursuant to Art. 6 section 1 sentence 1 letter b GDPR.

### 3. Forwarding personal data

Data we have collected is forwarded in principle only if:

- you have provided your express consent according to Art. 6 section 1 sentence 1 letter a GDPR,
- forwarding is mandatory according to Art. 6 section 1 sentence 1 letter f GDPR to assert, exercise or defend legal entitlements and there is no reason to assume that you have an overwhelming protection-worthy interest in your data not being forwarded,
- we are obliged by statute to forward the data according to Art. 6 section 1 sentence 1 letter c GDPR, or
- this is permitted by statute and mandatory according to Art. 6 section 1 sentence 1 letter b GDPR to process contractual relationships with you, or to carry out pre-contractual measures relating to your enquiry.

Our service providers may carry out part of the data processing. Besides the service providers mentioned in the Privacy Policy, such service providers may include in particular data centres saving our website and databases, IT service providers maintaining our systems, as well as consultancy companies. If we forward data to our service providers, they may use the data to fulfil their tasks only. We select and contract our service providers with care. They are contractually bound to our instructions, have suitable technical and organisational measures at their disposal to protect the affected persons' rights, and are scrutinised by us regularly.

Personal data may be forwarded to Alnatura Produktions- und Handels GmbH, Mahatma-Gandhi-Str. 7, 64295 Darmstadt, to process contracts or answer customer enquiries.

Moreover, forwarding may take place in the context of enquiries from authorities, court decisions and legal proceedings if required to pursue or assert rights.

### 4. Storing and deleting personal data

In principle, we save personal data only for so long as to fulfil contractual or statutory duties for which we have collected the data. We then delete the data immediately unless we still require the data until expiry of the statute of limitation for claims under civil law or statutory storage duties.

For evidential purposes, we must store contractual data for three years as of the end of the year in which the business relationships with you are complete. Any claims reach the statute of limitation according to the regular limitation deadline at this point at the earliest.

Even afterwards, we must store your data to a certain extent for accounting reasons. This is dictated by statutory documentation duties resulting from the German Commercial Code and Fiscal Code. The storage periods for documents laid down there are up to ten years.



## 5. Cookies

Cookies are small files which are stored on your data carrier and which store certain settings and data for exchanging with our system through your browser. Cookies cannot execute programmes or transmit viruses to your computer. They serve to make the internet offer overall user friendly and more effective.

Basically there are two different types of cookies, the so-called session cookies which are deleted as soon as your browser is closed (end of session) and temporary/permanent cookies which are stored for a longer time or indefinitely on your data carrier. This storage helps us to design our website and makes your use easier by for example storing certain input for you so that you do not have to keep repeating them.

Most of the cookies we use are session cookies and are automatically deleted from your hard disk at the end of a browser session. In addition we also use permanent cookies which remain on your hard disk. During the next visit it will be automatically recognised that you have already visited us and which input and settings you prefer. These cookies are stored on your hard disk and delete themselves after a specified time.

The cookies used by us cannot be assigned to a certain person and thus also not to you. An identification number is assigned to the cookie when it is activated. It is not possible at any time to assign your personal data to this identification number and it is not done. Storage of your name or similar data which would allow the cookie to be assigned to you is not made.

You can delete the cookies at any time in the security settings of your browser and configure your browser settings according to your wishes (e.g. accepting cookies from third parties or rejecting all cookies). How you can reject new cookies or delete cookies already received is usually displayed in the menu bar of your web browser via the help function. However, we would like to make you aware that you may then not be able to use all the functions of our online offers.

## 6. Analysis and advertising measures

To improve our website, we use various technologies to analyse how visitors use the website and to evaluate the associated data. The collected data may include in particular the terminal's IP address, date and time of access, cookie ID number, device code on mobile terminals, as well as technical information about the browser and operating system. However, the data collected is saved under pseudonyms only, meaning that no immediate connections to the persons can be made. This data is processed also for marketing purposes and to enable you to receive customised advertising messages. The legal foundation for data to be processed in this way is Art. 6 section 1 sentence 1 letter f GDPR, based on People Wear Organic's justified interest in advertising products and analysing how the website is used to improve and further develop it. In the following section, we would like to explain more exactly these technologies and the providers used for such.

In the following, you can find the options for raising an objection to our analysis and advertising measures. Alternatively, you can exercise your objection by making associated settings in <http://preferences->



[mgr.truste.com/](http://mgr.truste.com/), a website that provides pooled advertisers' objection options. The website of TRUSTe, Inc, 835 Market Street, San Francisco, CA 94103-1905, USA ('TRUSTe'), allows you to deactivate all advertising at once by using opt-out cookies, or alternatively to make settings for each provider individually. Please bear in mind that once you have deleted all of your browser's cookies or if you use a different browser and/or profile later, you need to set an opt-out cookie again.

## 6.1 Web analysis with Google Analytics

Our online offers use Google Analytics, a web analysis service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Analytics uses cookies to analyse websites regarding your user behaviour. The information on the use of this website generated by cookies are transmitted to a Google server in the USA and stored there. If personal data is transmitted to the USA, Google shall subject itself to the [EU-US Privacy Shield](#). Your IP address is, however, shortened before evaluating the use statistics so that no conclusions on your identity can be made. For this purpose Google Analytics on our online offers was extended by the code "anonymizelp" to ensure the anonymised collection of IP addresses.

