

Legals

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Privacy Policy

§ 1 General information

Personal data are individual pieces of information about the personal or material circumstances of an identified or identifiable natural person (e.g., form of address, name, address, e-mail address, telephone number, banking details, credit card number). Such data are processed by us exclusively in accordance with the provisions of German and European (EU) legislation on data protection. The following regulations inform you about the purpose of data processing, the recipients, legal basis and storage periods of your personal data, and about your rights and the persons or entities responsible for processing said data. This Privacy Notice applies exclusively to our websites. If links on our webpages forward you to other webpages, please inform yourself there about the use and treatment of your data.

§ 2 Collection and treatment of visitors' data on our website

(1) Purpose of data processing

The following information is automatically registered and processed each time this website is visited to ensure provision of the corresponding services:

- o Internet browser employed
- o Date and time of page view
- o Country in which page was viewed
- o Success or failure of page view
- o Duration of page visit
- o Volume of data transmitted
- o Provider placing the request (referrer)
- o Last name, first name
- o Address
- o E-Mail address
- o Payment data
- o Sex
- o User status (e.g., first-time customer)
- o Redeemed vouchers
- o Order data
- o Payment data

These data are processed for technical reasons to ensure the adequate provision of services. They may also be used to generate internal system-related and usage statistics. They cannot, however, be linked to specific individuals. Where statistics are created to ensure adequate website design, this is done using pseudonyms. The IP address of the computer submitting the request is registered separately to ensure the availability of this website from a technical standpoint.

Additional data are gathered when orders are placed in the online shop. These include:

Data essential for delivery or order processing are sent to third-party service providers.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(f) GDPR.

(3) Legitimate interest

Correct presentation of our online shop and order processing.

(4) Duration of storage

Your data is immediately deleted when it has fulfilled its purpose unless required by law.

§ 3 Processing of data for contract fulfilment

(1) Purpose of data processing

The personal data you provide us with during the order process are needed to conclude a contract with us. You are not obliged to provide us with your personal data. However, it is impossible for us to deliver our goods to you if you do not send us your address. For some payment procedures, we require payment data which we then send to a provider of payment services commissioned by us. The data you provide during the order process are thus processed to ensure performance of the contract.

Data contained in questions or requests you send us via e-mail, contact forms, etc., prior to entering into the contract, is used to complete precontractual procedures and for related purposes, such as answering questions you have about our products.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(b) GDPR.

(3) Categories of recipients

Providers of payment services, shipping services, credit-rating services, newsletter services, product services, shop-rating services and hosting services, as well as inventory management systems where applicable, and suppliers (drop shipping) where applicable.

(4) Duration of storage

Data required for performance of the contract is stored by us until statutory guarantees or contractual warranties (where applicable) expire.

Data required under commercial and tax legislation is stored by us for the periods established by law, with a statutory period of ten years (cf. § 257 of the German Commercial Code and § 147 of German Tax Code [§ 257 Handelsgesetzbuch and § 147 Abgabenordnung]).

Data gathered for the performance of precontractual measures is deleted immediately once the measures have been completed and it becomes clear that no contract is to be concluded.

§ 4 Data processing in connection with shipping

(1) In order to fulfil the contract in accordance with Article 6(1)(1)(b) GDPR, we pass on your data to the shipping service providers commissioned with the delivery, insofar as this is necessary for the delivery of ordered goods. This is currently:

DHL Paket GmbH, Sträßchensweg 10, 53113 Bonn, Germany

Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn, Germany

(2) If you have given us your express consent to do so during or after your order, we will pass on your e-mail address and telephone number to the selected shipping service provider on the basis of this consent in accordance with Article 6(1)(1)(a) GDPR so that the shipping service provider can contact you before delivery for the purpose of delivery notification or coordination. Consent can be revoked in accordance with section 18 with us or directly with the shipping service provider at the contact addresses given above.

§ 5 Guest Orders

(1) Processing purpose

We process personal data in the context of guest orders in order to process the order (name, address, email address), organize the delivery (name, delivery address), ensure payment processing (name, billing address, possibly date of birth when ordering on account or paying by direct debit), and guarantee claims and the right of return (order data, invoice number). If desired, an alternative delivery address can be provided. We may also use the e-mail address to provide a parcel tracking link. Each guest order generates a temporary customer profile with a unique customer number that helps to ensure transparent customer care.

(2) Data subjects

This affects visitors to our website who place guest orders.

(3) Type of processing

The data is processed for order processing, payment processing, delivery and customer care. In addition, the data is stored temporarily to ensure warranty claims and rights of return. A credit check is carried out for certain payment methods to ensure the solvency of customers.

(4) Legal basis

The processing of personal data is carried out on the basis of Art. 6 (1) 1 lit. b) GDPR for the performance of a contract. The credit check for certain payment methods is carried out on the basis of Art. 6 (1) 1 lit. f) GDPR.

(5) Legitimate interest

Our legitimate interest is to minimize the risk of payment defaults, to ensure the smooth processing of orders and to improve customer service, e.g. by providing parcel tracking.

(6) Storage period

The order data is stored for the duration of the warranty claims: 5 years for orders with house brand rods/reels, 3 years for all other orders, in each case with an additional processing buffer of one month. Invoices are stored for 10 years in accordance with legal requirements. The customer number generated by the order remains valid for the storage period (3-5 years). The account data at CGRD (see below) is stored for 6 months.

