

# Privacy Policy

Version 03.2022

We appreciate your interest in our website. Protecting your privacy is very important to us. Below you can find detailed information about the handling of your data.

## Responsible for the data processing is:

Marine Classified Media AG  
Langstrasse 151  
8004 Zürich  
Switzerland

## 1. ACCESS DATA AND HOSTING

You can visit our website without giving any personal information. Each time a web page is called up, the web server merely automatically saves a so-called server log file, which contains, for example, the name of the requested file, your IP address, date and time of the retrieval, transferred data volume and the requesting provider (access data) and documents the retrieval. These access data are evaluated exclusively for the purpose of ensuring that the site operates smoothly, and to help us improve our offer. This serves to safeguard our legitimate interests, which predominate in the context of a weighing up of interests, in a correct presentation of our offer, cf. Art.6 para.1f) GDPR. All access data will be deleted no later than seven days after the end of your page visit.

### Hosting services by a third party

A third party provider renders the services for hosting and displaying the website within the framework of processing data on our behalf. This serves to safeguard our legitimate interests, which predominate in the context of a weighing up of interests, in a correct presentation of our offer, cf. Art.6 para.1f) GDPR. All data collected as part of the use of this website or in the forms provided in the online shop as described below will be processed on its servers. Processing on other servers only takes place in the framework explained here. This service provider is located in a country outside the European Union, for which the European Commission has decided to set an appropriate level of data protection.

## 2. DATA COLLECTION AND USE WHEN SENDING A PROSPECTIVE REQUEST

Personal data is only collected if the information is being provided voluntarily in connection with an inquiry directed at the respective advertiser. We only use your data to enable us to provide you with the desired services; this means that we only store and process information and data, which are absolutely necessary for forwarding your inquiry, together with the data provided by you, to the advertiser or to implement the contractual relationship.

The data recorded via the contact form is stored in the user account for a period of 12 months and then erased. This serves the purpose of protecting our overriding legitimate interest (based on a weighing of interests) in enabling subsequent communication on our platform.

We use a spam filter to guard against automatically generated spam inquiries. The filter analyses all submitted inquiries using specific criteria in order to automatically block undesirable messages such as adverts. No data will be transmitted to third parties for this purpose and only data submitted by the data subject will be processed.

If you contact us without opening a customer account, your data will be deleted from our customer database, if you so desire.

## 3. DATA COLLECTION AND USE FOR CONTRACT PROCESSING AND OPENING A CUSTOMER ACCOUNT

We collect personal data if you voluntarily provide it to us as part of your order, when contacting us (e.g. via contact form or e-mail) or when opening a customer account. Obligatory fields are marked as such, since in these cases we need the data for contract execution (see Art.6(1)(b) GDPR), or to process your contact or open the customer account, and you cannot complete the order and/or or open the account, or cannot send the contact without providing this data. The data collected is shown in the respective input forms. We use the information you provided to process the contract and handle your inquiries. After completion of the contract or deletion of your customer account, your data will be restricted for further processing and deleted after expiry of the tax and commercial retention periods, unless you have expressly consented to further use of your data or we reserve the right to further data use, which is legally permitted and about which we inform you in this statement. The deletion of your customer account is possible at any time and can be done either by a message to the contact option listed below or via a designated function in the customer account.

### Concealing potential customer data in the user account

We also reserve the right to provisionally conceal individual contact details of interested parties in the user account insofar as we are entitled to outstanding payment claims against the respective customer. This serves the purpose of protecting our overriding legitimate interest (based on a weighing of interests) in effective enforcement of our payment claim in accordance with Article 6(1)(f) GDPR.

## 4. USE OF DATA FOR THE PURPOSES OF PREVENTING MISUSE

We may also check, by means of a comparison, messages recorded during the use of our communication channels for any existing advertising content that violates our GTC or applicable laws, particularly if the respective message is directed at consumers. Such messages will not be forwarded to the recipient. This serves the purpose, pursuant to Article 6(1)(f) GDPR, of protecting our overriding legitimate interest in the prevention of misuse or unlawful use of our platform.

## 5. DATA TRANSFER

Depending on which payment service provider you select in the order process, we will forward the payment data collected to the credit institution commissioned with the payment and any payment service providers commissioned by us to process the payments or to the selected payment service. To some extent, the selected payment service providers also collect data by themselves, as long as you open an account with them. In such a case, you have to log in to the payment service provider with your access data during the ordering process. In this respect, the privacy policy of the respective payment service provider applies.

We use payment service providers based in a state outside the European Union. The transfer of personal data to this company takes place only in the context of the need to fulfil the contract.

## 6. 6. EMAIL NEWSLETTER AND POSTAL ADVERTISING

### E-Mail advertising with subscription to the newsletter

If you subscribe to our newsletter, we will use the data required or separately provided by you to regularly send you our e-mail newsletter based on your consent (see Art.6(1)(a) GDPR). It is possible to unsubscribe from the newsletter at any time and this can be done either by a message to the contact option listed below or via a dedicated link in the newsletter. After unsubscribing, we will delete your e-mail address, unless you have expressly consented to a further use of your data or we reserve the right to further data use, which is permitted by law and about which we inform you in this statement.

