

Privacy Policy for Consumers and Business Partners

It is a matter of course for us that we handle personal data responsibly that we receive from you as a consumer or business partner when you use our websites and communicate with us both online and offline. We take all necessary measures to protect your personal data and to comply with the applicable national and European data protection regulations at all times.

This Privacy Policy provides information about how Original Wagner processes your data. It covers both our online and offline data collection activities, including personal data we collect through our various channels such as websites, apps, third party social networks, consumer services, points of sale, events and business contacts. The controller of your personal data within the context of a website is the company named in the imprint of the relevant website.

You can reach our data protection officer as follows:

Herold Unternehmensberatung GmbH
Herr Philipp Herold

Hafenstraße 1a
23568 Lübeck

Tel.: 0451/16085113

E-Mail: datenschutz@hub24.de
www.hub24.de

Questions and answers

Click on a question and you will receive the corresponding answer.

What are the sources of the personal data that Original Wagner collects?

This Website, including web pages that we operate under our own Domain/URL and mini pages that we operate on third party social media platforms, such as Facebook.

Tool for reporting compliance concerns (SpeakUp): This tool enables the reporting of compliance concerns and violations of the Act on Corporate Due Diligence Obligations in Supply Chains via a web form or telephone number.

Original Wagner Mobile Sites/Apps: Mobile sites or applications operated by or for Original Wagner, such as smartphone apps, emails, text or other electronic messages: Electronic interaction and communication between you and Original Wagner.

Consumer Service: Communication with our Consumer Service.

Offline registration forms: Printed or digital registration and similar forms that we collect, e.g. by postal mail, at competitions and other actions or events.

Interaction for advertising purposes: Interactions with our advertisements (e.g., if you interact with a third party website regarding one of our advertisements, we may receive information about those interactions).

Business relations: Conducting the contractual relationship with our customers, partners and suppliers.

Data from other sources: Third party social networks (e.g. Facebook), advertising networks (e.g. Google), market research (if feedback is not anonymised), Original Wagner advertising partners, public sources and data we receive about the acquisition of other companies.

What data does Original Wagner collect and how?

Depending on how you interact with Original Wagner (online, offline, by phone, etc.), we collect different types of information from you as described below.

Personal contact information: This includes any information you provide to us so that we can contact you, such as your name, postal address, email address, social network data or telephone number. It also includes contact details of contacts at our business partners.

Demographic Information & Interests: Any information that describes your demographic or behavioural characteristics. Examples include your date of birth, age or age group, gender, geographical location (e.g. postcode), favourite products, hobbies and interests, and household or lifestyle information.

Computer/Mobile Device Information: Any information about the computer system or other technical device you use to access one of our websites or apps, such as the Internet Protocol (IP) address used to connect your computer or device to the Internet, the type of operating system, and the type and version of Internet browser. If you access an Original Wagner website or app through a mobile device, such as a smartphone, the information collected will also include your phone's unique device ID, advertising ID, geological location and other similar mobile phone data.

Website Usage/Communication Information: As you navigate and interact with our websites or newsletters, we use automatic data collection technologies to collect certain information about your activities. This includes information such as which links you click, which pages or content you view and for how long, and other similar information and statistics about your interactions, such as content response times, download errors and time spent on certain pages. This information is collected for analytics and promotional purposes using automated technologies, such as cookies and web beacons, and is also collected through the use of tracking technologies by third parties. You have the right to object to the use of such technologies, for more details see question 'Cookies (Tracking Technology) - How and why are they used by Original Wagner?'.

Market Research & Customer Feedback: Any information you voluntarily provide to us about your experience of using our products and services.

Content that is created by the consumer: Any content that you create and then provide to us on third party social networks or by uploading to any of our websites or applications, including the use of third party social networking applications such as Facebook. Examples include photos, videos, personal stories or other similar media or content. Where permitted, we collect and post consumer-generated content in connection with a variety of activities, including contests and other promotions, community features of websites and third-party social networks.