(7) Recipients

Personal data is passed on to the following recipients to the extent necessary for the processing of the order:

- Shipping providers (for delivery of the ordered goods)
- Payment service providers and banks (for the processing of payments)
- Credit reference agencies (for credit checks when selecting payment methods that require payment security)
- cgrd GmbH, An der Alster 63, 20099 Hamburg, Germany, www.cgrd.de as a service provider for the provision of the online store
- Tax advisors and tax authorities (to fulfill legal requirements)

(8) Right to object

You may have the right to object to the processing. The statements on the right to object in the section on the rights of data subjects apply. This applies in particular to credit checks for payment methods that involve payment protection.

§ 6 Other data

Trusted Shops

Trusted Shops certifies online shops subject to a series of carefully applied quality criteria that must be met before it will award the European Seal of Approval. Its legitimate interest pursuant to Art. 6(1), first sentence, lit. (f) General Data Protection Regulation (GDPR) lies in providing visitors to the website with an assurance of security by incorporating the Trusted Shops seal into the website.

The company that processes the data

Trusted Shops GmbH

Subbelrather Strasse 15c

50823 Cologne

Germany

Data Privacy Statement: <https://www.trustedshops.de/impressum/#datenschutz>

Categories of data that are processed

- o Time stamps
- o IP addresses
- o Time zone tracking
- o User location tracking
- o User agents
- o Languages
- o Visited web pages
- o Time zones

Legal basis for the data processing

Legitimate interest (no opt-out is possible) (Art. 6(1) first sentence, lit (f) GDPR)

Duration of data storage

All access data are deleted no later than seven days after the end of your visit to the accessed pages. Other personal data are transferred to Trusted Shops GmbH if, after completing a purchase order, you decide to use Trusted Shops products or have already registered to use them. The applicable contractual agreement is that made between you and Trusted Shops. Personal data are automatically collected for this purpose from the purchase order data. Whether you as buyer have already registered to use a product is verified automatically with a neutral parameter, an email address that has been hashed by means of a one-way cryptographic function. The email address is converted into this hash value, which cannot be decrypted by Trusted Shops, before it is transferred. After checking for a match, the parameter is automatically deleted.

Review request reminders from Trusted Shops sent by email

Processing purpose:

Subject to receipt of your express consent per Art. 6(1), first sentence, lit. (a) GDPR during or after the ordering process, we will provide Trusted Shops GmbH, Subbelrather Strasse 15c, 50823 Cologne, Germany (<https://www.trustedshops.com/>), with your email address so that it can send you a review request reminder.

Legal basis:

The legal basis on which data are processed for these purposes is as provided in Art. 6(1), first sentence, lit. (a) GDPR.

Duration of data storage:

The data are deleted as soon as they become no longer necessary to achieve the purpose for which they were collected.

Right of opposition:

You may revoke your consent at any time, with prospective effect, by sending an email to service@askari-fishing.com or by contacting Trusted Shops directly. The lawfulness of any processing performed on the basis of your consent before its revocation will remain unaffected. For further details please consult the Trusted Shops Data Privacy Statement via the following link: <https://www.trustedshops.com/legal/privacy>

Trusted Shops Seal of Approval and Buyer Protection

(1) Processing purpose

To display our Trusted Shops Seal of Approval, along with any reviews or ratings we have accumulated, and to offer Trusted Shops products to buyers once they have submitted a purchase order, the Trusted Shops Trustbadge integrated into this web page.

This serves to safeguard our legitimate interest in optimal marketing by enabling secure purchasing per Art. 6(1), first sentence, lit. (f) GDPR as an overriding interest when weighed against other interests. The Trustbadge and the services promoted with it are offered by Trusted Shops GmbH,

Subbelrather Strasse 15C, 50823 Cologne, Germany. The Trustbadge is made available by a CDN (content delivery network) provider under a third-party processing agreement. Trusted Shops GmbH also makes use of service providers in the U.S.A. An appropriate level of data protection is ensured.

For further information concerning data privacy protection by Trusted Shops GmbH please follow this link:

<https://www.trustedshops.com/legal/privacy>

When the Trustbadge is retrieved, the web server automatically stores a server logfile that also contains your IP address, the date and time of retrieval, the volume of data transferred, and the querying provider (access data). It also documents the retrieval. Certain access data are individually stored in a security database for analysis of security anomalies. The logfiles are automatically deleted no later than 90 days after they are created. Other personal data are transferred to Trusted Shops GmbH if, after completing a purchase order, you decide to use Trusted Shops products or have already registered to use them. The applicable contractual agreement is that made between you and Trusted Shops. Personal data are automatically collected for this purpose from the purchase order data. Whether you as buyer have already registered to use a product is verified automatically with a neutral parameter, an email address that has been hashed by means of a one-way cryptographic function. The email address is converted into this hash value, which cannot be decrypted by Trusted Shops, before it is transferred. After checking for a match, the parameter is automatically deleted.

(2) Legal basis

The legal basis on which data are processed for these purposes is as provided in Art. 6(1), lit. (f) GDPR.

(3) Legitimate interest

Providing the buyer protection that accompanies each specific purchase order and transactional rating services.

(4) Duration of storage

The data are deleted as soon as they become no longer necessary to achieve the purpose for which they were collected, but no later than after 90 days have elapsed.

(5) Right of opposition

For further details, including your right of opposition, please consult the Trusted Shops Data Privacy Statement via the following link:

<https://www.trustedshops.com/legal/privacy/>

Review request reminders from Trusted Shops sent by email

(1) Purpose of data processing

Subject to receipt of your express consent per Art. 6(1), first sentence, lit. (a) GDPR during or after the ordering process, we will provide Trusted Shops GmbH, Subbelrather Strasse 15c, 50823 Cologne, Germany (<https://www.trustedshops.com/>), with your email address so that it can send you a review request reminder.

(2) Legal basis

The legal basis on which data are processed for these purposes is as provided in Art. 6(1), lit. (a) GDPR.

