

Privacy information

As part of our information obligations (Art. 13 et seq. DSGVO), we inform you as a user about what data is processed when you visit our website and on what legal basis this is done. Furthermore, you will receive information about how we protect your data from a technical and organizational point of view and what rights you have vis-à-vis us and the responsible supervisory authority.

1. information about the responsible person

Group of companies of the Simba Dickie Group,
in detail consisting of the companies listed in the annex.

2. data protection officer of the Simba Dickie Group

Mr. Volkhard Wacker (Group)
Ms. Petra Müller (Burghaslach site)
Mr. Norbert Pillmann (Sonneberg site)

You can reach our data protection officers at the following e-mail:

datenschutz@simba-dickie.com

3. processing of your personal data

Informational use of our website

When you visit our website, so-called log files are processed, as a result of which they are automatically recorded by our system.

The following log files are processed automatically:

- IP address of the requesting computer
- Type of Internet browser used
- Operating system and its version
- Operating system interface
- Pages called
- Date and time of the visit
- Time zone difference from Greenwich Mean Time (GMT)
- Access status/http status code
- Amount of data transferred
- Referrer

Your data will not be stored together with other personal data.

The processing of the above data is necessary for the provision of our website.

The legal basis for processing the data for anonymization purposes is Art. 6 (1) letter f DSGVO.

4. data transmission

For the purposes mentioned under point II., your personal data may be transferred not only to the SDG group of companies, which is the contractual partner (and responsible for processing your personal data), but also to companies and their service providers within and outside the European Economic Area (EEA).

Countries outside the EEA may have different data protection laws than your country of residence. In the event of a transfer of your personal data to other countries as described above, we will take reasonable precautions to ensure the adequate protection of your personal data in those countries. In particular, we have entered/will enter into appropriate agreements with these recipients of the data that include the EU standard contractual clauses. *

* Since July 2023, a new adequacy decision for data exchange with the USA has now been adopted by the EU Commission. US companies can be certified according to the "Trans-Atlantic Data Privacy Framework" - TADPF for short or just DPF. The DPF is considered the successor to the previous Privacy Shield.

5. data check with the help of sanction lists

In accordance with EU Resolution 881/2002, we are obliged to verify all persons involved in a transaction before the conclusion of the contract by means of sanctions lists. A sanctions list is an official register listing persons, groups, organizations or economic goods (commodities) against or for which economic and/or legal restrictions have been imposed. While personal/organizational sanctions lists serve to combat terrorism worldwide and support embargoes, goods-related sanctions lists are issued for political and/or economic reasons (e.g. import duties on certain products included in a sanctions list).

6. contact form

You can use our contact form to contact us electronically, for example to provide feedback or to ask us questions. When using this option, you transmit the following data to us:

- Mail address (to contact you)
- First and last name (For abuse prevention purposes)
- Message and subject
- Phone number (voluntary)

In addition to the data that you voluntarily provide to us, we store the time (date and time) of transmission of your data to us, as well as your IP address. The processing of this data corresponds to our legitimate interest (Art. 6 (1) DSGVO) to ensure the security of our systems and to counteract misuse. This data, which we additionally collect during your contact, will be deleted as soon as it is no longer needed, at the latest when the matter of your contact has been comprehensively clarified.

By sending the contact form, you consent to the processing of your data by us. The data will be stored until they are no longer required to achieve the purpose of the conversation with you and the concern of your contact has been comprehensively clarified.

If you conclude a contract with us via the website, your data will be stored for as long as it is required for the performance of the contract. Beyond that, we only store your data to fulfill contractual or legal obligations (e.g. tax obligations) (Art. 6 (1) DSGVO).

7. contact by e-mail

Of course, you also have the option of contacting us by e-mail. Your personal data transmitted in the e-mail will be stored by us. The data will not be passed on to third parties. The data will be processed exclusively to handle your contact and deleted as soon as the purpose for the communication has been fulfilled.