Third-party social network information: Any information that you publicly share on a third-party social network or on your profile on a third-party social network (e.g. Facebook) and that you allow the third-party social network to share with us. Examples include your basic account information (e.g. name, email address, gender, birthday, current location, profile picture, user ID, friends list, etc.) and any other additional information or activities that you allow the third-party social network to disclose. We obtain your profile information from third-party social networks (or parts thereof) each time you download or interact with an Original Wagner internet application on a social network, such as Facebook, each

time you use a social networking feature embedded in an Original Wagner website (such as Facebook Connect), or each time you interact with us through a third-party social network. If you would like to learn more about how your information is obtained from an Original Wagner social network, or if you do not wish to have such information shared, please visit the website of the relevant third party social network.

Communication with the consumer service: Telephone communication with the consumer service may be recorded or intercepted in order to meet local operational requirements (e.g. for quality or training purposes), taking into account the legal requirements for this. Payment card data is not recorded here. Where required by law, you will be informed of such recording at the beginning of your call. In addition, we record the data from the telephone call that is necessary for the further processing of your request. Furthermore, we record all information that you provide to the consumer service via other channels such as emails, WhatsApp or LiveChat in order to be able to carry out the communication you have requested.

Sensitive personal data (special categories of personal data): We process sensitive personal data that you provide to us (e.g. week of pregnancy, allergies) for marketing purposes only with your explicit prior consent. If we process your sensitive personal data for other purposes, we rely on the following legal bases: (i) detection and prevention of crime (including fraud prevention); and (ii) compliance with applicable law (e.g. to comply with our diversity reporting).

Information from the compliance concern reporting tool (SpeakUp): The information you provide to us through this will be kept strictly confidential and will only be made available to those persons who need it to investigate the matter and who have been bound to the strictest confidentiality.

[How does Original Wagner protect your personal data?](#)

Original Wagner takes all necessary measures to maintain the confidentiality of your personal data and to protect it. Only authorised employees of the responsible company within Original Wagner have access to your personal data. All Original Wagner employees have been required to comply with the Original Wagner Privacy Policy.

If necessary, authorised employees of our service providers, who process the data on behalf of the corresponding Original Wagner company, also have access to this data. In this case, Original Wagner has concluded a so-called 'order processing contract' with the service provider, with which the service provider has assumed a guarantee for the maintenance of confidentiality and the protection of personal data.

Furthermore, Original Wagner has a secure IT environment to protect your personal data and takes the appropriate measures to prevent unauthorised access.

[For what purposes and on what legal basis does Original Wagner use your personal data?](#)

The following sections describe the different purposes for which we collect and use your personal data and the different types of personal data collected for each purpose. Please note that not all of the uses listed below are relevant to each individual.

What we use personal data for	Our legal bases	Our legitimate interests
-------------------------------	-----------------	--------------------------

<p>Customer service/consumer service. We use your personal information for the purposes of servicing our customers and consumers, including responding to your enquiries. This usually requires the use of certain personal contact information and information about the reason for your enquiry (e.g. order status, technical problem, product question/complaint, general question, etc.).</p>	<ul style="list-style-type: none"> • Fulfilment of contractual obligations • Legal obligations • Our legitimate interests 	<ul style="list-style-type: none"> • Improvement and development of new products and services • Increasing efficiency
<p>Competitions, marketing and other promotions. We will use your personal data with your consent (where necessary) to provide you with information about goods or services (e.g. marketing communications, campaigns or promotions). This may be by email, adverts, text messages, telephone calls and postal mail, where permitted by law. Some of our campaigns and promotions are carried out on third party websites and/or social media. This use of your personal data is voluntary, which means that you can withdraw your consent to this. For detailed information on how you can change your preferences for marketing communications, please see the question 'How can you find out about, review, amend, block or</p>	<ul style="list-style-type: none"> • With your consent (if required) • Fulfilment of contractual obligations • Our legitimate interests 	<ul style="list-style-type: none"> • Finding out which of our products and services might interest you and sending you information about them • Identifying consumer types for new products or services