### E-mail advertising without registration for the newsletter and your right to object

If we receive your e-mail address in connection with the sale of a product or service and you have not objected to this, we reserve the right to send you regular offers for similar products, such as those already purchased from our range by e-mail. This serves to safeguard our legitimate interests, which predominate in the context of a weighing up of interests, in a promotional address to our customers. You may object to the use of your e-mail address at any time by sending a message to the contact option described below or through a dedicated link in the e-mail, without incurring any costs other than the transmission costs according to the basic tariffs.

### Postal advertising and your right to object

In addition, we reserve the right to use your first and last name as well as your postal address for our own advertising purposes, e.g. to send interesting offers and information about our products by post. This serves to safeguard our legitimate interests, which predominate in the context of a weighing up of interests in accordance with Art.6(1)(f) of the German Consumer Protection Act (DSGVO), in a promotional approach by our customers.

The advertising mailings are provided as part of processing by a service provider on our behalf, whom we forward your data for this purpose. You can object to the storage and use of your data for these purposes at any time by sending a message to the contact option described below.

## 7. COOKIES AND WEB ANALYSIS

In order to make the visit to our website attractive and to allow the use of certain functions, to display suitable products or for market research, we use so-called cookies on various pages. This serves to safeguard our legitimate interests, which are predominant in the context of a weighing up of interests, in an optimized representation of our offer. Cookies are small text files that are automatically stored on your device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your device and allow us to recognize your browser on your next visit (persistent cookies). The duration of storage can be found in the overview in the cookie settings of your web browser. You can set up your browser so that you are informed about cookies being set and individually decide on their acceptance or exclude the acceptance of cookies for specific cases or in general. Each browser differs in the way it manages the cookie settings. This is described in the Help menu of each browser, which explains how to change your cookie settings. These can be found for the respective browser under the following links:

Internet Explorer™:

<http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>

Safari™:

[https://support.apple.com/kb/ph21411?locale=de\\_DE](https://support.apple.com/kb/ph21411?locale=de_DE)

Chrome™:

<http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>

Firefox™:

<https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Opera™:

<http://help.opera.com/Windows/10.20/de/cookies.html>

Not accepting cookies may limit the functionality of our website. This website also uses the so-called DoubleClick cookie as part of the use of Google Analytics (see below), which allows you to recognize your browser when visiting other websites. This serves the preservation of our legitimate interests, which predominate in the context of a weighing up of interests, for an optimal marketing of our website. The information automatically generated by the cookie about visiting this website is transmitted to a Google server in the USA and stored there. The IP address is shortened by activating the IP anonymization on this website prior to transmission within the member states of the European Union or in other contracting states of the agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. The anonymised IP address transmitted by your browser to Google Analytics will not be merged with other data by Google.

Google will use this information to compile reports on website activity and to provide other website-related services. This serves the preservation of our legitimate interests, which predominate in the context of a weighing up of interests, for an optimal marketing of our website. Google may also transfer this information to third parties if required by law or as far as third parties process this data on behalf of Google.

Google Double Click is an offer from Google LLC. ([www.google.de](http://www.google.de)). Google LLC is headquartered in the US and is certified under the EU-US Privacy Shield. A current certificate can be viewed [here](#). As a result of this agreement between the US and the European Commission, the latter has established an appropriate level of data protection for companies certified under the Privacy Shield.

You can disable the DoubleClick cookie via [this link](#). In addition, you can check in [Digital Advertising Alliance](#) about the use of cookies and make settings for this accordingly. Finally, you can set your browser so that you are informed about the setting of cookies and individually decide whether to accept or exclude cookies for specific cases or in general. Failure to accept cookies may limit the functionality of our website.

### Use of Google (Universal) Analytics for Web Analysis

This website uses Google (Universal) Analytics, a web analytics service provided by Google LLC ([www.google.com](http://www.google.com)) for website analysis. This serves to safeguard our legitimate interests, which are predominant in the context of a weighing up of interests, in an optimized representation of our offer. Google (Universal) Analytics uses methods that allow you to analyse the use of the website, such as cookies. The automatically collected information about your use of this website is usually transmitted to a Google server in the USA and stored there. By activating IP anonymisation on this website, the IP address will be shortened prior to transmission within the member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. The anonymized IP address provided by Google Analytics within the scope of Google Analytics will generally not be merged with other data provided by Google.

Google LLC is headquartered in the US and is certified under the EU-US Privacy Shield. A current certificate can be viewed [here](#). As a result of this agreement between the US and the European Commission, the latter has established an appropriate level of data protection for companies certified under the Privacy Shield.

