Cookies, web tracking tools and re-marketing on www.classictic.com

This information supplements the Privacy Statement (available under
https://static.classictic.com/app/_tools/global/pdf/privacy/privacy_en.pdf).

Below is a list of all cookies and other web tracking tools on our website that are either provided by us or by third parties.

1. Our own cookies (so-called "First-Party Cookies"):

(see „Appendix: Cookies")

We use these cookies to analyze web traffic, customize services, content and ads, measure the effectiveness of advertising campaigns and promote confidence in and security of the website. In addition, we use first-party cookies to distinguish one user from another and to determine the total number of visitors to the website in connection with the log files of our web server. The web usage data collected in this way helps us to receive the necessary feedback to constantly improve the website and to better serve users.

Users can prevent the acceptance of First-Party Cookies by setting their browser settings so that they do not accept cookies at all. However, if this setting is made, you may not be able to use certain current or future elements of our website.

2. Cookies and plugins on our website that transfer data to third parties (so-called "Third-Party Cookies"):

In addition to First-Party Cookies, we also use the following Third-Party Cookies and plugins provided to us by the following parties:

Use of Google services on our website:

Our website uses Google Analytics and Google Tag Manager provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 ("Google"). Google Analytics and Google Tag Manager use cookies. We also use Google AdWords & Google Remarketing. These tools enable users who have already visited our website and are interested in the offer to be addressed again through targeted advertising on the pages of the Google partner network. The use of cookies is also used to place advertisements.

The information generated by the cookie about your use of our website is usually transferred to a Google server in the USA and stored there. However, within the member states of the European Union or in other signatory states to the Agreement on the European Economic Area, your IP address will first be shortened by Google on our website. For this purpose we have implemented the code "gat._anonymizeIp() ;" to ensure anonymous collection of IP addresses (so-called IP masking).

Only in exceptional cases is the complete IP address transmitted to a Google server in the USA and abbreviated there. If personal data is exceptionally transferred to the USA, a data protection level appropriate to the data protection level in the EU is ensured there by Google's certification according to the so-called "Privacy Shield Agreement" between the EU and the USA (https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active).

Google will use the information about your use of the website on our behalf within the framework of Google Analytics in order to evaluate your use of the website, to compile reports on website activities and to provide other services connected with the use of the website and the Internet. The IP address transmitted by your browser as part of Google Analytics and Google Tag Manager is not merged with other Google data.

You can prevent cookies from being saved by adjusting your browser software or the operating system of your mobile device accordingly; however, we would like to point out that in this case you may not be able to use all functions of our website to their full extent. In addition, you can prevent the collection of data generated by the cookie about your use of our website (including IP address) by Google and its processing by Google by downloading and installing the browser plug-in under the following link: http://tools.google.com/dlpage/gaoptout.

Further information on the terms of use and data protection can be found at http://www.google.com/analytics/terms/de.html and https://www.google.de/intl/de/policies/privacy/.

Google AdWords & Google Remarketing enable users who have already visited our website and are interested in the offer to be addressed again through targeted advertising on the pages of the Google partner network. The advertisement is placed through the use of so-called "Web Beacons" on our website and all other websites that participate in the AdWords & Remarketing program. These are pixels that are built into our website but are not visible to you. The web beacon causes a cookie to be stored on your end device. The cookie then records which websites you have visited, what content or offers you are interested in and the website from which you accessed our website. All data is only stored pseudonymously: The information only allows conclusions to be drawn about the behaviour of the respective user for whom the cookie was set. However, it is generally not possible to identify the actual person on whose device the cookie was set.

If you do not wish to receive interest-based advertising, you can disable Google's use of cookies for these purposes by visiting https://www.google.de/settings/ads. Both services are also subject to Google's privacy policy, which can be viewed at http://www.google.com/intl/de/policies/privacy/

You can also prevent data processing here by clicking on the link: http://tools.google.com/dlpage/gaoptout. Alternatively, or within browsers on mobile devices, please click here to prevent future collection by Google Analytics within our website. An opt-out cookie is stored on your device. If you delete your cookies, you must click this link again.

Google Maps is also integrated on our website. The Google Maps service is also subject to Google's privacy policy and the conditions at https://www.google.com/help/legalnotices_maps.html.