<p>delete your submitted personal data and what other rights do you have'. For more information about our competitions and other promotions, please refer to the official rules or details published in the train of each competition/promotion.</p>		
<p>Third Party Social Networks. We use your personal information when you interact with third-party social networking features, such as 'Like' features, to provide you with advertisements and to engage with you on third-party social networks. You can find out more about how these features work, the profile data we receive about you and how to opt out by reading the privacy policy of the relevant third party social networks. We use your personal data to send you tailored communications based on your interests and interactions with our products and services, including through social media.</p> <p>Personalisation (offline and online). With your consent (where required), we use your personal data (i) to analyse your preferences and habits, (ii) to anticipate your needs based on our analysis of your profile, (iii) to improve and personalise your experience on our</p>	<ul style="list-style-type: none"> • With your consent (where required) • Our legitimate interests 	<ul style="list-style-type: none"> • Find out which of our products and services might interest you and let you know about them. • Defining consumer types for new products or services

<p>websites and apps, (iv) to ensure that the content on our websites/apps is optimised for you and your computer or device, (v) to provide you with targeted advertising and content, and (vi) to allow you to participate in interactive features if you choose to do so. For example, we store your login ID/email address or screen name so that you can quickly log in the next time you visit our website or so that you can easily find the items you have previously added to your shopping cart. Based on this type of information and with your consent (if required), we will also show you special Original Wagner content or promotions tailored to your interests. The use of your personal data is voluntary, i.e. you can object to the processing of your personal data for this purpose. Detailed information on how you can object to the processing can be found under the question "How can you find out about, check, change, block or delete your submitted personal data and what other rights do you have?".</p>		
<p>Order processing. We use your personal information to process and deliver your orders, notify you of the status of your orders, correct addresses and perform</p>	<ul style="list-style-type: none"> • Fulfilment of contractual obligations • With your consent (if required) 	<ul style="list-style-type: none"> • Improvement and development of new products and services • Increasing efficiency • Protecting our systems, networks and people

<p>identity verification and other fraud detection activities. This includes the use of certain personal data and payment information.</p> <p>Other general purposes (e.g. internal or market research, analytics, security). We use your personal data in accordance with applicable laws for other general business purposes, such as maintaining your account, conducting internal or market research and measuring the effectiveness of promotional campaigns. We also use your personal data to manage and operate our communications, IT and security systems.</p>	<ul style="list-style-type: none"> • Legal obligations • Our legitimate interests 	<ul style="list-style-type: none"> • Compliance with legal obligations
<p>Conducting business relationships. We use contact information (usually first name and last name) of employees (including owners and management) of our business partners, customers and suppliers in order to be able to carry out and process existing or potential contractual relationships. Additional data does not generally relate to individual employees, but to the companies with which we work and is therefore not personal.</p>	<ul style="list-style-type: none"> • Our legitimate interests 	<ul style="list-style-type: none"> • Implementation of our contractual relationships • Initiation of contractual relationships • Processing of contractual relationships with business partners, customers and suppliers
<p>Legal Reasons or Merger/Acquisition. In the event that Original Wagner or its assets are acquired by or merged</p>	<ul style="list-style-type: none"> • Legal obligations • Our legitimate interests 	<ul style="list-style-type: none"> • Compliance with legal obligations • Protection of our assets and personnel

<p>with another company, including through bankruptcy, we will share your personal information with one of our legal successors. We will also disclose your personal information to third parties (i) if required to do so by applicable law; (ii) in response to legal process; (iii) in response to a request from a competent law enforcement authority; (iv) to protect our rights, privacy, safety or property or the public.</p> <p>Investigation of compliance violations and in particular also violations of the Supply Chain Due Diligence Act:</p> <p>If we become aware of potential violations, the information required for the investigation is processed in strict confidence.</p>		
---	--	--

To whom does Original Wagner disclose your personal data and why?

