

Privacy Policy

Personal Data

Insofar as you merely visit the GKS websites, GKS does not store any of your personal data.

GKS collects, processes and uses personal data according to the below principles. Through the use of the services or creation of a customer account, users expressly declare their consent to the collection and processing of their personal data according to the following description.

- To the extent that a user enters into contact with GKS, e.g. via the provided forms or chat functions, for the purpose of responding to the inquiry, GKS will collect and store the name, address and email address of the user. Furthermore, for the same purposes, GKS also processes data that the user provides voluntarily in his inquiry.
- If a customer procures services from GKS, e.g. by opening an account to participate in trading on the platforms, for the purpose of opening this customer account and allowing participation in trading on the platforms, GKS will collect and save the name, company, address and email address of the customer.

Furthermore, for the same purposes, GKS also processes data that the user provides voluntarily when opening his account and in the scope of participation in trading on the platforms.

These details are saved in the customer's main user account and may be reviewed, modified and revised at any time.

To the extent that a customer procures additional services, e.g. paid premium services or promotional services, these statements apply accordingly.

- For the purpose of billing, GKS also collects and processes the user's payment details, specifically his designated bank account as well as any additional payment and billing details.

For the purpose of settling costs for using the services, GKS uses qualified payment providers, to whom the payment details are forwarded for certain payment methods for the purpose of debiting the billed amount. This applies in particular if statutory requirements or internationally agreed financial safety standards such as PCI DSS (Payment Card Industry Data Security Standard) should make this necessary.

Data such as the start, end and scope of the use of specific teleservices on the part of a user and/or communication data of any of the various services (utilization data) is collected, processed and used only if required to enable and invoice the use of such services. As a basic principle, the date and time as well as the time zone of the start and end of use, the data transfer, the user's IP address and the type of the service used shall be stored.

Insofar as data is required for invoicing purposes (billing data), it shall be stored for no longer than up to six months after sending the invoice, thereafter, however, only if and for as long as the user objects to the invoice or fails to pay the invoice despite receiving a payment reminder.

If the data is required in order to observe existing retention periods stipulated by law, the articles of association or contract, GKS shall be entitled to store this data for longer periods. This also applies to fiscal and bookkeeping obligations concerning the storage of invoices.

- To the extent that a customer actively uses the platforms of GKS, specifically participating in trading, GKS shall store and process data on requests, purchases and sales, as well as any additional information provided by the customer within the scope of a transaction. These details are saved in the customer's main user account and may be reviewed at any time.

The same applies in cases in which a customer uses the observation or notification functions for offers.

For the purpose of facilitating and processing an order concluded via the GKS platforms, GKS also makes personal customer data available to the respective contractual partner on the platforms, as required for the execution of an order. These details with respect to inquiries and transactions are also saved in the relevant customer account. The same applies between members exchanging messages, which are also saved in the customer account.

Shipping, billing and other data entered by the customer for a transaction, as well as information required for tax and customs clearance (e.g. tax or other ID numbers) and relevant shipping information (such as the tracking number and information for tracking) are also saved in the respective customer account and passed on to the contractor of the transaction.

GKS hires service providers to collect and process payment details for the settlement of commercial transactions, if the platform users mutually agree on specific payment transactions such as Traxpay conditional payment (payment including buyer protection) for their commercial transactions using the systems of GKS for settlement.

- For purposes of prevention, detection, mitigation and investigation of unlawful activities, GKS will process data on the use of platforms and goods or services offered as well as transactions performed. This may be the case, for example, if GKS is made aware of instances of fraud or possibly prohibited or unlawful activities. This also occurs when GKS is made aware of members involved in transactions and is asked to assist in the clarification of such cases.

- When requested by the competent authorities, GKS will provide information to authorized third parties, courts and law enforcement agencies for the purpose of law enforcement and prosecution of law violations, particularly in cases involving breach of intellectual property rights.

Advertising

Statutory provisions authorize us to process and use your data collected in connection with registration for advertising purposes for our own offers. You are entitled to object to the use of your personal data for advertising purposes vis-à-vis the responsible body at any time.

