

TikTok Pixel

1. Description, purpose and scope of data processing Our website uses the “TikTok Pixel”, a web analytics service provided by TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland (“TikTok”).

The TikTok Pixel uses cookies (or similar technologies) that are stored on your computer and enable analysis of your website usage and measurement of the effectiveness of advertisements ("conversion tracking"). If you give your consent, the pixel will collect information about your user behavior on our website (e.g., products viewed, shopping cart contents) and transmit it to TikTok. This data is used to display interest-based advertisements to users of our website when they visit the TikTok social network and to evaluate the effectiveness of our advertising campaigns. The data collected is anonymous to us and does not allow any conclusions to be drawn about the user's identity.

To the extent that personal data is collected and transmitted to TikTok in connection with the use of the TikTok Pixel, this is done partly under joint controllership with TikTok pursuant to Article 26 GDPR. We have concluded an agreement on joint controllership, which can be viewed at the following link: <https://ads.tiktok.com/i18n/official/policy/jurisdiction-specific-terms>

However, TikTok processes this data in accordance with its own data policy, and a link to your TikTok profile and transfer to servers of TikTok's parent companies (e.g., in the USA or Singapore) cannot be ruled out. You can prevent the storage of cookies by adjusting your browser settings accordingly.

2. Legal basis for data processing The storage of TikTok pixel cookies and the associated data processing are based exclusively on the consent of the visitor (Art. 6 para. 1 lit. a GDPR).

3. Duration of storage, right to object and erasure You can configure your browser to notify you when cookies are set and to allow cookies only in individual cases, to accept cookies in certain cases or to generally reject them, and to automatically delete cookies when you close your browser. Disabling cookies may limit the functionality of this website. You can prevent the collection of your data by the TikTok Pixel and the use of your data for displaying TikTok ads at any time by either rejecting your consent from the outset via our cookie settings (consent manager) or by subsequently withdrawing your consent with effect for the future. Alternatively, if you have a TikTok account, you can adjust the ad settings within the TikTok app or visit the opt-out page of the European Interactive Digital Advertising Alliance (EDAA) at [link to opt-out page]. <http://www.youronlinechoices.com/de/> to use.

4. Third-party provider information For more information about data protection at TikTok, please see TikTok's privacy policy: <https://www.tiktok.com/legal/page/eea/privacy-policy/de>