Original Wagner will not, under any circumstances, provide your personal information to other companies that wish to use it for direct marketing purposes unless you have given us express permission to do so. Furthermore, Original Wagner provides your personal data to the following other entities in strictly limited circumstances:

- Our service providers to assist us with e.g. administration of this website, order processing, payment processing, fraud detection, identity verification, market research, promotions, data analysis, advertising targeting. We have contractually obliged these companies to take the same security measures as Original Wagner with regard to the personal data, to maintain the confidentiality of the data and to process it only on the express instructions of Original Wagner. If required by law, you can obtain a list of the service providers that process your personal data.
- Data collected via meta-products, such as the Like button, the Share button, Facebook Connect (register with Facebook) or through cookies or other technologies (in particular pixels) is also received by Meta Ireland Limited (Meta). In particular, information is collected about your visits to our websites and Facebook pages, your interactions on these pages and the use of the aforementioned Meta products. This enables us to measure the effectiveness of our

advertising, improve our marketing practices and helps us to serve more relevant advertising to you. Original Wagner is a joint data controller with Meta for this processing. This means that Original Wagner must provide you with this data processing notice, but you must contact Meta if you wish to exercise your rights in relation to the processing of your personal data. For more information, including how Meta enables you to exercise your rights and how Meta subsequently processes your data as a data controller in its own right, please see Meta's Data Policy: [Data Policy \(facebook.com\)](https://www.facebook.com/policy/)

- Credit reference agencies/collection companies, to the extent permitted by law, to check your creditworthiness (in particular for orders with an invoice) or to collect outstanding invoices).
- Governmental authorities if we are required to do so by the requirements of an applicable law.

[How can you find out about, check, change, block or delete the personal data you have provided and what other rights do you have?](#)

You have the following rights in relation to your personal data:

The right to information, correction, deletion, restriction of processing, objection to processing and the right to data portability.

In addition, you have the right to revoke your consent to the processing of your personal data in the future.

For the revocation of consent, the possibility to unsubscribe from the corresponding service and thus revoke the given consent is also given with every marketing e-mail sent out.

You may also exercise the following additional rights in relation to the use of your relevant personal data:

- the right to object, on grounds relating to your particular situation, to the use of your relevant personal data by us or on our behalf; and
- the right to object to the processing of your personal data by us or on our behalf for direct marketing purposes.

Unfortunately, information or processing by telephone is not possible due to a lack of clear identification.

Furthermore, you have the right to lodge a complaint with a data protection supervisory authority.

You can also contact our data protection officer as follows:

Herold Unternehmensberatung GmbH
Herr Philipp Herold

Hafenstraße 1a
23568 Lübeck

Tel.: 0451/16085113

E-Mail: datenschutz@hub24.de

www.hub24.de

To which countries will your personal data be transferred and why?

Your personal data may be transferred to other countries if a service provider of Original Wagner is based abroad. In this case, a so-called 'order processing contract' is concluded with the service provider, which ensures that the same level of data protection and data security exists as in the country of origin. This is ensured, among other things, by obliging the service provider to act exclusively on the instructions of Original Wagner and to continuously take all technical measures to protect your personal data to the same extent as in the country of origin.

If personal data is processed in a country outside the EU and the EEA, Original Wagner has ensured the appropriate level of data protection by concluding the standard contract specified by the EU for this purpose or an adequacy decision by the EU Commission for the respective country is available. A copy of the relevant contract can be requested via the data protection officer at the following e-mail address: datenschutz@hub24.de.

Cookies, Log Files and Web Beacons ('Tracking Technology')- How and why are they used by Original Wagner?

Our Original Wagner website uses cookies and other tracking technologies under the terms of this privacy policy. If you do not agree with our use of cookies and other tracking technologies in this way, please change your browser settings immediately or stop using our websites.

If you are connecting to the internet on a mobile device, please also check the privacy policy of the specific app you are using to learn more about their specific data processing practices.

Cookies are small text files that are stored on your computer by the website you are visiting. They are widely used to ensure the functionality of websites, to make them more effective or to provide information to the website operator. At the end of this question, you will receive more detailed information on the specific cookies used.

We use cookies to improve the use and functionality of our websites and to gain a better understanding of how visitors use our websites and services offered through them. Cookies help us to customise our websites to meet your personal needs, improve the user experience, receive customer satisfaction feedback and communicate with you in other areas of the internet.

We use the following types of cookies on our websites:

Session cookies: These are temporary cookie files that are deleted when you close your browser. When you restart your browser and go to the page that set the cookie, the website will treat you as a new user.

