This privacy policy informs users ("you") about the nature, scope and purposes of the collection and use of personal data on the website www.kit-maker.com (hereinafter "website").

If you have any questions regarding data protection, you can contact us via our [contact form](https://www.kit-maker.com/contact/).

The legal basis for data protection can be found in the General Data Protection Regulation (GDPR) and the Privacy and Electronic Communications Directive 2002 (PECD).

**Kit Maker`s Data Protection Principles**

All personal data must be:

* processed lawfully, fairly and in a transparent manner in relation to the data subject;
* collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes subject to appropriate safeguards, and provided that there is no risk of breaching the privacy of the data subject.
* adequate, relevant and limited to what is necessary in relation to the purposes for which it is processed;
* accurate and where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that is inaccurate, having regard to the purposes for which they are processed, is erased or rectified without delay;
* kept in a form which permits identification of data subjects for no longer than necessary for the purposes for which the personal data is processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organizational measures required by the Regulation in order to safeguard the rights and freedoms of the data subject; and
* processed in a manner that ensures appropriate security of the personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organizational measures.

**What are the relevant legal bases for processing your data?**

The following informs you about the legal basis of us processing your data and unless the legal basis is not specifically mentioned, the following applies:

Insofar as we obtain the consent of the data subject for processing operations involving personal data, Article 6 (1) (a) of the GDPR serves as the legal basis for the processing of personal data.

When processing personal data that is necessary for the performance of a contract to which the data subject is a party, Article 6 (1) (b) GDPR serves as the legal basis. This also applies to processing operations that are necessary for the performance of pre-contractual measures.

Insofar as the processing of personal data is necessary for the fulfillment of a legal obligation to which our company is subject, Article 6 (1) (c) GDPR serves as the legal basis. In the event that vital interests of the data subject or another natural person make processing of personal data necessary, Art. 6 (1) (d) GDPR serves as the legal basis. If the processing is necessary to protect a legitimate interest of our company or a third party and the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, Article 6 (1) (f) GDPR serves as the legal basis for the processing.

**Your Rights**

Of course, you have rights with regard to the collection of your data, which we are pleased to inform you about in the following. If you would like to make use of one of the following rights, a simple message to us will suffice. For your own protection, we reserve the right, in the case of an existing enquiry, to obtain further information necessary to confirm your identity and, if identification is not possible, to refuse to process the enquiry.

* **Right to information**

You have the right to request information and/or copies of the personal data stored about you.

* **Right to rectification**

You have the right to request that personal data relating to you be corrected and/or completed without delay.

* **Right to object to processing**

You have the right to request the restriction of the processing of your personal data, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you object to its erasure and we no longer require the data, but you need it for the assertion, exercise or defense of legal claims or you have lodged an objection to the processing.

* **Right to deletion**

You have the right to request the erasure of your personal data stored by us, unless the exercise of the right to freedom of expression and information, the processing is necessary for compliance with a legal obligation, for reasons of public interest or for the assertion, exercise, or defense of legal claims.

* **Right to information**

Where you have exercised the right to rectification, erasure, or restriction of processing, we will notify all recipients to whom personal data relating to you has been disclosed of such rectification or erasure or restriction of processing, unless this proves impossible or involves a disproportionate effort.

* **Right to data portability**

You have the right to have personal data that you have provided to us handed over to you or to a third party in a structured, common, and machine-readable format. If you request the direct transfer of the data to another responsible party, this will only be done insofar as it is technically feasible.

* **Right of objection**

Insofar as your personal data are processed on the basis of legitimate interests pursuant to Article 6 (1) (f) of the GDPR, you have the right to object to the processing at any time pursuant to Article 21 (1) of the GDPR.

If we process your data for the purpose of direct marketing, you have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing in accordance with Art. 21 (2) GDPR; this also applies to profiling insofar as it is related to such direct marketing.

* **Right to withdraw consent**

You have the right to cancel your consent to the collection of data at any time with effect for the future. The data collected until the cancellation becomes legally effective will remain unaffected. Please understand that the implementation of your cancellation may take a little time for technical reasons and that you may still receive messages from us in the meantime.