(3) Duration of storage

The data are deleted as soon as they become no longer necessary to achieve the purpose for which they were collected.

(4) Right of opposition

You may revoke your consent at any time by sending an email to service@askari-fishing.com or by contacting Trusted Shops directly. For further details please consult the Trusted Shops Data Privacy Statement via the following link: <https://www.trustedshops.com/legal/privacy>

Use of Optimizely GmbH services

(1) Purpose of data processing

Transfer of order-related information (including name, e-mail address, customer reference number, date of order, items ordered) to Optimizely GmbH (Wallstraße 59, 10179 Berlin, Germany) for e-mail correspondence with the customer concerning transactions with our online shop.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(b) GDPR.

(3) Legitimate interest

E-mail correspondence with the customer concerning transactions with our online shop.

(4) Duration of storage

Data are deleted immediately when they are no longer required to achieve the purpose for which they were collected.

Use of YouTube services

(1) Purpose of data processing

We embed videos on our website using services provided by YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA, represented by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. As a rule, your IP address is sent to YouTube and cookies are installed on your computer as soon as you call up a page with embedded videos. However, we have embedded our YouTube-Videos using the extended data-protection mode (in this case, YouTube still contacts Google's DoubleClick service, but according to Google's data protection declaration no personal data are evaluated). This means that YouTube no longer stores information about visitors unless they actually watch the video. When you click on a video, your IP address is transmitted to YouTube and YouTube is informed that you have watched it. If you are logged into YouTube, this information is also registered in your user account (you can prevent this by logging off YouTube before you play back the video).

We have no information regarding possible collection and use of your data by YouTube nor any influence on such collection and use. For more information, you may consult the YouTube Privacy Policy at <https://policies.google.com/privacy?hl=en-GB&gl=de>. Regarding the general use and deactivation of cookies, we refer you to the general information provided by us in this Privacy Notice.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(f) GDPR.

(3) Legitimate interest

Presentation of product and image videos.

(4) Duration of storage

Data are deleted immediately when they are no longer required to achieve the purpose for which they were collected.

Use of Google Maps

(1) Purpose of data processing

This website uses Google Maps to display geographical information. Google Maps is a service provided by Google Ireland Limited, a company incorporated and operated under Irish law, with headquarters at Gordon House, Barrow Street, Dublin 4, Ireland. By using this website you authorise Google, one of its representatives, or third-party providers to collect, process, and utilise the data that has been gathered automatically or introduced by you. When Google Maps is used, Google transmits and processes data regarding the utilization of the Maps functions by the visitor. These data may include, in particular, the visitor's IP address and location. We have no influence on the processing of said data.

For further information on data processing by Google, see Google's privacy policy at <https://policies.google.com/privacy>

Google Maps' Additional Terms of Service (https://www.google.com/intl/en_en/help/terms_maps/) provide detailed information on the mapping service.

Data processing is based on an agreement between joint controllers as defined in Article 26 GDPR. This agreement can be consulted here:

<https://privacy.google.com/intl/en/businesses/mapscontrollerterms/>.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(f) GDPR.

(3) Legitimate interest

Attractive presentation of our online offers and easy localisation of the places referred to on our website.

(4) Duration of storage

Data are deleted immediately when they are no longer required to achieve the purpose for which they were collected.

(5) Transfer of data to a third country

Google Ireland Limited is a subsidiary of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA).

As regards information transmitted to and stored on Google's servers in the United States, the US-based corporation Google LLC is certified in accordance with the EU-US Privacy Shield. Following this agreement between the United States and the European Commission, the latter has determined that corporations that comply with the requirements established in the Privacy Shield provide an adequate level of data protection. For more information regarding the EU-US Privacy Shield, visit <https://www.privacyshield.gov/list>.

(6) Right to object

In order to deactivate the services provided by Google Maps and prevent related data from being transferred to Google, you must deactivate the Java Script function in your browser. In this case, Google Maps can no longer be used or can only be used to a limited extent.

Google Tag Manager

Google Tag Manager offers simple, reliable and easily integrated tag management solutions. Tag management is used to integrate Google Analytics and other tools and scripts.

The company that processes the data:

Google Ireland Ltd

Gordon House, Barrow Street

Dublin 4

Ireland

Data Privacy Statement: <https://support.google.com/tagmanager/answer/9323295?hl=en>

Categories of data that are processed

- o Mouse movements
- o Time stamps
- o IP addresses
- o Media tracking
- o User location tracking
- o User behaviour
- o User agents
- o Languages
- o Visited web pages
- o Time zones

Legal basis for the data processing

Consent (Art. 6(1), first sentence, lit. (a) GDPR).

Transfer of data outside the EU

This provider may transfer, store or process your personal data to or in countries outside the European Economic Area or the European Union. These countries may not all offer the same level of data privacy, and your ability to assert your rights may be limited or precluded altogether. The legal basis on which your data are transferred is your consent.

Duration of data storage

14 days

You are neither contractually nor by law obligated to consent to the use of Google Analytics, nor is such consent required for entry into a contract. If you do not give your consent, we will not be able to optimise our web content or advertisements in accordance with your customary patterns of use. Moreover, certain functions that are implemented through the Tag Manager may become unavailable.

You may revoke your consent at any time, with prospective effect, by deactivating Google Tag Manager in this consent banner. The lawfulness of any processing performed on the basis of your consent before you revoked it will remain unaffected.

Google Analytics

We use Google Analytics on our website for web analysis and to measure conversion rates and coverage. This gives us the ability to perceive how you use our website and how successful our marketing campaigns have been. These analyses are used to optimise our website and improve the user experience of our visitors.

