

# Privacy Policy

## Labsupport GmbH & Co KG

This Privacy Policy describes how your personal information is collected, used and shared when you visit or make a purchase from [www.labsupport.shop](http://www.labsupport.shop) or [www.labsupport.at](http://www.labsupport.at) (the "Site").

### 1. Personal information we collect

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone and some of the cookies installed on your device. In addition, as you browse the Site, we collect information about the individual web pages or products you view, the websites or search terms that referred you to the Site, and how you interact with the Site. We refer to this automatically collected information as "Device Information."

### 2. We collect device information using the following technologies:

- "Cookies" are data files that are stored on your device or computer and often contain an anonymous unique identifier. For more information about cookies and how to disable cookies, please visit <http://www.allaboutcookies.org>.
- "Log files" log actions on the Site and collect data such as IP address, browser type, Internet service provider, referring / exit pages, and date / time stamp.
- "Web beacons", "tags" and "pixels" are electronic files that record information about how you browse the Site.

When you make or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address and payment information (including credit card numbers), email address and telephone number. We refer to this information as "Order Information."

When we talk about "personal information" in this privacy policy, we are talking about both device information and order information.

### 3. How do we use your personal information?

We use the order information we generally collect to fulfill all orders placed through the Site (including processing your payment information, organizing shipping, and providing invoices and/or order confirmations). In addition, we use this order information to:

- communicate with our customers

- review our orders for potential risk or fraud
- share information or advertising about our products or services consistent with the preferences you have communicated

We use the device information we collect to identify potential risks and fraud (particularly your IP address) and to improve and optimize our website more generally (for example, by providing analytics about how our customers browse and interact with) the website and to evaluate the success of our marketing and advertising campaigns).

Furthermore, we use device information to display targeted advertising and repeat advertising (retargeting) of visitors to our website via third-party advertising platforms (Google, Facebook, Instagram, etc.).

## 4. Sharing your personal information

We share your personal information with third parties so that we can use your personal information as described above. For example, we use WooCommerce to operate our online store. For more information about WooCommerce's use of your personal information, please see here: <https://woocommerce.com/de-de/gdpr/>. We also use Google Analytics to help us understand how our customers use the Site. More information about Google's use of your personal information can be found here: <https://www.google.com/intl/de/policies/privacy/>. You can also opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your personal information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## 5. Behavioral Advertising

As described above, we use your personal information to provide you with targeted advertising or marketing communications that we believe will be of interest to you. For more information about targeted advertising, please visit the Network Advertising Initiative ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You may opt out of targeted advertising by using the following links:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>
- Instagram: <https://help.instagram.com/196883487377501>

In addition, you can opt out of some of these services by visiting the Digital Advertising Alliance opt-out portal at: <http://optout.aboutads.info/>.

## **6. Do not track**

Note that we do not change our website's data collection and usage practices when a "Do Not Track" signal is displayed in your browser.

## **7. Your Rights**

If you are an European resident, you have the right to access personal information we hold about you and to request that we correct, update or delete your personal information. If you wish to exercise this right, please contact us using the contact information below.

If you are located in Europe, we also note that we may process your data to fulfill contracts we may have with you (e.g., if you place an order through the Site) or to otherwise pursue our legitimate business interests listed above. Also note that your data may be transferred outside of Europe, including to Canada and the United States, if required by the product order process.

## **8. Data Retention**

When you place an order through the Site, your order information is retained for our records until you request us to delete that information.

## **9. Changes**

We may update this privacy policy from time to time to reflect, for example, changes in our practices or other operational, legal or regulatory reasons.

## **10. Data security officer**

The managing director Labsupport GmbH & CO KG acts as the data protection officer.

## 11. Contact Us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [office@labsupport.at](mailto:office@labsupport.at) or by mail at the following address:

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