Persistent cookies: These are cookies that remain in your browser until you manually delete them in your browser or until your browser deletes you according to the time limit set in the cookie. These cookies recognise you as a returning visitor.

Necessary cookies: These are cookies that are absolutely necessary for the functionality of the website. They enable you to navigate the websites and use our website features.

Cookies that provide us with information: These are cookies that we integrate into our websites and that can only be read by our websites. They are also called 'first party cookies'.

We also integrate cookies into ads placed on other companies' websites (e.g. Facebook). We receive information about these cookies when you click or interact with the ad. This is then also called a 'third party cookie'. Original Wagner uses this information to serve you ads that are relevant and interesting to you according to your previous online behaviour.

Cookies that provide information to other companies: These are cookies placed on our websites by our partner companies (e.g. Facebook). They use the data collected through these cookies to anonymously serve advertisements to you on other websites based on your use of this website. For example, if you use a Facebook icon on the website, it will record your 'share' or 'like'. Facebook (as the company that set the cookie) will process this information.

Log files: We collect information using log files that record activity on the website and compile statistics about your browsing habits. These data entries are generated automatically and help us to troubleshoot, improve performance and ensure the security of our websites.

Web Beacons: Web beacons (also 'web bugs') are small strings of code that deliver a graphical image on a web page or in an email to transmit data back to us. The information collected via web beacons includes information such as IP address, as well as information about how you respond to an email campaign (e.g. when the email was opened, which links you click on in the email, etc.). We will use web beacons on our websites or include them in emails that we send to you. We use information from web beacons for a variety of purposes, including, but not limited to, reporting on web page navigation behaviour and determining visitor numbers. As web beacons are a part of the website, it is not possible to opt out of their use, but you can opt out by objecting to the use of the cookie that the web beacons set.

IP addresses: This is a number used by computers on the network to recognise your computer each time you log on to the internet. We store IP addresses to fix technical errors, to ensure the security of the website, to better understand how our websites are used and to better customise the content of the websites to your needs.

As a company, we have also voluntarily submitted to the self-regulation of the German Data Protection Council Online Advertising (DDOW). You can find the self-regulation code that applies to us under the link My cookies. Cookies are transferred to your computer's hard drive by means of your web browser or other programs and are stored there beyond the individual visit to our website.

Make sure your computer settings reflect whether you want to accept cookies. You can set your browser to warn you before accepting cookies or to reject them. Use your browser's help function for more information. You do not need cookies to use or navigate many parts of this website. If you use different computers in different locations, you must ensure that each browser matches your preferences regarding cookies.

- In addition, we use the cookie consent tool of Crownpeak Technology Inc. on many of our websites. This tool makes it visible to you which cookies are used for which purpose and you can decide for yourself whether to accept or reject them. Please note that when you delete your browsing history, your settings will be reset.
- Our website uses Google Analytics as a web tracking tool. You can find all other details [here](#).
- Some websites use the communication tools of the social network Facebook Custom Audiences and Website Custom Audiences. You can find all other details [here](#).

E-Marketing- What is spamming and what is Original Wagner's position on spam mails?

Spamming means sending you unsolicited emails with advertising or marketing material without your consent. Sending emails without consent is illegal in many countries. Original Wagner does NOT send spam emails. Original Wagner itself uses an anti-spam tool to protect employees from spamming. Original Wagner will not use your personal information (including your email address) for direct marketing unless you give us your EXPRESS consent. This is known as the OPT-IN process. Original Wagner will also not provide your information to any other company that may use your personal information to send you spam.

You can contact our data protection officer as follows:

Herold Unternehmensberatung GmbH
Herr Philipp Herold

Hafenstraße 1a
23568 Lübeck

Tel.: 0451/16085113

E-Mail: datenschutz@hub24.de

www.hub24.de

How long does Original Wagner store your personal data?