For the purposes just mentioned your IP address is collected by Google Ireland. That IP address is then truncated on Google servers within the EU and transferred to Google USA only in its truncated form. You cannot be identified by means of the truncated IP address. This practice is referred to as 'pseudonymisation'.

Google Analytics places a cookie on your device, by means of which information about your use of our website is collected. The information gathered by the cookie is transferred to Google USA.

During your use of our website the following events are recorded:

- o You visit our website for the first time
- o You retrieve a page
- o You start a session
- o In which order you click on which elements of our site (click path)
- o Whether you click on external links
- o If you have scrolled to just above the end of the page or further
- o How you interact with videos
- o Which ads you view or click on
- o If you download files

The following are recorded in addition

- o Your IP address
- o Your language settings
- o The geographical region from which you open our website
- o Your browser's technical settings, such as your screen resolution
- o Through which other website you navigated to our website
- o Which internet service provider you are using

With our use of Google Analytics, the service provider Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, receives the data listed above.

It cannot be ruled out that Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA and its parent company Alphabet Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA may gain access to these data.

It cannot be ruled out that U.S. government agencies may access the data.

The data that are collected in connection with Google Analytics are saved for two months and automatically deleted thereafter.

The legal basis on which your personal data are processed by means of Google Analytics is your voluntary, active consent pursuant to Art. 6(1) lit (a) GDPR.

Transfer of personal data into the U.S.A. is based on standard contract provisions in the EU.

You may revoke your consent at any time with prospective effect. To do so, open our consent banner's settings and change your selection.

You may also prevent Google from processing your personal data by installing an appropriate browser add-on.

Duration of storage

2 months

You are neither contractually nor by law obligated to consent to the use of Google Analytics, nor is such consent required for entry into a contract.

If you do not give your consent, we will not be able to optimise our web content in accordance with your customary patterns of use. Further information about Google Analytics and further information on data privacy in respect of Google can be found at <https://marketingplatform.google.com/about/analytics/terms/us/> and <https://policies.google.com/?hl=en>

Google Ads

Google Ads is an advertising platform developed by Google.

The company that processes the data

Google Ireland Ltd

Gordon House, Barrow Street

Dublin 4

Ireland

Data Privacy Statement: <https://policies.google.com/privacy>

Categories of data that are processed

- o Click path
- o Ad visibility metrics
- o Mouse movements
- o Time stamps
- o Ad click tracking
- o Conversion tracking
- o IP addresses
- o Time and data tracking
- o User location tracking
- o User behaviour
- o User agents
- o Languages
- o Visited web pages
- o Time zones

Legal basis for the data processing

Consent (Art. 6(1), first sentence, lit. (a) GDPR).

Transfer of data outside the EU

This provider may transfer, store or process your personal data to or in countries outside the European Economic Area or the European Union. These countries may not all offer the same level of data privacy, and your ability to assert your rights may be limited or precluded altogether. The legal basis on which your data are transferred is your consent.

Duration of storage

18 months

You are neither contractually nor by law obligated to consent to the use of Google Analytics, nor is such consent required for entry into a contract.

If you do not give your consent, we will not be able to optimise our advertisements in accordance with your customary patterns of use, as a result of which the ads that are displayed to you may be irrelevant or redundant.

You may revoke your consent at any time, with prospective effect, by deactivating Google Tag Manager in this consent banner. The lawfulness of any processing performed on the basis of your consent before you revoked it will remain unaffected.

§ 7 Fraud prevention

For the purpose of fraud prevention, we transmit your personal data to CRIF Bürgel GmbH, Radlkofersstraße 2, 81373 Munich. In accordance with Article 6(1)(1)(f) GDPR, this serves to protect our legitimate interests in our protection against fraud, which outweighs our interests in the context of a

balancing of interests.

§ 8 Assessment of creditworthiness

If we make delivery before payment - e.g. in the case of purchase by invoice - we can, pursuant to Article 22(2)(a) GDPR, legitimately request confirmation of identity and information on creditworthiness from specialised service providers (credit-reporting agencies) for the purpose of concluding the contract. This may also be done at irregular intervals in the case of long-standing customers. For this purpose, we provide your name and contact data to the corresponding service provider, which then returns the requested credit assessment to us.

We currently cooperate with the following service provider (credit-reporting agency):

- o CRIF Bürgel GmbH / Radtkoferstraße 2, 81373 Munich, Germany

CRIF Bürgel receives our requests for credit assessment of customers located in Germany, Austria and Switzerland.

The legal basis for processing this data is Article 6(1)(1), letters b) and f) GDPR. The exchange of data with CRIF Bürgel GmbH also ensures compliance with legal duties related to credit assessment (Articles 505 and 506 of the German Civil Code).

CRIF Bürgel GmbH processes the data obtained and also uses them to create profiles (scoring) in order to provide its associates in the European Economic Area, in Switzerland and, where appropriate, in other third countries (for which the European Commission has issued an adequacy decision) with information which can be adequately employed, inter alia, to assess the creditworthiness of natural persons.

Further information on the activities of CRIF Bürgel GmbH can be obtained from the company's information sheet (

<https://www.angelsport.de/out/media/cms-pdf/rights/crif-infoblatt.pdf>) or online at <https://www.crif.de/privacy>.

We have no influence on the data gathered nor on the methods used for data processing, nor do we possess information regarding the full extent of the data gathered, the purposes of processing, nor the storage periods. Neither do we possess any information regarding the erasure of the recorded data by the service provider.

If you do not wish us to assess your creditworthiness, we recommend that you choose a purchase option that does not require credit assessment, e.g. direct payment by credit card. In this case, we have no right to carry out such an assessment nor any interest in doing so.