Furthermore, statutory provisions allow us to send you information regarding our own and/or similar goods and services without your consent to the address disclosed by you in connection with your registration. You are entitled to object to the use of your email address for this purpose free of any costs other than those for the transmission according to the basic rates.

For the purpose of adequate configuration of our online offer, displaying of advertising and our own market research, user profiles shall be created using pseudonyms. For this purpose, search inquiries or order details are statistically evaluated, for example. These user profiles serve in the first instance to automatically generate need-based product or search suggestions.

The user profile will not be associated with the personal data of the holder of the pseudonym. According to Section 13 Comma 1 German Telemedia Act (Telemediengesetz) we are obliged to inform you about the generation of user profiles and your possibility of objecting to this. You may object to the use of your data at any time by sending us an email to datenschutz@gksgmbh.de.

Considering our advertising, we additionally use the features Remarketing and „Similar target groups“ in AdWords of Google Inc. („Google“). This feature avails us to address users that have previously visited our webpages. At this, we can advertise targeted ads if a user visits other webpages, on which advertisings for our webpages are placed by Google.

For processing these advertisements, Google uses Cookies which are saved on the terminal device of the user, to document the previous visit on or webpages and read by Google for following advertising placement on other webpages.

In general, this data usage is processed by usage of aliases. If you have consented to Google, though, that your web and browser history is connected to your Google account and that information from your Google account will be used for personalization of advertisings, Google uses data of logged in user

along with data from Google Analytics to create target group lists for cross-device remarketing. Therefore, data of Google Analytics is temporarily being connected to the Google accounts of users, to optimize target groups.

You can suspend usage of cookies by Google by adjusting this in the advertising settings (<http://www.google.com/settings/ads>). You can suspend the usage of cookies by third parties by visiting the suspension page of the network advertising initiative (http://www.networkadvertising.org/managing/opt_out.asp).

Newsletter

Your personal data will also be collected if you subscribe for our email newsletters. This may be either a GKS newsletter offered by us or also a newsletter offered by a member on our platforms, which we distribute on his behalf.

By subscribing to a newsletter, you consent to the following provisions:

You consent to our saving and using the email address you have entered, along with other data you may have provided (e.g. name) for advertising purposes, namely to send out our newsletter. During the subscription process, we save not only your IP address but also the date and time for logging subscription/unsubscription.

Moreover, you consent to our personalizing our newsletter and evaluating your consumer behavior. In doing so, we use technologies that enable us to determine whether and when an email has been opened, which links in the email have been followed by the respective user, and whether further inquiries or orders were generated by the user via the GKS shopping basket or inquiry systems.

You may withdraw your consent at any time with effect for the future by unsubscribing to the newsletter via the provided link in the newsletter, by using the appropriate functions in the GKS Admin Tool or by sending us a message.

Cookies

Personal settings shall be stored by us. This ensures that you shall find your personal settings again each time you visit our site (and especially for each log-in). To this end, apart from server databases customary "cookies" are used. These cookies are little files, which are permanently stored on the user's hard disk by his or her browser. Cookies are also necessary for any further and proper use of this website.

Right of Information

At all times you have the right to be informed about your stored personal data, the origin, the recipients of transmissions, the purpose of storage, as well as the right to have this data corrected, blocked or deleted. At your request, the responsible body will provide you with information on the stored personal data.

Revocation

At all times you have the right to revoke any consent given to us with effect for the future. For this purpose, it is sufficient to send an informal notification to the responsible body.

If you revoke any consent given, we will delete your personal data.

If any data is required to observe existing retention periods stipulated by law, the articles of association or contract, instead of being deleted such data will be blocked in order to prevent any use for other purposes.

Notes on the use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website will as a rule be transmitted to and stored by Google on servers in the United States. However, on activating the IP address anonymization on this website before transmitting it to the United States, Google will shorten your IP address within Member States of the European Union or in other States party to the Agreement on the European Economic Area. Only in exceptional cases may the full IP address be transmitted to a Google server in the USA and shortened there.

On behalf of the provider Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and Internet use, in particular functions for display advertising such as remarketing, reports on impressions in the Google Display Network, integration of the DoubleClick Campaign Manager or Google Analytics reports on the performance according to demographic characteristics and interests.