Use of Facebook plugins on our website:

Facebook plugins are integrated into our website. You can recognize the Facebook plugins by the Facebook logo or the "I like" button on our page. An overview of the Facebook plugins can be found here: http://developers.facebook.com/docs/plugins/. These are services of Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal

Harbour, Dublin 2, Ireland ("Facebook EU"), which also transfer data to Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA ("Facebook USA"; together with Facebook EU as a whole "Facebook"). Like Google, Facebook USA is also certified according to the Privacy Shield Agreement and therefore offers an adequate level of data protection outside the EU ((https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active).

When you visit our website, a direct connection is established between your device and the Facebook server. Facebook receives the information that you have visited our website with your IP address. If you click the Facebook "I like" button while logged into your Facebook account, you can link the content on our website to your Facebook profile. This allows Facebook to connect the visit with the visitor.

Please note that as the provider of the website, we do not receive any information about the content of the transmitted data or its use by Facebook. However, if you are not a Facebook member, you will still receive and store your IP address and receive information when you visit these websites and applications, including device information (operating system, hardware version, device settings, file and software names and types, battery and signal strength), device identifiers, device locations, including specific geographic locations, such as GPS, Bluetooth or WiFi signals, connection information such as the name of your mobile operator or ISP, browser type, language and time zone, mobile phone number) and information about your activity. According to Facebook, only an anonymized IP address is processed.

For more information, please see Facebook's privacy policy at http://de-de.facebook.com/policy.php or https://www.facebook.com/business/help/651294705016616. If you do not want Facebook to link your visit to our website to your Facebook account, please log out of your Facebook account. Further settings and objections to the use of the data for advertising purposes are possible within the Facebook profile settings: https://www.facebook.com/settings?tab=ads.

Facebook users should note that this website also uses Facebook's Website Custom Audiences communication tool.

For this purpose, so-called Facebook pixels are integrated into our website, which identify you as a visitor to our website in anonymous form, i.e. without identifying you as a person. When you later log in to Facebook, a non-reversible, non-personal checksum (profile) of your usage data is sent to Facebook for analysis and marketing purposes. For more information about the purpose and scope of data collection and the further processing and use of the data by Facebook as well as your setting options to protect your privacy, please refer to Facebook's data protection guidelines, which can be found at https://www.facebook.com/ads/webseite_custom_audiences/ and https://www.facebook.com/privacy/explanation, among others. If you wish to object to the use of the Facebook website Custom Audiences/, you can do so at https://www.facebook.com/ads/webseite_custom_audiences/.

Use of "Mailchimp" newsletter service:

Our e-mail newsletters are sent via the technical service provider The Rocket Science Group, LLC d/b/a MailChimp, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA (http://www.mailchimp.com/), to whom we pass on the data you provided when registering for the newsletter.

MailChimp uses this information to send and statistically evaluate the newsletter on our behalf. For evaluation purposes, the e-mails sent contain so-called web beacons or tracking pixels, which represent single-pixel image files stored on our website. This allows you to determine whether a newsletter message has been opened and which links have been clicked on. In addition, technical information is recorded (e.g. time of retrieval, IP address, browser type and operating system). The data are raised exclusively pseudonymisiert and are not linked with your further personal data, a direct personal relationship is excluded. This data is for statistical analysis purposes only. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients.

If you wish to object to the data analysis for statistical evaluation purposes, you must unsubscribe from the newsletter.

Furthermore, MailChimp can use this data according to art. 6 par. 1 lit. f DSGVO even on the basis of its own legitimate interest in the demand-oriented design and optimization of the service as well as for market research purposes, for example to determine from which countries the recipients come. However, MailChimp does not use the data of our newsletter recipients to write them down or pass them on to third parties.

In order to protect your data in the USA, we have concluded a data processing order with MailChimp on the basis of the standard contractual clauses of the European Commission in order to enable the transmission of your personal data to MailChimp. If interested, this data processing agreement can be viewed at the following Internet address: http://mailchimp.com/legal/forms/data-processing-agreement/.

The data protection regulations of MailChimp can be viewed here: https://mailchimp.com/legal/privacy/.