§ 9 Debt collection

If invoices are not paid despite repeated reminders, we will transfer the necessary data to our debt-collection service Creditreform Münster Riegel & Riegel KG, Scharnhorststr. 46, 48151 Muenster, Germany or sell the receivables to said service. The legal basis for this is our legitimate interest in the settlement of receivables pursuant to Article 6(1)(f) GDPR.

In this case, it is the debt-collection service that is responsible for processing the data within its corporate environment. We have no influence on the data gathered nor on the methods used for data processing, nor do we possess information regarding the full extent of the data gathered, the purposes of processing, nor the storage periods. Neither do we possess any information regarding the erasure of the recorded data by the service provider. Further information regarding data protection by the debt-collection agency can be found at

<https://www.creditreform.de/muenster/datenschutz>

Adequate measures are taken for protecting your rights and freedoms. You have the possibility to contact us in order to present your views and contest the decision. (Information for contacting the persons or companies responsible for contact data and the data protection officer can be found below.)

Once the contract has been fulfilled completely, all data processed by our company relating to its fulfilment will be erased if you have not expressly authorised us to continue using them and if no legal obligation exists to preserve them under Article 6(1)(c) GDPR. We are required to preserve data related to orders and the initiation of contracts for up to 10 years for tax reasons.

§ 10 Payment services

PayPal

Please take into account that all PayPal transactions are subject to the PayPal privacy statement:

<https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>

(1) Purpose of data processing

In case of payment via PayPal, we transfer your payment data to PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as "PayPal") as part of the payment process. Data are transferred in accordance with Article 6(1)(b) GDPR and only to the extent necessary for processing the payments.

(2) Legal basis

The legal bases for processing these data are Article 6(1)(a) GDPR (consent) and Article 6(1)(b) GDPR (processing necessary for the performance of a contract).

(3) Right to object

You can object to such processing at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data to the extent necessary for processing payments in accordance with a contract.

Klarna / Sofort GmbH

(1) Purpose of data processing

If you select "Klarna Sofort" as your method of payment, payments will be processed by Sofort GmbH [<https://www.klarna.com/sofort/>], Theresienhoehe 12, 80339 Munich, Germany (hereinafter referred to as "Klarna"). Processing of payments is enabled by providing Klarna with your personal data (first name, surname, account number, bank identifier code) and with data pertaining to your order (e.g., billing amount, date, subject), provided that you have explicitly consented to such disclosure as stipulated in Article 6(1)(a) GDPR when placing your order. Your personal data will be processed in compliance with applicable provisions on data protection and with Klarna's privacy policy for German residents and firms registered in Germany.

German privacy policy: https://cdn.klarna.com/1.0/shared/content/policy/data/de_de/data_protection.pdf

English privacy policy: https://cdn.klarna.com/1.0/shared/content/legal/terms/Klarna/en_gb/privacy

(2) Legal basis

The legal bases for such processing are Article 6(1)(a) GDPR (consent) and Article 6(1)(b) GDPR (processing required for the performance of a contract).

(3) Right to object

You can withdraw your consent at any time by sending a message to the data processing controller or to Klarna. However, Klarna may still be entitled to process your personal data to the extent necessary for processing payments in accordance with a contract.

Concardis

(1) Purpose of data processing

One of the options we offer on our website is payment by credit card through Concardis. This payment service is provided by Concardis GmbH, Helfmann-Park 7, 65760 Eschborn, Germany (hereinafter referred to as "Concardis"). If you choose to pay by credit card, the payment data you enter will be transferred to Concardis. For further information regarding the use and processing of user data by Concardis visit:

German privacy policy: <https://www.concardis.com/de-en/protecting-your-data>

English privacy policy: <https://www.concardis.com/de-en/protecting-your-data>

(2) Legal basis

The legal bases for such processing are Article 6(1)(a) GDPR (consent) and Article 6(1)(b) GDPR (processing required for the performance of a contract).

(3) Right to object

You can withdraw your consent to data processing at any time. Such withdrawal has no effect on past data processing events.

§ 11 Website analysis using Google Analytics

(1) Purpose of data processing

If you have consented to website analysis pursuant to Article 6(1) sentence 1(a) GDPR, this site will use Google (Universal) Analytics for said analysis. These website analysis services are provided by Google Ireland Limited, a company incorporated and operated under Irish law, with headquarters at Gordon House, Barrow Street, Dublin 4, Ireland. Google (Universal) Analytics uses a variety of instruments—for example, cookies—which enable it to

determine how you use the website. Automatically collected data regarding your use of this website are usually transmitted to a Google server in the United States and stored there. If IP anonymisation is activated on this website, the IP address is shortened prior to transfer within the Member States of the European Union or to other States that are party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to Google servers in the United States and shortened there. The anonymised IP address transmitted by your Browser in the framework of Google Analytics is never combined with other Google data. Data gathered within this framework are deleted when they have served their purpose and the use of Google Analytics has been terminated by us.

In order to safeguard your data protection interests, this website uses Google Analytics with the anonymizeIP extension. This means that IP addresses are processed only in an abbreviated form, thus preventing them from being associated with specific persons.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(a) GDPR.

(3) Legitimate interest

Our legitimate interest lies in the statistical analysis of users' activity for optimization and marketing purposes.

(4) Categories of recipients

Google, partner enterprises

(5) Transfer of data to a third country

Google Ireland Limited is a subsidiary of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA).

As regards information transmitted to and stored on Google's servers in the United States, the US-based corporation Google LLC is certified in accordance with the EU-US Privacy Shield. Following this agreement between the United States and the European Commission, the latter has determined that corporations that comply with the requirements established in the Privacy Shield provide an adequate level of data protection. For more information regarding the EU-US Privacy Shield, visit <https://www.privacyshield.gov/list>.