If you wish to conclude a contract (e.g. an order) with us by e-mail, the additional legal basis for the processing of your personal data is Art. 6 (1) DSGVO. This data will be stored as long as it is necessary for the execution of the contract. Beyond that, we only store your data in order to comply with contractual or legal obligations (e.g. tax obligations).

You can revoke your consent to the processing of your personal data at any time by notifying us by e-mail to "datenschutz@simba-dickie.com". In this case, all personal data of the conversation will be deleted, a continuation of the conversation is then no longer possible.

8. newsletter

On our website we offer the possibility to register for one of our newsletters free of charge. In addition to your e-mail address, we also require your declaration of consent. By sending the newsletter registration, you agree to the processing of your data by us.

Other information, e.g. your name, is voluntary and is used to address you personally.

The requested newsletter will only be sent to you if you confirm your registration via an e-mail sent to you for this purpose using the links provided. In this way, we want to ensure that only you can subscribe to the newsletter.

In addition, we store the date and time of transmission of your data, as well as your IP address, as part of your newsletter registration. The processing of this data corresponds to our legitimate interest pursuant to Art. 6 (1) DSGVO to ensure the security of our systems and to prevent misuse.

Your data will not be passed on to third parties and will be processed exclusively in connection with the dispatch of newsletters.

Your data and your e-mail address will only be stored for the duration of your active newsletter subscription, provided that you have given your consent for this. The data that we additionally collect automatically during your subscription (IP address, date and time) will be deleted at the latest when you end your newsletter subscription.

Option to object / unsubscribe from newsletter

You can unsubscribe or cancel our newsletter at any time. You will find the link to do so in every newsletter. By doing so, you revoke your consent or object to further use of your data for the purpose of sending the newsletter

9. cookies

We use cookies on our website. Cookies are text files that are sent to your browser by our web server when you visit our website and are stored on your computer for later retrieval.

You can view and delete the stored cookies as well as prevent their storage in your internet browser settings.

However, if you block all cookies, not all features of our website may be available to you.

In this regard, please note the possibility of setting cookies on our website.

a. own cookies

We use our own cookies to ensure the functionality of our website. Some elements of our website necessarily require that your internet browser is recognized after a page change. For the processing of personal data in cookies that we set on our website to ensure the functionality of our website and our offer, the legal basis is Art. 6 (1) DSGVO.

b. third-party cookies (third-party cookies)

We use cookies from so-called "third-party providers" on our website. This means that during your visit to our website, data from in your web browser is transferred to the third party's web server and stored there.

Google Analytics 4

The Google Analytics 4 analysis service of Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, or Google LLC / Alphabet Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA (hereinafter: "**Google Analytics 4**") is implemented on our website.

Google Analytics 4 uses cookies that enable an analysis of your use of our websites.

In Google Analytics 4, the anonymization of IP addresses is activated by default. As a rule, your IP address is still shortened within the European Union/EEA and only then transferred to Google servers. The processing of your information is pseudonymous and we will not merge it with other personal data from you.

We use the data collected in this way for statistical purposes in order to optimize our website and offers.

For more information on Google Analytics 4 terms of use and Google's privacy policy, please see the following links:

<https://marketingplatform.google.com/about/analytics/terms/de/>

<https://policies.google.com/privacy>

Salesforce

Nexum processes data using Salesforce software based on the cookies set for our newsletters.

You can find the corresponding data protection information under the following link:

<https://www.salesforce.com/form/other/privacy-request/>

10. other third-party content that is integrated on our website

YouTube

We integrate videos from YouTube of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA (hereinafter: "**YouTube**") for the purpose of making our website more appealing. We use the extended data protection mode[AH6] so that information about you is only shared with YouTube if you activate the video by clicking on the play button of the video.

When you activate the video, YouTube uses cookies to collect information for analysis purposes and to improve the user experience. According to YouTube, the data is processed pseudonymously. However, if you are logged in to your Google or YouTube account, the data may be linked directly to your YouTube account.

For more information about privacy, including how long your data is stored by YouTube, please see Google's privacy policy at: <https://policies.google.com/privacy?hl=de&gl=de>.