Use of Yandex Metrica on our website:

We use Yandex Metrica, a web channel service of Yandex LLC ,16 Lva Tolstogo str., Moscow, 119021, Russia (www.yandex.com). This tool collects, evaluates and stores only pseudonymized visitor data via cookies. You can find out exactly what these are at https://yandex.com/support/metrica/code/data-collected.xml. Pseudonymous user profiles can be created and evaluated from this data for marketing purposes. The user's IP address is part of the information collected, but is pseudonymised immediately after collection and before it is stored in order to exclude any possibility of personal reference.

The information generated by the cookie (including the pseudonymised IP address) is transmitted to and stored by Yandex on a server in the Russian Federation to safeguard the above-mentioned interests. The level of data protection in these countries is not adequate to the level of data protection in the EEA. However, we have subjected the provider to strict contractual provisions in the legal agreement with us, which also contain the so-called EU standard contract clauses, and can still guarantee an appropriate level of data protection in this way.

If you wish to deactivate the evaluation of user behaviour via cookies, you can set your browser so that you are informed about the setting of cookies and decide individually

whether to accept them or exclude the acceptance of cookies in certain cases or generally.

Alternatively, you can object to the data collection by Yandex for the future by setting an opt-out add-on, which you can activate with the following link: https://yandex.com/support/metrica/general/opt-out.xml

Use of Virtual Optimizer plug-in on our website

We use VWO, a web analysis tool from Wingify Software Private Limited, E-170, Antriksh Apartments, Sector-14, Rohini, Delhi-110085, India. VWO only collects pseudonymous data. You can find out what these are at https://vwo.com/privacy-policy/. VWO does not differ from Yandex, Metrica or Google Analytics in its functionality. If you wish to object to the use of data within the framework of VWO with future effect, please click on the following link: https://vwo.com/opt-out/.

Note on the use of Bing Ads on our website:

On our website, data is collected and stored using Bing Ads technologies, from which user profiles are created using pseudonyms. This is a service of Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. This service enables us to track the activities of users on our website when they come to our website via ads from Bing Ads. If you access our website via such an advertisement, a cookie is placed on your computer. A Bing UET tag is integrated on our website. This is a code used in connection with the cookie to store some non-personal data about the use of the website. This includes the time spent on the website, which areas of the website have been called up and via which display the users have accessed the website. Information about your identity is not collected.

Microsoft may be able to track your usage across multiple electronic devices through cross-device tracking, enabling you to display personalized advertising on or in Microsoft Web pages and apps. You can disable this behavior at http://choice.microsoft.com/de-de/opt-out

For more information about Bing's analytics services, please visit Bing Ads (https://help.bingads.microsoft.com/#apex/3/de/53056/2). For more information about Microsoft and Bing's privacy practices, please see Microsoft's privacy policy (https://privacy.microsoft.com/de-de/privacystatement).