* **Right to complain to a supervisory authority**

If the processing of your personal data violates data protection law or if your data protection rights have otherwise been violated in any way, you may complain to the supervisory authority.

You can also exercise your rights of rectification and deletion most quickly, easily, and conveniently by logging into your customer account and directly editing or deleting your data stored there.

* **Automated decision-making including profiling**

You have the right not to be subject to a decision based solely on automated processing which produces legal effects concerning you or similarly significantly affects you.

**The Controller**

The entity responsible for data protection on this website is:

Kit Maker

[www.kit-maker.com](http://www.kit-maker.com)

<https://www.kit-maker.com/contact/>

**Personal data**

Personal data is information that can be used to identify a person, i.e., information that can be traced back to a person. This typically includes the name, address, e-mail address or telephone number. In addition, purely technical data that can be assigned to a person is also considered personal data.

**Scope of the processing of personal data**

We collect and use your personal data, unless otherwise described below, only to the extent necessary to provide a functional website and our content and services and to process orders. The collection and use of your personal data is regularly only carried out with your consent. An exception applies in those cases where obtaining prior consent is not possible for actual reasons and the processing of the data is permitted by legal regulations.

**Data deletion and storage period**

Unless otherwise indicated below, your personal data will be deleted or blocked as soon as the purpose of storage no longer applies. Storage may also take place if this has been provided for by the national legislator in regulations, laws or other provisions to which Kit Maker is subject. Data will also be blocked or deleted if a storage period prescribed by the aforementioned standards expires, unless there is a need to continue storing the data for the conclusion or performance of a contract. Retention obligations, which oblige us to retain data, result from accounting and tax regulations According to these regulations, business communication, concluded contracts and accounting vouchers must be kept for up to 10 years. As far as we no longer need this data to perform the services for you, the data will be blocked. This means that the data may then only be used for accounting and tax purposes.

**Automatic collection of access data/server log files**

We automatically collect a number of technical data, which are personal data, each time the website is accessed, and orders are placed. These are:

* IP address of the user
* Name of the website or file accessed
* Date and time of access
* Volume of data transferred
* Message about successful retrieval
* Browser type and version
* operating system of the user
* used end device of the user,
* referrer URL (the previously visited page)
* order data
* search queries

The server log files with the above data are automatically deleted after seven days at the latest. We reserve the right to store the server log files for longer if facts exist that suggest the assumption of unauthorized access (such as an attempt at hacking or a so-called DDOS attack).

The personal data in log files are processed on the basis of Art. 6 (1) f GDPR. This permissive provision allows the processing of personal data within the scope of the "legitimate interest" of the controller, unless your fundamental rights, freedoms or interests prevail. Our legitimate interest is the easier administration and the possibility to detect and prosecute hacking. You can object to this data processing at any time if there are reasons that restrict your rights to a particular extent or if there is a special interest in preventing the data processing. For this purpose, it is sufficient to contact us using our [contact form](https://www.kit-maker.com/contact/).

**Order processing (Gumroad)**

If you would like to order and download our digital products you are redirected to our Gumroad store and the download is made possible by Gumroad. You can find more information about Gumroad and its functions at www.gumroad.com. Your data will be processed by Gumroad and stored on Gumroad systems. Gumroad's terms of use and privacy policy, which can be found at gumroad.com/privacy, apply to the collection, processing and use of the data in question. We only receive statistics directly from Gumroad. The legal basis for the processing is Art. 6 para. 1 lit b GDPR.

**Cookies**

Cookies are small files that enable specific information related to the device to be stored on the user's access device (PC, smartphone or similar). On the one hand, they serve the user-friendliness of websites and thus the users (e.g., for automated login). On the other hand, they serve to collect statistical data on website usage and to be able to analyze it for the purpose of improving the offer. Users can influence the use of cookies. Most browsers have an option to restrict or completely prevent the storage of cookies. However, it should be noted that the use and especially the comfort of use will be limited without cookies.

During the use of the Kit Maker Platform on, a so-called session cookie is set to recognize the browser. Through this session cookie, the browser can identify the user during a session.