(6) Duration of storage

14 months

(7) Right to object

You can withdraw your consent at any time with effect for the future by downloading and installing the browser add-on provided at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>. This prevents any data generated by the cookie regarding your use of the website (including your IP address) from being registered and processed by Google. However, we advise you that in this case you may not be able to use all the functions available on this website to their full extent.

If you prefer, instead of installing the browser add-on, you can click on `javascript:gaOptout();` to prevent Google Analytics from gathering data from this website in the future. In this case, an opt-out cookie is installed on your terminal. If you delete your cookies, your consent will once again be requested.

§ 12 Information regarding cookies

(1) Purpose of data processing

In order to make your visit to our website as pleasant as possible and enable you to use certain functions (e.g., the possibility of temporarily saving the contents of a shopping cart), as well as for the purpose of displaying suitable products and carrying out market research, we use what is known as "cookies" on different pages if you have consented to their use as provided for in Article 6 (1) Sentence 1 (a) GDPR.

Cookies are small text files which are saved automatically on your terminal. Some of the cookies we use are deleted when you conclude your browser session and close your browser ("session cookies"). Other cookies ("persistent cookies") are stored on your terminal and enable us to identify it the next time you visit our website. The duration of storage can be consulted in the cookie settings of your web browser. You can adjust your browser so that you are informed about the placement of cookies and can decide whether to accept them on a case-by-case basis or in specific, predetermined cases, or you can completely block all incoming cookies. Blocking cookies may restrict the functionality of our website. Each browser manages cookie settings differently, and every browser has a help menu which describes how to modify your cookie settings. Cookie settings for different browsers can be consulted at the following sites:

Microsoft Edge™: <https://support.microsoft.com/en-gb/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>

Safari™: <https://support.apple.com/de-de/guide/safari/sfri11471/mac>

Chrome™: <https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>

Firefox™: <https://support.mozilla.org/en-US/products/firefox/protect-your-privacy/cookies>

Opera™: <https://help.opera.com/en/latest/web-preferences/#cookies>

User data collected by technically necessary cookies are not used for the creation of user profiles. Thus, your data-protection interests are safeguarded.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(a) GDPR.

(3) Legitimate interest

Ensuring the functionality of our website.

(4) Duration of storage

Cookies required for technical reasons are normally deleted when the browser is closed. Persistent cookies may be stored for varying periods of up to one year.

(5) Right to object

If you do not wish these cookies to be saved, please disable them in your Internet browser. Take into account, however, that this may limit the functionality of our website. You can withdraw your consent to persistent storage by deleting the stored cookies in your browser.

§ 13 Usercentrics Consent Management Platform

(1) Purpose of data processing

We use Usercentrics Consent Management Platform ("Usercentrics") to inform you about the technologies we use on our website, as well as to request, manage, and document your consent regarding the use of said technologies for processing your personal data.

When you visit our website, the Usercentrics web server saves what is known as a "server logfile" containing your anonymised IP address and the date and time of your visit, together with facts about your equipment and browser and information regarding your consent.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(c) GDPR in accordance with Article 7(1) GDPR.

(3) Categories of recipients

Compliance management service (Usercentrics GmbH, Rosental 4, 80331 Munich, Germany)

(4) Duration of storage

Your data will be deleted after three years unless you have consented expressly to their further use pursuant to Article 6(1)(a) GDPR, or unless we have reserved the right to continue using your data as permitted by law and have informed you about this in the present declaration.

§ 14 Newsletter

(1) Purpose of data processing

When you subscribe to our company's own newsletter, your e-mail address is used for advertising purposes. We use our newsletter primarily to inform you about articles contained in our range of products. You must be 16 years old to subscribe to the newsletter. You have given your express consent for this at some moment or during the ordering process by accepting the following statement:

"Yes, I give my consent to the use of my personal information by Askari Sport GmbH to inform me about offers and news. I may withdraw this consent at any time by telephone (+49(0)2591-9 50 26), by newsletter deregistration form, by e-mail (service@askari-fishing.com), in writing (Askari Sport GmbH, Ludwig-Erhard-Str. 4, 59348 Lüdinghausen, Germany), or as a registered customer under the "My Account/ Newsletter Settings" menu item."

Once consent has been withdrawn, personal data will no longer be processed for the purposes cited in this declaration of consent. Newsletters will no longer be sent to you. You are not obliged to provide us with your personal data. If data are not provided, no contract may be concluded.

This newsletter service is free, with no obligation. Your E-Mail address will only be used by Askari for the purpose of sending you the Newsletter. No data will be passed on to third parties. We will send our newsletter four times a week, occasionally there will be an additional one. The newsletter includes information about special offers and sales promotions.

On request we will send you all the information we have about you without charge. You have the right to demand rectification, blocking, or erasure.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(a) GDPR.

(3) Categories of recipients

Providers of newsletter distribution services (Optimizely GmbH, Wallstraße 59, 10179 Berlin, Germany)

(4) Duration of storage

Data are deleted immediately when they are no longer required to achieve the purpose for which they were collected.

(5) Right to object

You can withdraw your consent at any time with effect for the future. If you no longer wish to receive the newsletter, you can unsubscribe at the following link: [Newsletter Unsubscribe Page](#)

§ 15 Use and processing of data for advertising and market research

(1) Purpose of data processing

If you have registered in our shop or subscribed to our Newsletter and have thus read and accepted the provisions of Askari's Privacy Policy and authorised Askari Sport GmbH to process and utilise your data for advertising and market research purposes, Askari Sport GmbH will use the personal data relating to you and other available information to provide you with advertising material tailored to your needs and interests and will process and utilise said data to conduct market research.

