

# Privacy Policy of Bay City Textilhandels GmbH

Welcome to our website and thank you for your interest in our company. We take the protection of your personal data very seriously. We process your data in accordance with applicable personal data protection legislation, in particular the GDPR and our country-specific implementation laws, which provide comprehensive information about the processing of your personal data by Bay City Textilhandels GmbH and your rights.

Personal data is any information that makes it possible to identify a natural person. This includes, in particular, your name, date of birth, address, telephone number, email address and IP address. Anonymous data is available if no personal reference to the individual/user can be made.

## **Responsible body and data protection officer**

### **Company address**

Bay City Textilhandels GmbH  
An'n Slagboom 7  
Postfach: 3165  
22848 Norderstedt  
Germany

### **Company's contact information**

Tel: +49 40 53413 300  
Fax: +49 40 53413 301  
Email: [baycity@fashioncenter.net](mailto:baycity@fashioncenter.net)  
Internet: [www.bay-city.de](http://www.bay-city.de)

### **Contact info of the data protection officer**

[datenschutz@fashioncenter.net](mailto:datenschutz@fashioncenter.net)

## **Your rights as a data subject**

We would first like to notify you of your rights as a data subject. These rights are set out in Articles 15 - 22 GDPR, and include:

- The right of access (Art. 15 GDPR),
- The right to rectification (Art. 16 GDPR),
- The right to data portability (Art. 20 GDPR),
- The right to object to data processing (Art. 21 GDPR),
- The right to erasure / right to be forgotten (Art. 17 GDPR),
- The right to restriction of data processing (Art. 18 GDPR).

To exercise these rights, please contact: [datenschutz@fashioncenter.net](mailto:datenschutz@fashioncenter.net). The same applies if you have any questions regarding data processing in our company or when you withdraw your consent. You also have a right of appeal to the relevant data protection supervisory authority.

## **Right to object**

Please note the following with respect to your right to object:

When we process your personal data for the purpose of direct marketing, you have the right to object to this data processing at any time without providing the reasons for such objection. This also applies to profiling insofar as it is associated with direct marketing.

If you object to the processing for direct marketing, we will no longer process your personal data for such purposes. The objection is free of charge and can be made informally, where appropriate to: [datenschutz@fashioncenter.net](mailto:datenschutz@fashioncenter.net).

Should we process your data to protect legitimate interests, you may object to such processing at any time for reasons that arise from your specific situation; this also applies to profiling based on these provisions.

We will then cease to process your personal information unless we can demonstrate compelling legitimate grounds for processing such information that outweigh your interests, rights and freedoms, or the processing is intended to assert, exercise or defend legal claims.

## **Purposes and legal bases of data processing**

The processing of your personal data complies with the provisions of the GDPR and all other applicable data protection regulations. Legal bases for data processing arise in particular from Art. 6 GDPR.

We may possibly use your data to initiate business, to fulfil contractual and legal obligations, to conduct the contractual relationship, to offer products and services and to consolidate customer relationships, which may include marketing and direct marketing. Collected data is mainly used for web analysis to enhance your user experience.

Your consent also constitutes a data protection regulation. In this respect, we will inform you of the purposes of data processing and the right to withdraw your consent. If the consent also relates to the processing of special categories of personal data, we will explicitly notify you in the consent process.

Processing of special categories of personal data within the meaning of Art. 9 (1) GDPR may only take place where necessary on the grounds of legal regulations and there is no reason to assume that your legitimate interests should prevail to the exclusion of processing such data.

## **Data transfers / Disclosure to third parties**

We will only transmit your data to third parties within the scope of given statutory provisions or based on consent. In all other cases, information will not be transferred to third parties unless we are obliged to do so owing to mandatory legal regulations (disclosure to external bodies, including the supervisory authorities or law enforcement authorities).

## **Data recipients / categories of recipients**

In our organisation, we ensure that only individuals who are required to process the relevant data to fulfil their contractual and legal obligations are authorised to handle personal data. For

example, if we have your authorisation to pass on your application to other organisation members.

In many cases, service providers assist our specialist departments to fulfil their tasks. The necessary data protection contract has been concluded with all service providers. E.g. the webhost providing this website.

### **Transfers of personal data to third countries**

A transfer of data to third countries (outside the European Union or the European Economic Area) shall only take place if required by law or if you have provided your consent for such a transfer.

We do not transfer your personal data to service providers or group companies outside the European Economic Area.

### **Period of data storage**

We store your data for as long as required for the relevant processing purposes. Please note that numerous retention statutory periods require that data must be stored for a specific period of time. This relates in particular to retention obligations for commercial or fiscal purposes (e.g. commercial code, tax code, etc.). The data will be routinely deleted after use unless a further period of retention is required.

We may also retain data if you have given us your permission to do so, or in the event of any legal disputes and we use the evidence within the statutory limitation period, which may be up to 30 years; the standard limitation period is 3 years.