The legal basis for the integration of the YouTube service on our website and the associated processing of your data is Art. 6 (1) DSGVO.

Social networks – Facebook

Our websites provide so-called "social plug-ins" of the Facebook social network (Facebook Inc, 1601 Willow Road Menlo Park, CA 94025. Company Phone, 650-618-7714).

You can recognize these plug-ins by the Facebook logo or the Facebook "Like" button (thumbs up icon).

An overview of the Facebook plug-ins can be found at: <https://developers.facebook.com/docs/plugins/>.

If you call up such a plug-in while visiting our website, a connection to the Facebook servers is established and data is transmitted to Facebook and stored there. This applies regardless of whether you are a member of Facebook or not.

We would like to point out that we have no influence on the type and scope as well as the use of the transmitted data to Facebook. We also have no information on the deletion of the collected data.

If you are logged in to Facebook as a Facebook user while visiting our website, data about you will be added to your Facebook profile. If you want such a data transfer then log out of Facebook before you visit our websites.

For more information on how Facebook collects, uses, and stores your personal data, see:

<https://www.facebook.com/privacy/policy>.

The legal basis for the use of the plug-ins is Art. 6 para. 1 sentence letter f DSGVO.

11. applicant data

On our website we inform about vacancies in our team and you can send us your application by e-mail. We process your data to handle your application procedure, which means that your application will be viewed by our employees who are responsible for a pre-selection. Your data will not be passed on to third parties and we will not use your data for other purposes.

In the event of rejection, your data will be deleted immediately. In the event of a legitimate interest in your application, we will store the data for a maximum period of six months, unless you give us your consent to store the applicant data for longer in order to contact you after this period, if necessary.

The legal basis for the processing of your data is § 26 BDSG and Art. 88 DSGVO.

12. your rights

If we process your data, you are a "data subject" within the meaning of the GDPR. You have the following rights:

a. right to information

You have the right to request confirmation from us as to whether we are processing your personal data.

If we process your personal data, you have the right to obtain information about the following:

- the processing purposes
- the categories of personal data that are processed;
- The recipients or categories of recipients to whom your personal data are disclosed. data have been or will be disclosed, in particular to recipients in third countries or to international organizations;
- if possible, the planned duration for which your personal data will be stored, or, if this is not possible, the criteria for determining this duration;
- the existence of a right to rectification or deletion of the data concerning you personal data or to restriction of processing by us or a right to object to such processing;
- the existence of a right of appeal to a supervisory authority;
- if the personal data has not been collected directly from you, all available Information about the origin of the data;
- the existence of automated decision making including profiling pursuant to Art. 22 (1) and (4) GDPR and - at least in these cases - meaningful information about the logic involved, as well as the scope and the intended consequences of such a Processing for you

If we transfer your data to an international organization or to a third country, you also have the right to request information about whether appropriate safeguards exist in accordance with Art. 46 DSGVO in connection with the transfer.

b. right of rectification

You have the right to correct and/or complete the data we have stored about you if this data is incorrect or incomplete. We will then carry out the correction or completion without delay.

c. right to restrict processing

Under certain circumstances, you have the right to demand that we restrict the processing of your personal data. At least one of the following conditions must be met:

- You dispute the accuracy of the personal data for a period that allows us to enable to verify the accuracy of the personal data,
- The processing is unlawful and you object to the erasure of the personal data and instead request the restriction of the use of the personal data. Data;
- We no longer need the personal data for the purposes of processing, you but require them for the assertion, exercise or defense of legal claims, or
- You have objected to the processing pursuant to Art. 21 (1) DSGVO for as long as it has not yet been determined whether our legitimate reasons outweigh your interests.

d. right of cancellation

You have the right to demand that we delete your personal data immediately if we are obliged to do so. This is the case if one of the following conditions is met:

- Your personal data is not to be used for any purpose for which it was collected or otherwise used. have been processed, are no longer necessary.
- You withdraw your consent on which the processing is based pursuant to Art. 6 (1) letter a or Art. 9 (2)(a) of the GDPR, and there is no other legal basis for the Processing.
- You object to the processing in accordance with Art. 21 (1) DSGVO and there is no overriding legitimate grounds for the processing, or you provide a legitimate ground for the processing in accordance with Art. 21 (2) DS- GVO object to the processing.
- Your personal data have been processed unlawfully.
- The deletion of the personal data is necessary for the fulfillment of a legal obligation required by Union law or the law of the Member States to which we are subject.
- Your personal data was collected in relation to services offered by the Information society collected pursuant to Art. 8 (1) DSGVO.