Your personal data will be stored for as long as is necessary to fulfil the purpose for which we received your personal data or to comply with legal regulations (e.g. statutory retention obligations). For example, this means that storage will continue until we have answered a question from you, a competition or the contractual relationship with a business partner has ended and the purpose for further storage of contact persons therefore no longer exists, provided there are no legal archiving obligations to the contrary. If you have given us your consent to store your personal data for marketing purposes, this means that your data will be stored for the duration for which Original Wagner takes marketing measures or until you withdraw your consent. You can revoke any consent you may have given to receive advertising at any time with effect for the future.

What is Original Wagner's position on children providing us with personal data?

We do not knowingly collect or store personal data from children under the age of 18. If we discover that we have inadvertently collected personal data from a child under the age of 18, we will immediately delete that child's personal data from our systems. However, Original Wagner may collect and store personal data from children under the age of 18 directly from their parents or guardians and with their express consent. We also do not knowingly collect and store personal data from children under the age of 18 for specific marketing communication purposes.

Is Original Wagner linked to websites of other companies outside of Original Wagner and what happens to my personal information if such a link is present?

Original Wagner links to other websites to provide you with the opportunity to obtain related and interesting information in connection with Original Wagner. These websites operated by other companies outside of Original Wagner are not under our control or subject to these privacy terms. If you access other websites through the links provided, the operator of those websites may collect your personal information. Please make sure that you agree to the privacy policy of these other companies'

websites before you share any personal information. Original Wagner tries to ensure, as far as possible, that the same measures are taken to protect your personal data for all linked websites of other companies. However, we cannot be held legally or otherwise responsible for the activities of other companies.

Can Original Wagner change the terms of this Privacy Policy?

Original Wagner always keeps these data protection conditions up to date. This means that this document will be adapted to changing circumstances in the data processing of Original Wagner as well as any changes in the legal situation.

We would therefore ask you to inform yourself regularly about changes to these data protection conditions.

At which addresses can I contact Original Wagner if I have further questions about my personal data?

Our data protection officer

Herold Unternehmensberatung GmbH
Herr Philipp Herold

Hafenstraße 1a
23568 Lübeck

Tel.: 0451/16085113

E-Mail: datenschutz@hub24.de
www.hub24.de

What specific terms with legal definitions are used in these Original Wagner Privacy Policy?

- *Personal data* is any data relating to you as a natural person that directly or indirectly identifies you. (On websites, this is usually at least your email address).
- *Processing of personal data* means any operation performed upon personal data, whether or not by automatic means, such as collection, recording, alteration, transmission, blocking and erasure of such data.
- *The responsible body* is the company to which the user transmits his or her data (i.e. the Original Wagner company that operates this website and collects your personal data). The relevant company is named in the imprint of the respective website.

Privacy policy on usage-based online advertising

We offer usage-based online advertising on the following websites:

- original-wagner.de
- Buitoni-pizza.com

1. Information on usage-based online advertising/retargeting

The above-mentioned Internet offer or the website from which you have been linked to it collects and processes your usage behaviour. As a result, you benefit as a user by receiving advertising on websites of Facebook, Amazon, YouTube, in the Google Display and Partner Network or in the context of a search query on Google, which is more likely to match your areas of interest and by the fact that less random advertising is delivered overall. A cookie is stored on your computer to record your usage behaviour. Cookies are small text files that are stored on your computer's hard drive and enable recognition. Responsible for the data collection is:

Original Wagner Pizza GmbH, In den Schemeln 2, 66620 Nonnweiler-Otzenhausen

2. What data is collected?

Information is collected about your activities on the websites operated by the companies of the Original Wagner group of companies (e.g. surfing behaviour, sub-pages visited of the Internet offers, etc.).

3. Objection

If you do not wish to consent (any longer) to the corresponding data collection, you can object and deactivate the data collection on the following links:

- [Deactivation page for DoubleClick](#)
- [NAI \(Network Advertising Initiative\) deactivation page](#)
- [Deactivation link for Facebook](#)
- [Deactivation link for Amazon](#)

In general, you can prevent cookies from being stored on your hard drive by selecting "do not accept cookies" in your browser settings. You can also set your browser so that it asks you whether you agree before cookies are set. Finally, you can also delete cookies once they have been set at any time.