You can prevent the data (including your IP address) generated by the cookie and related to your use of the website being sent to Google as well as the processing of this data by Google, by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>

As an alternative to the browser plug-in, you can click on [this link](#) to prevent collection by Google Analytics on this website in the future. An opt-out cookie is stored on your device. If you delete your cookies, you will have to click on the link afresh.

## 8. ADVERTISING VIA MARKETING NETWORKS

### Google AdSense

Our site markets space for ads from third-parties and advertising networks and using Google AdSense. These ads will appear in different places on this website. As part of the integration of Google AdSense the so-called DoubleClick cookie from Google is set for all site visitors.

This allows the display of interest-based advertising by automatically assigning a pseudonymous UserID, with the help of interests determined following visits to this and other websites. This serves the preservation of our legitimate interests, which predominate in the context of a weighing up of interests, for an optimal marketing of our website.

Google AdSense is an offer from Google LLC ([www.google.com](http://www.google.com)). Google LLC is headquartered in the United States. This country has been granted an adequacy decision by the European Commission. This is based on the EU US Privacy Shield, under which Google LLC is certified. A current certificate can be viewed here: <https://www.privacyshield.gov/list>

You can disable the DoubleClick cookie via [this link](#). In addition, you can check in [Digital Advertising Alliance](#) about the use of cookies and make settings for this accordingly.

### Google AdWords Remarketing

Google Adwords promotes this site on Google's search results and on third-party websites. For this purpose, when visiting our website, the so-called remarketing cookie is set by Google, which automatically allows an interest-based CookieID and interest-based advertising based on the pages you visit. This serves the preservation of our legitimate interests, which predominate in the context of a weighing up of interests, for an optimal marketing of our website.

No further processing will take place unless you have agreed with Google that Google's web and app browsing history will be linked to your Google Account and information from your Google Account will be used to personalize advertisements that you see on the web. In this case, when you log in to Google during when visiting our website, Google will use your data along with Google Analytics data to create and define audience lists for cross device remarketing. To do this, Google will temporarily link your personal information with Google Analytics data to create audiences.

Google AdWords Remarketing is an offer from Google LLC ([www.google.com](http://www.google.com)). Google LLC is headquartered in the US and is certified under the EU-US Privacy Shield. A current certificate can be viewed [here](#). As a result of this agreement between the US and the European Commission, the latter has established an appropriate level of data protection for companies certified under the Privacy Shield.

You can disable the remarketing cookie using [this link](#). In addition, you can check in [Digital Advertising Alliance](#) about the use of cookies and make settings for this accordingly.

### Facebook Retargeting

We advertise this site on the Facebook platform via Facebook (Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA).

For this purpose, when visiting our website, a cookie is set by Facebook, which enables interest-based advertising by means of a pseudonymous CookieID and based on the pages you visit. No personal data will be collected. As a Facebook member, you can deactivate the retargeting cookie by clicking on the following link:

[https://www.facebook.com/ads/website\\_customize\\_audiences/](https://www.facebook.com/ads/website_customize_audiences/)

Alternatively, you can set your browser so that you are informed about the setting of cookies and individually decide whether to accept or exclude cookies for specific cases or in general. Failure to accept cookies may limit the functionality of our website.

## 9. SOCIAL MEDIA PLUGINS

### Use of social plugins from Facebook, Google, Twitter using the Shariff solution

Social networking buttons are used on our website. To increase the protection of your data when visiting our website, these buttons are not fully integrated as plugins, but only by using an HTML link in the page. This integration ensures that when you call up a page on our website that contains such buttons, no connection is established with the servers of the provider of the respective social network.

Clicking on one of the buttons opens a new window in your browser and calls up the page of the respective service provider, where you can (possibly after having to enter your login data) press the Like or Share button, for example. The purpose and extent of data collection and the further processing and use of this data by the providers on their pages as well as a contact option and your rights in this regard and settings options for the protection of your privacy, please refer to the privacy policy of the provider:

<http://www.facebook.com/policy.php>

<https://twitter.com/privacy>

<http://www.google.com/intl/de/+/policy/+1button.html>

## 10. CONTACT OPTIONS AND YOUR RIGHTS

You have a right to free information about the personal data stored by us as well as, if necessary, a right to rectification, restriction of processing, data portability or deletion of this data.

For questions about the collection, processing or use of your personal data, information, correction, blocking or deletion of data and revocation of granted consent or objection to a particular use of data, please contact us directly via the contact details in our imprint.

In addition, you have a right of appeal to the responsible data protection supervisory authority.

### Right to object

To the extent that we process personal data as explained above in order to safeguard our legitimate interests, which are predominant as part of a weighing up of interests, you can object to this processing with effect for the future. If the processing is for the purpose of direct marketing, you can exercise this right at any time as described above. Insofar as the processing takes place for other purposes, you have a right to object only if there are reasons that arise from your particular situation. After exercising your right to object, we will not continue process your personal data for these purposes, unless we can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or if the processing serves the assertion, exercise or defence of legal claims. This does not apply if the processing is for direct marketing purposes. In this case, we will not process your personal data for this purpose.