If we have made your personal data public and we are obliged to erase it in accordance with the aforementioned conditions, we shall take reasonable measures, including technical measures, to inform other data controllers processing the personal data that you have requested that we erase all links to or copies or replications of such personal data, taking into account the technologies and implementation costs available to us.

However, your right to erasure does not exist if the processing is necessary for the following reasons (exceptions):

- To exercise the right to freedom of expression and information;
- in order to comply with a legal obligation that requires processing under the law of the Union or the Member States to which we are subject, or for the exercise of a legitimate task that is in the public interest or is performed in the exercise of official authority that is was transferred to us;
- for reasons of public interest in the field of public health pursuant to Art. 9 (2) Letter. h and i as well as Art. 9 (3) DSGVO;
- for archival, scientific or historical purposes that are in the public interest research purposes or for statistical purposes pursuant to Art. 89 (1) of the GDPR, to the extent that the information referred to in (1) the achievement of the purposes of such processing is likely to be impossible. makes or seriously impairs, or
- for the assertion, exercise or defense of legal claims.

e. right to information

If you have exercised your right to rectify, erase or restrict the processing of your data, we are obliged to notify all recipients to whom we have disclosed your personal data of the rectification, erasure or restriction of the processing of your data, unless this proves impossible or involves a disproportionate effort.

f. right to data portability

You have the right, under the following condition, to receive the personal data you have provided to us in a structured, common and machine-readable format and the right to have this data transferred to another controller:

(1) The processing is based on consent pursuant to Art. 6 (1) letter. a or Art. 9 (2) letter. a DSGVO or on a contract pursuant to Art. 6 (1) letter. b and

(2) the processing is carried out with the help of automated procedures. In doing so, you have the right to obtain that we transfer your personal data directly to a to other data controllers, insofar as this is technically feasible and respects the freedoms and rights of the data controller. rights of other persons are not affected by this

This right to data portability does not apply if the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

g. right of objection

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data based on Art. 6 (1) letter. e or letter. f DSGVO. This also applies to profiling based on these provisions.

We will no longer process your personal data after an objection, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the assertion, exercise or defense of legal claims.

If we process your personal data for the purpose of direct marketing, you have the right to object at any time to processing for the purpose of such marketing. This also applies to profiling, insofar as it is related to direct advertising.

If you object to the processing of your personal data for direct marketing purposes, we will no longer process it for these purposes.

h. right of withdrawal

Pursuant to Art. 7 (3) DSGVO, you have the right to revoke your consent at any time. The withdrawal of consent does not retroactively invalidate the lawfulness of the processing.

i. right of appeal to a supervisory authority

You have the right to lodge a complaint with a supervisory authority, without prejudice to any other administrative or judicial remedy. In particular, you may exercise your right to lodge a complaint in the Member State of your residence, workplace or the place of the alleged infringement, if you consider that the processing of your personal data infringes the GDPR.

An overview of the respective state data protection commissioners of the federal states as well as their contact details can be found under the following link:

https://www.bfdi.bund.de/DE/Service/Anschriften/anschriften_table.html.

13. up-to-dateness of this privacy policy

We reserve the right to change this privacy policy at any time with effect for the future.

Status: 01 August 2023.

Appendix

For the companies belonging to the Simba Dickie Group, please see the following link:

[SIMBA DICKIE GROUP | Germany | We love to make toys \(simba-dickie-group.com\)](https://www.simba-dickie-group.com)