If the browser is set to reject all cookies, the Kit Maker Platform can only be used to a limited extent. Cookies can be deleted at any time. For further information on the cookies we use, please refer to our Cookie Policy, and if you wish to learn more about Cookies in general, please visit www.allboutcookies.org. The legal basis for the use of cookies is Article 6 (1) (f) GDPR and where applicable Article 6 (1) (a) GDPR.

**Contacting Us**

If you contact us via our [contact form](https://www.kit-maker.com/contact/), the data you provide will be stored so that your message can be forwarded to the correct contact person. This is done in accordance with Article 6 (1) (f) GDPR to process your request. Your data provided will not be used for any other purposes, in particular not for advertising.

**Administration, financial accounting, office organization, contact management.**

We process data in the context of administrative tasks as well as organization of our operations, financial accounting and compliance with legal obligations, such as archiving. In this regard, we process the same data that we process in the course of providing our contractual services. The processing bases are Article 6 (1) (c) GDPR, Article 6 (1) (f) GDPR. Customers, interested parties, business partners and website visitors are affected by the processing. The purpose and our interest in the processing lies in the administration, financial accounting, office organization, archiving of data, i.e., tasks that serve the maintenance of our business activities, performance of our tasks and provision of our services. The deletion of data with regard to contractual services and contractual communication corresponds to the data mentioned in these processing activities.

In this context, we disclose or transfer data to the tax authorities, consultants, such as tax advisors or auditors, as well as other fee offices and payment service providers.

Furthermore, based on our business interests, we store information on suppliers, event organizers and other business partners, e.g., for the purpose of contacting them at a later date. This data, most of which is company-related, is generally stored permanently.

**Newsletter**

We send newsletters, e-mails and other electronic notifications with promotional information and only with the consent of the recipients or a legal permission. Apart from that, our newsletters contain information about our services, creators, promotions and Kit Maker depending on what they selected. Registration for our newsletter takes place in a so-called double opt-in procedure. This means that after registration you will receive an e-mail in which you are asked to confirm your registration. This confirmation is necessary so that no one can register with other email addresses. The registrations for the newsletter are logged in order to be able to prove the registration process in accordance with the legal requirements. This includes the storage of the registration and confirmation time as well as the IP address. The legal basis for the storage is Article 6 (1) (a) GDPR.

**Customer service**

If you have any questions or if you wish to exercise your rights under this privacy policy or make a complaint, you can contact us sing our [contact form](https://www.kit-maker.com/contact/).

Depending on the subject of your enquiry, we may access your personal data stored in our systems as part of other data processing in order to answer your questions. If and insofar as this is necessary to answer your enquiry, we may also collect data from external sources.

Your personal data is processed for the purpose of executing the contract with you on the basis of Article 6 (1) (b) GDPR. If you exercise your rights towards us, we process your personal data for the purpose of fulfilling a legal obligation on the basis of Article 6 (1) (c) GDPR. If you wish to obtain information about our services or make a complaint, we process personal data on the basis of our legitimate interests in carrying out marketing activities and responding to your complaint, on the basis Article 6 (1) (f) GDPR.

**Dunning, collection and enforcement and defense of legal claims**

In the event of outstanding claims against us, we will notify you by e-mail and send you a reminder if necessary. In the context of a legal dispute with you, we process your personal data to enforce and / or defend our rights. If and insofar as this is necessary for the conduct of the legal dispute, we will also use data from other sources (e.g., public registers) for this purpose. We process your personal data on the basis of a legal obligation on the basis of Article 6 (1) (c) GDPR and on the basis of our legitimate interest to protect, enforce and / or defend our legal interests on the basis Article 6 (1) (f) GDPR.

**Legal Obligations**

We process your personal data in order to comply with our legally defined obligations on the basis of Article 6 (1) (c) GDPR. In addition, we process your personal data on the basis of our legitimate interests to review the operations and efficiency in the group of companies, to remedy misconduct and prevent fraud and, if necessary, to enforce and / or defend our rights, on the basis of Article 6 (1) (f) GDPR.

**Data Breaches/Notification**

Databases or data sets that include Personal Data may be breached inadvertently or through wrongful intrusion. Upon becoming aware of a data breach, we will notify all affected individuals whose Personal Data may have been compromised, and the notice will be accompanied by a description of action being taken to reconcile any damage as a result of the data breach. Notices will be provided as expeditiously as possible after which the breach was discovered.

