***QUESTIONNAIRE: DATA PROTECTION DECLARATION***

Please mark the appropriate box with an "x" and use the annotation box if necessary

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Question | | yes | no | Notes |
| Web analysis tools | |  |  |  |
| Do you use the web analysis tool Google Analytics? If so, with the anomymizeIP function activated? Interactive objection possible in privacy policy? | |  |  |  |
| Do you use the web analysis tool Matomo (formerly: Piwik)? If yes, with anonymization of the IP address activated? Interactive objection possible in privacy policy? | |  |  |  |
| Do you use the web analysis tool eTracker? If yes, with anonymization of the IP address activated? Interactive objection possible in privacy policy? | |  |  |  |
| Do you use Hotjar? | |  |  |  |
| Do you use Google AdSense? | |  |  |  |
| Are you using another web analytics tool? If so, please indicate in note which one. | |  |  |  |
| Collection of usage data | |  |  |  |
| Do tracking tools or the CMS collect usage data? If so, which ones? (Please list completely)  Examples: Names of the pages called up, the browser used, the operating system and the requesting domain, date and time of access, search engines used, names of downloaded files and IP address of the customer | |  |  |  |
| Are IP addresses stored in the log files? | |  |  |  |
| How long is technical usage data (especially IP addresses) stored in log files? | |  |  |  |
| Data for online shop | |  |  |  |
| Can the customer order as guest without registration? | |  |  |  |
| When registering in the store, do you collect any any data other than the following from the customer? If so, which?  For example: full name of the customer or full company name, e-mail address, address (invoice and possibly different delivery address), date of birth and telephone number | |  |  |  |
| Can the customer register without placing an order? | |  |  |  |
| Are other data stored at the time of registration, e.g. the user's IP address, date and time of registration? | |  |  |  |
| Is it alternatively possible to register via facebook connect or other social logins? | |  |  |  |
| Does your online store make automated decisions including profiling? If so what are the discions about? | |  |  |  |
| Can contracts with a certain term/duration be concluded via your website? | |  |  |  |
| How can the customer delete his registration? | |  |  |  |
| Contact Information | |  |  |  |
| Do you use a contact form?  If so, what data is collected in it? | |  |  |  |
| Do you store further data at the time of sending the message, e.g. the user's IP address, date and time of registration (please specify completely) | |  |  |  |
| Use and disclosure of customer data | |  |  |  |
| Is the customer data used by you? If so, for what purposes?  Examples: Answering inquiries, processing orders, purpose of technical administration of the web pages | |  |  |  |
| Do you use a third party as payment service provider? If so, which one, e.g. PayPal, Payone, ConCardis, Klarna, Heidelpay? | |  |  |  |
| Do you occasionally request anonymous information in surveys? | |  |  |  |
| Do you run a blog with comment function? | |  |  |  |
| Do you use browser push notifications in your browser to inform about your products? | |  |  |  |
| Integration and use of plugins of social networks and other references | |  |  |  |
| Have you integrated so-called plugins from external social networks on your Internet pages? If so, which ones? | |  |  |  |
| If not, do you link to your fan pages at the network services? If so, which services are these? | |  |  |  |
| Do you use Google Maps Plugins? | |  |  |  |
| Do you use the WhatsApp Sharing Button? | |  |  |  |
| Security measures to protect customer data and own IT infrastructure | |  |  |  |
| Do you use a Software-Firewall? | |  |  |  |
| Do you use a standardized SSL encryption technology? | |  |  |  |
| Do you use a Recaptcha (e.g. Google reCAPTCHA)? | |  |  |  |
| Newsletter | |  |  |  |
| Do you send newsletters to users of your website who have registered for them? | |  |  |  |
| Is the newsletter sent via a service provider? (If yes, please name this service provider) | |  |  |  |
| What data is collected during registration? | |  |  |  |
| Is further data stored at the time of registration, e.g. the user's IP address, date and time of registration (please specify completely) | |  |  |  |
| Do you use the so-called double opt-in procedure for registration (= user is first sent a confirmation link to rule out that third parties have used the e-mail address)? | |  |  |  |
| Do you send newsletters or general advertising by e-mail to customers who have not explicitly registered for the newsletter (e.g. to existing customers)? | |  |  |  |
| Is it possible to cancel the newsletter without any problems? | |  |  |  |
| Do you use newsletter tracking? | |  |  |  |
| Cookies | |  |  |  |
| Do you use Cookies? | |  |  |  |
| technically necessary cookies, e.g. language settings, items in a shopping cart, log-in information (please specify completely) |  |  |  |
| technically not necessary cookies, e.g. search terms entered, frequency of page views, use of website functions (please specify completely) |  |  |  |
| Flash Cookies[[1]](#footnote-1) |  |  |  |
| How long are individual cookies stored? | |  |  |  |
| Are data and information processed via cookies passed on to third parties? | |  |  |  |
| Retargeting | |  |  |  |
| Are retargeting technologies used?  If so, which ones? | |  |  |  |
| Facebook Remarketing (Custom Audiences) |  |  |  |
| DoubleClick |  |  |  |
| Google Ads Remarketing |  |  |  |
| Google Ads Conversion Tracking |  |  |  |
| Criteo |  |  |  |
| Other  (please comment in Notes |  |  |  |
| Right to information and other rights of data subjects | |  |  |  |
| Do you have a data protection officer? If so, please provide contact details and address. | |  |  |  |
| How is the processing of data subject inquiries generally handled? Is there a special central contact point, contact address or contact form? | |  |  |  |
| Storage and deletion periods | |  |  |  |
| Will stored data be deleted and if so, after which period? | |  |  |  |

1. Relevant when integrating Flash applications. [↑](#footnote-ref-1)