

privacy policy

Privacy policy and data protection information and information on any consent you may have given

Touratech GmbH as the responsible body (for further details see imprint) takes the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy policy. When you use this website, various personal data is collected. Personal data is data that can be used to identify you personally. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

Collection of personal data by us

Purposes of the collection, processing and use of personal data and any consent given

We collect your personal data as part of the order process and subsequently process and use it to fulfill our own business purposes within the scope of the contractual relationship.

If you have given your consent to receive our newsletter, your email address will be collected, processed and used for our own advertising purposes. In this case, you have declared the following consent:

"I agree to be informed by email about interesting offers and therefore consent to the inclusion of my email address in the newsletter distribution list. This consent can be revoked at any time and without giving reasons with effect for the future."

Revocation of consent

If you have given your consent, you can revoke this consent at any time and without giving reasons with effect for the future. All you need to do is send an informal email to info@touratech-swiss.ch

Use of cookies

In order to provide you with a more personalized service, we use so-called cookies. Cookies are identifiers that our web server sends to your computer to identify it for the duration of your visit. Most browsers are set to accept cookies automatically. This means that the corresponding cookies are stored on your computer. When you visit our website again, your computer will be recognized by our web server via the cookies stored on your computer. If you do not wish cookies to be stored on your computer, you can prevent the storage of cookies by changing your browser settings so that cookies are not accepted.

Data protection information on the use of cookies to control online advertising

Our website uses cookies / advertising IDs for the purpose of advertising. This allows us to show our ads to visitors who are interested in our products on partner websites and apps. Re-targeting technologies use your cookies or advertising IDs and display ads based on your past browsing behavior. To read more and/or opt out of their services, please read Criteo's privacy policy: <http://www.criteo.com/privacy/>

If you do not want cookies to be stored on your computer, you can prevent them from being stored by changing your browser settings to not accept cookies.

Transfer of personal data to third parties

We only transfer your personal data to third parties to the service partners involved in the processing of the contract, such as the logistics company commissioned with the delivery and the credit institution commissioned with payment matters. However, in cases where your personal data is transferred to third parties, the scope of the data transferred is limited to the minimum necessary.

Data protection information on the use of Google Analytics

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. Google Analytics enables the website operator to analyze the behavior of website visitors. In doing so, the website operator receives various usage data, such as page views, length of visit, operating systems used and origin of the user. This data may be summarized by Google in a profile that is assigned to the respective user or their end device.

Google Analytics uses technologies that enable the recognition of the user for the purpose of analyzing user behavior (e.g. cookies or device fingerprinting). The information collected by Google about the use of this website is generally transmitted to a Google server in the USA and stored there.

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The use of this analysis tool is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the analysis of user behavior in order to optimize both its website and its advertising. If a corresponding consent has been requested (e.g. consent to the storage of cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. You can find details here:
<https://privacy.google.com/businesses/controllerterms/mccs/>.

IP anonymization

We have activated the IP anonymization function on this website. This means that your IP address will be truncated by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google will use this information on behalf of the operator of this website 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. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Browser plugin

You can prevent the collection and processing of your data by Google by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

You can find more information on how Google Analytics handles user data in Google's privacy policy:
<https://support.google.com/analytics/answer/6004245?hl=de>.

Order processing

We have concluded an order processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Demographic characteristics with Google Analytics

This website uses the "demographic characteristics" function of Google Analytics in order to be able to display suitable advertisements to website visitors within the Google advertising network. This allows reports to be generated that contain statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google and from visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section "Objection to data collection".

Google Analytics e-commerce tracking

This website uses the "e-commerce tracking" function of Google Analytics. With the help of e-commerce tracking, the website operator can analyze the purchasing behavior of website visitors to improve its online marketing campaigns. Information such as orders placed, average order values, shipping costs and the time from viewing to purchasing a product is recorded. This data can be summarized by Google under a transaction ID that is assigned to the respective user or their device.

Storage duration

Data stored by Google at user and event level that is linked to cookies, user IDs or advertising IDs (e.g. DoubleClick cookies, Android advertising ID) is anonymized or deleted after 26 months. For details, please see the following link:
<https://support.google.com/analytics/answer/7667196?hl=de>

Your rights

You have the right to receive information about the personal data stored about you free of charge. We kindly ask you to contact datenschutz@touratech.de with any corresponding requests. If the personal data we have stored about you is incorrect, the data will of course be corrected if you notify us accordingly.

You also have the right to revoke your consent to the storage of your personal data at any time and without giving reasons with effect for the future. All you need to do is send an informal e-mail to datenschutz@touratech.de. In the event of a corresponding notification, the personal data stored about you will be deleted, unless the data concerned is still required to fulfill the obligations of the contractual relationship concluded or legal requirements prevent deletion. In this case, the personal data concerned will be blocked instead of deleted.

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For all data protection inquiries, please send an email to datenschutz@touratech.de.

Data protection information on the use of Facebook plugins

This website uses social plugins of the social network facebook.com of Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA, hereinafter referred to as "Facebook".

The plugins are marked with the Facebook logo and possibly the addition "Like".

When you access a page of our website with such a plugin, your browser establishes a direct connection to the Facebook servers. The content of the plugin is transmitted from Facebook to your browser and displayed by your browser. Facebook receives the information that the specific page of our website has been accessed.

If you click on the "Like" button or leave a comment, information is transmitted directly from your browser to Facebook and stored there.

If you are logged into Facebook at the time of your visit to our website, Facebook can assign your visit to our website to your Facebook account, regardless of whether you click the Facebook button or not.

Your data will not be transferred with reference to your registration with Facebook if you are not logged in to Facebook when you visit our website.

For information on the purpose and scope of data collection and the further processing and use of data by Facebook, as well as setting options to protect your privacy and your data, please refer to Facebook's privacy policy, which you can find at <http://www.facebook.com/policy.php>.

Facebook also provides information at

<http://de-de.facebook.com/privacy/explanation.php> about settings that you can use to protect your privacy