Privacy policy on the use of Google Analytics

If you have given your consent, Google Analytics, a web analytics service provided by Google LLC, is used on the following websites. The responsible service provider in the EU is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

- original-wagner.de
- Buitoni-pizza.com

Scope of processing

Google Analytics uses cookies that enable an analysis of your use of our website. The information collected by means of the cookies about your use of this website is generally transferred to a Google server in the USA and stored there.

We use the User ID function. With the help of the User ID, we can assign a unique, permanent ID to one or more sessions (and the activities within these sessions) and analyse user behaviour across devices.

We use Google Signals. This allows Google Analytics to collect additional information about users who have activated personalised ads (interests and demographics) and to deliver ads to these users in cross-device remarketing campaigns.

We use the function 'anonymizeIP' (so-called IP masking): Due to the activation of IP anonymisation on this website, your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

During your visit to the website, we collect the following data, among others:

- the pages you visit, your "click path"
- achievement of "website goals" (conversions, e.g. newsletter registrations, downloads, purchases)
- your user behaviour (e.g. clicks, dwell time, bounce rates)
- your approximate location (region)
- your IP address (in shortened form)
- technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- your internet service provider
- the referrer URL (via which website/ via which advertising medium you came to this website)

Purposes of the processing

On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, and compiling reports on website activity. The reports provided by Google Analytics are used to analyse the performance of our website and the success of our marketing campaigns.

Recipient

The recipient of the data is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, as an order processor. We have concluded an order processing agreement with Google for this purpose. Google LLC, based in California, USA, and, if applicable, US authorities can access the data stored by Google.

Transmission to third countries

A transfer of data to the USA cannot be ruled out.

Storage period

The data sent by us and linked to cookies are automatically deleted after 26 months. The deletion of data whose retention period has been reached takes place automatically once a month.

You can also prevent the collection of data generated by the cookie and relating to your use of the website (including your IP address) by Google and the processing of this data by Google by

- a. not giving your consent to the setting of the cookie or
- b. downloading and installing the browser add-on to deactivate Google Analytics [HERE](#).

You can also prevent the storage of cookies by configuring your browser software accordingly. However, if you configure your browser to reject all cookies, functionalities on this and other websites may be restricted.

Legal basis and revocation option

for this data processing is your consent, [Art.6 Abs.1 S.1 lit. a\) DSGVO](#). You can revoke your consent at any time with effect for the future by calling up the "Cookie settings" in the footer of our websites (link in the bottom line of our websites) and changing your selection there.

For more information on Google Analytics' terms of use and Google's privacy policy, please visit <https://marketingplatform.google.com/about/analytics/terms/de/> and <https://policies.google.com/?hl=de>.

Privacy policy for the use of intelliAd

The following websites use the [web analysis service with Bid-Management of intelliAd Media GmbH](#), Sendlinger Str. 7, 80331 Munich:

- original-wagner.de
- Buitoni-pizza.com

Anonymised usage data is collected and stored in aggregated form and usage profiles are created from this data using pseudonyms in order to design and optimise this website in line with requirements. When intelliAd tracking is used, cookies are stored locally. According to §15 of the current version of the German Telemedia Act, you as a website visitor have the right to object to the storage of your (anonymised) visitor data in the future. To do this, use the [intelliAd opt-out function](#).

Privacy policy on the use of Facebook advertising

On the following website, we use Custom Audiences and Website Custom Audiences from Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"):

- original-wagner.de
- Buitini-pizza.com

We use communication tools of the social network Facebook, in particular the product Custom Audiences and Website Custom Audiences. Basically, a non-reversible and non-personal checksum (hash value) is generated from your usage data, which can be transmitted to Facebook for analysis and marketing purposes. For the Website Custom Audiences product, the Facebook cookie is addressed.

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 for protecting your privacy, please refer to Facebook's privacy policy, which you can find at https://www.facebook.com/ads/website_custom_audiences/ and <https://www.facebook.com/privacy/explanation>, among other places.

If you wish to object to the use of Facebook Custom Audiences and Website Custom Audiences, you can do so via our cookie setting tool, which is located at the bottom of the web pages (in the footer).

Status: July 2024