Google will use the information gained through the cookies to evaluate your use of the website in order to prepare reports on the website activities for the website operator and to provide services connected to the internet use. Google will also, if necessary, transfer this information to third parties as far as this is prescribed by law and as far as third parties process this data on behalf of Google.

You can configure your browser as illustrated above so that it rejects cookies or you can prevent the collection of data generated by the cookie and related to your use of this website to Google and also prevent this data being processed by Google by downloading and installing this [Browser Plug-In](#).

As alternative to the browser add-on or within browsers on mobile devices, you can [Set Opt-Out Cookies](#) to prevent in future the collection by Google Analytics within this website (the opt-out only works in the browser and only for this domain). If you delete your cookies in this browser, you must re-click this link.

Further information can be found in the [Security and Data Protection Principles](#) of Analytics and also the [Data Protection Declaration](#) of Google.

## 7. Social plug-ins

### 7.1 Facebook

Facebook is a social network of Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA ('Facebook'). Facebook functions are indicated with the Facebook logo. There may be additional information depending on the function's type (e.g. 'Share', 'Recommend'). **If personal data is transmitted to the USA, Facebook shall subject itself to the [EU-US Privacy Shield](#).** The legal foundation thereof is Art. 6



section 1 sentence 1 letter f GDPR, based on our justified interest in drawing attention to our activities in social networks, that you share our contents via social networks and we thus increase our reach.

If you visit a website of People Wear Organic GmbH which contains a Facebook button and you click the Facebook button, a direct link with the Facebook server is established and the button to the respective function is loaded from there. At the same time the information is transmitted to Facebook that a corresponding internet site of People Wear **Organic GmbH** was accessed. Except you visit a site on which we use a Facebook plug-in with the aid of which the current Facebook activities of the People Wear Organic GmbH are shown. In this case a direct link with the Facebook server is established from your browser or the application.

If you are logged in at the same time as Facebook user to Facebook then it also possible to assign a page visit to your profile on Facebook. If you click integrated Facebook buttons and afterwards you log into Facebook (or you are already logged in), you can open e.g. the "shared" or "recommended" information on Facebook in your profile and your chronicle/timeline in short form. Facebook can if necessary collect and store further use data. In this way Facebook user profiles can be made which go beyond that which you disclose on Facebook. To deactivate advertising based on social activities, visit the Facebook [Advertising Preferences](#).

We do not find out at any time which Facebook buttons you used at what time, but receive from Facebook exclusively summarised non-personal statistics about the use of the People Wear Organic GmbH fan page on Facebook and summarised statistics for use of the Facebook buttons.

For further information, visit the [Privacy Policy](#) on Facebook

## 7.2 YouTube

The YouTube video platform, on which users can post videos and make them accessible to the public, is operated by YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA ('YouTube'), a Group company of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ('Google'). If personal data is transmitted to the USA, Google and the group company YouTube shall subject itself to the [EU-US Privacy Shield](#). We have embedded YouTube videos into our online offerings that are saved on the YouTube portal and can be played directly from our web pages. The videos are all embedded in 'privacy-enhanced mode', meaning that no data about you as a user is transmitted to YouTube if you do not play the videos. The data described below is transmitted to YouTube, but not until you play the videos. We cannot influence the data transmission.

When you play a video, the third-party provider is informed that you have visited the corresponding sub-page on our website. Additionally, further information is collected on the purpose and scope of data being collected and processed by the plug-in provider.

YouTube and Google use this data for purposes of advertising, market research and making their websites user friendly. If you visit YouTube on our website and you are already logged into your YouTube or Google profile, YouTube and Google are also able to link this event with the respective profiles. If you do not want such linking to take place, you need to log out of Google before you visit our website.



As described above, you can configure your browser in such a way that it rejects cookies, or you can prevent the data generated by cookies relating to your use of this website from being collected by Google and processed by such by visiting [Google Ad Settings](#) and clicking 'Turn off personalised ads'. Google will then display only non-personalised advertising.

For further information on how YouTube processes your data, visit the Google [Privacy Policy](#).

## 8. Your rights

You have the right at any time to demand that we inform you as to how your personal data is processed. As part of the disclosure, we will explain the data processing to you and provide an overview of the data stored concerning your person. If the data we have saved is incorrect or no longer up to date, you have the right to correct this data. You may also demand that your data is deleted. If by way of exception it is not possible for the data to be deleted due to other statutory regulations, the data is blocked meaning that it is available for this statutory purpose only. You may also restrict your data from being processed, e.g. if you believe that the data we have saved is incorrect. You also have the right to data transferability, meaning that we can provide you with a digital copy of the personal data you provided to us.

To assert your rights that have been described here, you can use the contact details above to get in touch with us. This applies also if you would like to receive copies of guarantees to demonstrate an appropriate level of data protection.

In addition, you have the right to object to data processing based on Art. 6 section 1 letter e or f GDPR. You finally have the right to complain to the data protection supervisory body responsible for us. You may assert this right at a supervisory body in the Member State of your residence, your place of work or the location of the supposed violation. In Hesse, the Registered Office of People Wear Organic, the responsible supervisory body is: The Data Protection Officer of Hesse, Postfach 3163, 65021 Wiesbaden.

## 9. Data security

We maintain current technical measures to guarantee data security, in particular for the protection of your personal data against the dangers during data transmission and also against third parties obtaining information. These are updated to the current state of the art accordingly.

## 10. Alteration to the Data Protection Declaration

We occasionally update this Data Protection Declaration, for example: if we adjust our website or the statutory requirements change.

Version: January 2019