Based on your separate statement of consent (subscription to our Newsletter), Askari Sport GmbH will send you newsletters and obtain and utilise the following information for advertising and market research:

When you open our emails or click on a link contained in them, the corresponding information will be registered by us and stored in your profile. This enables us to determine which topics are of interest to you.

If you call up images contained in our emails or click on links, we will be able to identify the kind of terminal equipment you are using. This information will be stored in your profile.

Your declaration of consent regarding advertising and market research measures is voluntary. If you wish to revoke your consent, you can cancel your subscription to the Newsletter on the [Newsletter Unsubscribe Page](#) and have the recorded data deleted using the following email address:

service@askari-fishing.com

(2) Legal basis

The legal basis for processing these data is Article 6(1)(a) GDPR.

§ 16 Fishing Forum

(1) Purpose of data processing

An e-mail address must be provided in order to register for the Askari Fishing Forum. This e-mail address is used to verify newly-created user accounts and for sending system messages; e.g., for notification regarding private messages received by the Forum's internal messenger service or to provide information on subscribed topics. E-mail alerts are optional and can be deactivated at any time in the user profile.

By completing registration, users transfer the right to use their posts indefinitely to Askari Sport GmbH. The name of the user account under which the post was originally published is usually visible.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(a) GDPR.

(3) Categories of recipients

Customer communication platform

(4) Duration of storage

Your e-mail address is stored only as long as you wish your registration to continue.

(5) Right to object

You can cancel your registration at any time with effect for the future. If you wish your personal data to be deleted from your user account, please inform us via e-mail at aot@angelsport.de. Users do not have the right to have their personal posts deleted once they have been published. When data are deleted, the name of the user account is preserved. Only personal information is deleted, including the e-mail address and additional voluntary information such as place of residence, fishing preferences, profession or date of birth.

§ 17 Video surveillance in our specialist shops

(1) Purpose of data processing

We process data in order to protect the legitimate interests of the data controller, prevent vandalism, and exercise our right to the undisturbed use of our premises including the prevention of trespassing (German legal concept of Hausrecht).

(2) Legal basis

The legal basis for processing these data is Article 6(1)(f) GDPR and Article 4 of the German Federal Data Protection Law, as amended (§4 Bundesdatenschutzgesetz-neu).

(3) Legitimate interest

The protection of our property is to be seen as legitimate interest as provided for in the legal basis.

(4) Duration of storage

3 workdays or until the above-mentioned purpose of processing has been achieved.

(5) Categories of recipients

In the case of criminal offences set out in current applicable legislation, data will be sent to the authorities responsible for prosecution.

§ 18 Promotional approach

(1) Purpose of data processing

All of our data processing procedures (e.g., collection, processing and transmission) are carried out in accordance with the law. The personal data required for carrying out business transactions with us are stored and transferred to external contractors in so far as needed to process orders and carry out promotional activities.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(f) GDPR.

(3) Legitimate interest

Promotional approach to our customers

(4) Categories of recipients

Lettershop Service Provider

(5) Duration of storage

Data are deleted immediately when they are no longer required to achieve the purpose for which they were collected.

(6) Right to object

If you no longer wish to receive our interesting offers, you can object to the use of your data for advertising purposes by writing to: Askari Sport GmbH, Ludwig-Erhard-Str. 4, 59348 Luedinghausen, Germany, service@askari-fishing.com

§ 19 Prize draws

(1) Purpose of data processing

The personal data you provide when participating in a prize draw (form of address, first name, surname, address, e-mail address, phone number) are used exclusively for the prize draw. Your data are transferred to third parties only to the extent necessary for administrating the draw.

(2) Legal basis

The legal basis for processing these data is Article 6(1)(a) GDPR.

(3) Duration of storage

Data are deleted immediately when they are no longer required to achieve the purpose for which they were collected. If you win a prize, fiscal and commercial storage periods must be observed. The German Tax Code (§ 147 Abs. 1 Abgabenordnung - AO) prescribes a storage period of 10 years for accounting documents, and the German Commercial Code (§ 257 Abs. 1 Handelsgesetzbuch - HGB) prescribes a storage period of 6 years for commercial documents.

§ 20 Rights of data subjects

When your personal data are processed, you become a data subject as defined in the GDPR and you have the following rights in relation to us:

1. Right of access

Article 15 GDPR

You can require us to confirm whether we process personal data that concern you.

If such information is processed, you can require us to send you the following information:

1. the purposes for which personal data concerning you are processed;
2. the categories of the personal data processed;
3. the recipients and/or categories of recipients to which personal data relating to you have been disclosed or will subsequently be disclosed;
4. the planned duration of storage of personal data relating to you or, if no specific information is available in this regard, the criteria employed to establish duration of storage;
5. the existence of rights regarding rectification or erasure of personal data relating to you, the right to limit processing on our part, or the right to object to such processing;
6. the existence of the right to lodge a complaint with a supervisory authority;
7. all information available regarding the source of the data insofar as personal data have not been provided by the person concerned;
8. the existence of automated decision-making, including profiling, referred to in Article 22 (1) and (4) and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

You have the right to require that you be informed whether personal data relating to you are transferred to a third country or to an international organisation. In this context, you have the right to be informed of the appropriate safeguards relating to the transfer under Article 46 GDPR.

2. Right to rectification

Article 16 GDPR

You have the right to require that we rectify and/or complete personal data relating to you and processed by us if said information is incorrect or incomplete. We must do this without undue delay.