Anhang: Cookies

	Google-Remarketing	Google-Analytics	Google Adwords	VWO	Facebook Retargeting	Yandex Metrika	Bing Ads	Baidu Analytics	Classictic
Cookie Name	1. test_cookie 2. IDE	1. _ga 2. _gat 3. _gid 4. __utma 5. __utmb 6. __utmc 7. __utmt 8. __utmz	1. _gac_<property-id> 2. _gcl_	1. _vwo_uuid 2. _vis_opt_s 3. _vis_opt_out 4. _vis_opt_test_cookie 5. _vis_opt_exp_EXPERIMENT_ID_combi 6. _vis_opt_exp_EXPERIMENT_ID_goal_GOAL_ID 7. _vis_opt_exp_EXPERIMENT_ID_exclude 8. _vis_opt_exp_EXPERIMENT_ID_split	fr	1. I 2. yandexuid 3. yp 4. yabs-sid 5. _ym_isad 6. _ym_uid	_uetsid	1. HMACCOUNT 2. Hm_lpvt_ 3. Hm_lvt_	1. classictic 2. node0X
Cookie Domain	.doubleclick.net	.classictic.com	.classictic.com	.classictic.com	.facebook.com	1. .yandex.ru 2. .yandex.ru 3. .yandex.ru 4. mc.yandex.ru 5. .classictic.com 6. .classictic.com	.classictic.com	1. .hm.baidu.com 2. .classictic.com 3. .classictic.com	.classictic.com
Zweck	1. Erlaubnisprüfung 2. Bereitstellung von Anzeigen	Leistungsmessung von Websites	Erfolgsmessung von Keywords und Anzeigen	Durchführung von Experimenten, um die Leistung der Website zu optimieren.	Bereitstellung von Anzeigen	Leistungsmessung von Websites	Erfolgsmessung von Keywords und Anzeigen.	1. Leistungsmessung von Websites	1. Session Cookie 2. Tracking / Logging
Funktion	1. Es wird geprüft, ob die Konditionen vorhanden sind das Remarketing Cookie zu setzen. 2. Anpassung von Geboten, für Nutzer, die Website bereits besucht haben.	1. Unterscheidung von Nutzern. 2. Unterscheidung von Nutzern. 3. Drosselung der Anfrage-Rate. 4. Benötigt, um Nutzer und Sessions zu unterscheiden. 5. Benötigt, um neue Sessions und Nutzer zu erkennen. 6. Benötigt, um Nutzer und Sessions zu unterscheiden. 7. Drosselung der Anfrage-Rate. 8. Speichert die Traffic-Quelle oder -Kampagne, die erklärt, wie ein Nutzer die Website erreicht hat.	1. Kampagnenbezogene Informationen über den Benutzer. 2. Speicherung von Informationen zum Anzeigen-Click.	1. Report Segmentierung. 2. Ermittelt, ob es sich um einen neuen oder um einen wiederkehrenden Nutzer handelt. 3. Zeigt an, ob der Nutzer nicht für den Test verfügbar ist. 4. Temporärer Cookie, der ermittelt, ob Cookies gesetzt werden können. 5. Wird gesetzt, sobald ein Experiment gestartet wird. 6. Wird gesetzt, sobald in einem bestimmten Experiment ein Ziel erreicht wird. 7. Wird gesetzt, wenn ein Nutzer von einem Experiment ausgeschlossen wird. 8. Cookie für Split-URL-Experimente.	Darstellung von Anzeigen auf Facebook für Nutzer, die bereits eine Website besucht haben.	1. Website Analyse Cookie. 2. Unterscheidung von Nutzern. 3. Website Analyse Cookie. 4. Dient zur Messung der Interaktion mit der Website. 5. Identifiziert ob AdBlocker verwendet werden. 6. Dient zur Messung der Interaktion mit der Website.	Erfasst und speichert kampagnenbezogene Verkäufe.	1. Speichert eine eindeutige ID, die verwendet wird, um statistische Daten darüber zu generieren, wie der Besucher die Website nutzt. 2. Wird benötigt um die Häufigkeit von Anfragen zu begrenzen. 3. Speichert eine eindeutige ID, die verwendet wird, um statistische Daten darüber zu generieren, wie der Besucher die Website nutzt.	1. Benötigt, um Nutzer und Sessions zu unterscheiden 2. Zeigt an über welchen Server der Nutzer die Website abruft.
Lebensdauer	1. 15 Min 2. ca. 1,1 Jahre (392 Tage)	1. 2 Jahre 2. 1 Min 3. 24 h 4. 2 Jahre 5. 30 Min 6. Löschung beim Beenden der Browsersitzung 7. 10 Minuten 8. 6 Monate	1. 90 Tage 2. 30 Tage	1. 10 Jahre 2. 100 Tage 3. Löschung beim Beenden der Browsersitzung 4. Löschung beim Beenden der Browsersitzung 5. 100 Tage 6. 100 Tage 7. 100 Tage 8. 100 Tage	90 Tage	1. 10 Jahre 2. 10 Jahre 3. 10 Jahre 4. Löschung beim Beenden der Browsersitzung 5. 1 Tag 6. 2 Jahre	30 Min	1. 19 Jahre und 9 Monate 2. Löschung beim Beenden der Browsersitzung 3. 1 Jahr	1. Löschung beim Beenden der Browsersitzung 2. 1 Jahr

First/Third Party	Third Party	First Party	First Party	First Party	Third Party	1. Third Party 2. Third Party 3. Third Party 4. Third Party 5. First Party 6. First Party	First Party	1. Third Party 2. First Party 3. First party	First Party