### **Secure transfer of data**

We implement the appropriate technical and organisational security measures to ensure the optimal protection of the data stored by us against accidental or intentional manipulation, loss, destruction or access by unauthorised persons. The security levels are continuously reviewed in collaboration with security experts and adapted to new security standards.

### **Obligation to provide data**

A range of personal data is required to establish, implement and terminate the obligation and the fulfilment of the relevant contractual and legal obligations. The same applies to the use of our website and the various functions we provide.

We have summarised the relevant details in the above point. In some cases, legal regulations require data to be collected or made available. Please note that it will not be possible to process your request or execute the underlying contractual obligation without this information.

### **Data categories, sources and origin of data**

The data we process is defined by the relevant context.

Please note that we may also provide information at specific points for specific processing situations separately where appropriate, e.g. when uploading application documents or when making a contact request.

**We collect and process the following data when you visit our website:**

- Web browser used
- Information on the website from which you visited us
- The IP address by your allocated Internet service provider
- Information on websites accessed on our site, including date and time

For reasons of technical security (in particular to safeguard against attempts to attack of our web server), this data is stored in accordance with Article 6 (1) lit f GDPR. Anonymization takes place no later than after seven days by abbreviating the IP address so that no reference is made to the user.

**Contact via email (Article 6 (1) lit a, b GDPR)**

If you contact us by email, we will process the personal information provided in the email solely for the purpose of processing your request.

**Automated decisions in individual cases**

We do not use purely automated processing to make decisions.

**Cookies (Article 6 (1) lit f GDPR, Article 6 (1) lit a GDPR on consent)**

Our website uses “cookies” at various locations, which serve to make our offer more user-friendly, effective and secure. Cookies are small text files that are placed on your computer and stored by your browser (locally on your hard disk).

Cookies enable us to analyse how users use our websites so we can design the website content in accordance with the visitor’s needs. Cookies also allow us to measure the effectiveness of a particular ad and, for example, to place it based on the user’s interests.

Most of the cookies we use are "session cookies", which will be automatically deleted after your visit. Persistent cookies are automatically deleted from your computer when their validity period (generally six months) has expired or you delete them yourself prior to expiry.

Most web browsers automatically accept cookies. You can generally change your browser's settings if you prefer not to send the information. You can still use the offers on our website without restrictions (exception: configurators).

Cookies are stored on the user’s computer which then transmits them to us. As a user, you therefore exercise full control over the use of cookies. You can change the settings in your Internet browser to disable or restrict the sending of cookies. In addition, cookies that have already been saved on your computer can be deleted at any time via an Internet browser or other software programs. All this is possible in all the current Internet browsers.

Please note: If you deactivate the placing of cookies on your device, you may not be able to access all our website functions in certain circumstances.

## **Web tracking (Article 6 (1) lit f GDPR)**

Our website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses cookies, text files which will be stored on your computer, to enable analysis of your usage of our website. (see Cookies (Article 6 (1) lit f GDPR, Article 6 (1) lit a GDPR on consent).

Information generated through usage of our website will be generally transferred and stored to Google servers in the U.S. With activated IP-anonymization activated on our website your IP address will be shortened in a member country of the European Union or one of its contracted partner countries before transfer to the U.S. Your IP will only be transferred to the U.S. in select cases in full and shortened there.

On our behalf, Google will use the information provided to analyse your usage of our website, to generate website activity reports and provide further services connected to website and internet usage for us as website operator.

Your IP address will not be merged with other Google data. We use the option "anonymizeIP()" to ensure shortening of your IP address and prevent identification.

If you deactivate the placing of cookies on your device, you may not be able to access all our website functions in certain circumstances.

You can prohibit data collection through set cookie generated data (including your IP address) by downloading and installing the tool provided below:

<https://tools.google.com/dlpage/gaoptout?hl=en>

It is furthermore possible to prohibit general collection of Google Analytics data by clicking below link. By clicking the link an opt-out-cookie will be set and all Google Analytics Cookie data collection on future visits of our website will be prevented. Should you delete the cookie another click on the link is necessary to us the opt-out-cookie again.

Opt-Out-Cookie: [http://www.bay-city.de/?javascript:gaOptout\(\)](http://www.bay-city.de/?javascript:gaOptout())

For more information on Google Analytics and their terms of usage please visit below link:

<http://www.google.com/analytics/terms>

## **Social plugins**

For reasons of data privacy no social plugins are in use on this website.

## **Online offers for children**

Persons under the age of 16 may not submit personal data to us or give a declaration of consent without the authorisation of their legal guardian. We encourage parents and guardians to actively participate in the online activities and interests of their children.

## **Links to other providers**

Our website also contains clearly identifiable links to the Internet sites of other companies. Although we provide links to websites of other providers, we have no influence on their content, and no guarantee or liability can therefore be assumed for such. The content of these pages is always the responsibility of the respective provider or operator of the pages.

The linked pages were checked at the time of linking for potential legal violations and identifiable infringements. No illegal content was identified at the time of linking. However, a permanent content control of the linked pages is not reasonable without concrete evidence of an infringement and, upon notification of a violation of rights, such links will be promptly removed.