3. Right to restriction of processing

Article 18 GDPR

You have the right to obtain from us the restriction of processing of personal data concerning you where one of the following applies:

1. the accuracy of the personal data concerning you is contested by you, for a period enabling us to verify the accuracy of said data;
2. the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead;
3. we no longer need the personal data for the purposes of processing, but you require them for the establishment, exercise or defence of legal claims;
4. you have objected to processing pursuant to Article 21(1) GDPR pending the verification whether our legitimate grounds override your legitimate grounds.

Where processing of personal data concerning you has been restricted, such personal data shall, with the exception of storage, only be processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.

If restriction of processing has been implemented on the above grounds, you shall be informed by us before said restriction is lifted.

4. Right to erasure

Article 17 GDPR

a) Obligation to erase data

You can instruct us to erase personal data relating to you without undue delay, and we have the obligation to erase these data without undue delay where one of the following grounds applies:

1. the personal data relating to you are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
2. you withdraw consent on which the processing was based according to Article 6(1)(a) or Article 9(2)(a) GDPR and there is no other legal ground for the processing;
3. you object to the processing pursuant to Article 21(1) GDPR and there are no other overriding legitimate grounds for the processing, or you object to the processing pursuant to Article 21(2) GDPR;
4. the personal data relating to you have been unlawfully processed.
5. the personal data concerning you must be erased in order to comply with a legal obligation in Union or Member State law to which we are subject;
6. the personal data relating to you have been collected in conjunction with the offer of information society services referred to in Article 8(1) GDPR.

b) Information to third parties

If we have made the personal data relating to you public and are obliged pursuant to Article 17(1) GDPR to erase said data, we shall, taking into account available technology and the costs of implementation, take reasonable steps, including technical measures, to inform the controllers which are processing your personal data of your request to delete any links to, or copy and replication of, those personal data.

c) Exceptions

The right to erasure shall not apply to the extent that processing is necessary:

1. for exercising the right of freedom of expression and information;
2. for compliance with a legal obligation which requires processing by Union or Member State law to which we are subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in us;
3. for reasons of public interest in the area of public health in accordance with points (h) and (i) of Article 9(2) as well as Article 9(3) GDPR;
4. for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) GDPR insofar as the right referred to in point (a) is likely to render impossible or seriously impair the achievement of the objectives of that processing; or
5. for the establishment, exercise or defence of legal claims.

5. Right to information

Article 19 GDPR

Should you present us with a claim asserting your right to rectification, erasure or restriction of processing, we shall be obliged to inform each recipient to whom the personal data have been disclosed of such rectification, erasure or restriction of processing, unless this proves impossible or involves disproportionate effort.

You have the right to be informed about those recipients if you request it.

6. Right to data portability

Article 20 GDPR

You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format. In addition to this, you have the right to transmit those data to another controller without hindrance where:

1. the processing is based on consent pursuant to point (a) of Article 6(1) or point (a) of Article 9(2) GDPR or on a contract pursuant to point (b) of Article 6(1); and
2. the processing is carried out by automated means.

In exercising this right, you further have the right to have the personal data transmitted directly from us to another controller, where technically feasible. The exercise of this right shall not adversely affect the freedoms and rights of others.

The right to data portability shall not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

7. Right to object

Article 21 GDPR

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is based on point (e) or (f) of Article 6(1), including profiling based on those provisions.

We shall no longer process the personal data concerning you unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

Where personal data are processed for direct marketing purposes, you have the right to object at any time to processing of personal data concerning you for such marketing. This includes profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, the personal data concerning you shall no longer be processed for such purposes.

In the context of the use of information society services, and notwithstanding Directive 2002/58/EC, you may exercise your right to object by automated means using technical specifications.

8. Right to withdrawal of consent for processing personal data

Article 7(3) GDPR

You have the right to withdraw your consent for processing personal data concerning you at any time. Withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. You can withdraw your consent by writing to: Askari Sport GmbH, Ludwig-Erhard-Str. 4, 59348 Lüdinghausen, Germany, service@askari-fishing.com

9. Automated individual decision-making, including profiling

Article 22 GDPR

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This shall not apply if the decision:

1. is necessary for entering into, or performance of, a contract between you and us;
2. is authorised by Union or Member State law to which we are subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests; or
3. is based on your explicit consent.

However, these decisions shall not be based on special categories of personal data referred to in Article 9(1) GDPR, unless point (a) or (g) of Article 9(2) applies and suitable measures to safeguard your rights and freedoms and legitimate interests are in place.

In the cases cited in points (1) and (3), we shall provide for suitable measures to protect your rights and freedoms and your legitimate interests.

10. Right to lodge a complaint with a supervisory authority

Article 77 GDPR

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR.

The supervisory authority with which the complaint has been lodged shall inform the complainant on the progress and the outcome of the complaint including the possibility of a judicial remedy pursuant to Article 78 GDPR.

§ 21 Amendments

Askari Sport GmbH reserves the right to amend the provisions of this Privacy Statement. Amendments to the Privacy Statement may be the result of technical considerations or changes in data protection legislation. We therefore request that the most recent version be observed.

Data processing controller:

Askari Sport GmbH

Paul Brüggemann

Ludwig-Erhard-Str. 4

59348 Lüdinghausen

Phone: +49 (0)2591 - 9 50 50

service@askari-fishing.com

Contact information for issues related to data protection:

Company responsible for data protection:

KATLEX Datenschutz-Management

ncc guttermann GmbH

Paul Zacheus

Wolbecker Windmühle 55

48167 Münster

Germany

Phone: +49 (0)2506 9320 600

Mail: datenschutz.askari@katlex.de

Web: <https://www.katlex.de>