**When you send a data subject access request**

The legal basis for the processing of your personal data in the context of handling your data subject access request is our legal obligation and the legal basis for the subsequent documentation of t data subject access request is both our legitimate interest and our legal obligation.

The purpose of processing your personal data in the context of processing data when you send a data subject access request is to respond to your request. The subsequent documentation of the data subject access request serves to fulfill the legally required accountability.

Your personal data will be deleted as soon as they are no longer required to achieve the purpose for which they were collected. In the case of the processing of a data subject access request, this is three years after the end of the respective process.

You have the possibility at any time to object to the processing of your personal data in the context of the processing of a data subject access request for the future. In this case, however, we will not be able to further process your request. The documentation of the legally compliant processing of the respective data subject access request is mandatory. Consequently, there is no possibility for you to object.

**YouTube**

On our website, we implement videos of the video portal "YouTube" of the company Google Inc. The implementation is based on Art. 6 para. 1 p. 1 lit. f GDPR, whereby our interest lies in the smooth integration of the videos and the resulting appealing design of our website.

Doing so, we use the "extended data protection mode" option provided by Google. When you call up a page that has an embedded video, a connection is established to Google's servers and in the process the content is displayed on the website by notifying your browser. According to Google's information, in "extended data protection mode" your data - in particular which of our Internet pages you have visited as well as device-specific information including the IP address - is only transmitted to the YouTube server in the USA when you watch the video. By clicking on the video, you consent to this transmission.

If you are logged in to Google at the same time, this information will be assigned to your YouTube member account. You can prevent this by logging out of your member account before visiting our website.

For more information on data protection in connection with YouTube, please see Google's privacy policy.

**Economic analyzes and market research**

For business reasons and to be able to recognize market trends, wishes of contractual partners and users, we analyze the data we have on business transactions, contracts, inquiries, etc., whereby the group of persons concerned may include contractual partners, interested parties, customers, visitors and users of our website.

The analyzes are carried out for the purpose of business evaluations, marketing, and market research (e.g., to determine customer groups with different characteristics). In doing so, we may, if available, take into account the profiles of registered users together with their details, e.g., regarding services used. The analyzes serve us alone and are not disclosed externally, unless they are anonymous analyzes with summarized, i.e., anonymized values. Furthermore, we take the privacy of the users into consideration and process the data for the analysis purposes as pseudonymously as possible and, if feasible, anonymously (e.g., as summarized data).

**Provision of the website and web hosting**

In order to provide our website securely and efficiently, we use the services of one or more web hosting providers from whose servers (or servers managed by them) the website can be accessed. For these purposes, we may use infrastructure and services, computing capacity, storage space and database services as well as security services and technical maintenance services.

The data processed in the course of providing the hosting service may include all information relating to the users of our online service that is generated in the course of use and communication. This regularly includes the IP address, which is necessary to be able to deliver the contents of websites to browsers, and all entries made within our website or websites.

**Online marketing**

We process personal data for online marketing purposes, which may include, marketing advertising space or displaying promotional and other content (collectively, "content") based on potential user interests and measuring its effectiveness.

For these purposes, so-called user profiles are created and stored in a file (so-called "cookie") or similar procedures are used, by means of which the information about the user relevant to the presentation of the aforementioned content is stored. This information may include, for example, content viewed, websites visited, online networks used, but also communication partners and technical information such as the browser used, the computer system used and information on usage times. If users have consented to the collection of their location data, this may also be processed.

The IP addresses of users are also stored. However, we use available IP masking procedures (i.e., pseudonymization by shortening the IP address) to protect users. In general, no clear user data (such as e-mail addresses or names) is stored within the scope of the online marketing process, but pseudonyms. This means that we as well as the providers of the online marketing procedures do not know the actual identity of the users, but only the information stored in their profiles.

The information in the profiles is usually stored in the cookies or by means of similar procedures. These cookies can generally also be read later on other websites that use the same online marketing procedure and analyzed for the purpose of displaying content as well as supplemented with further data and stored on the server of the online marketing procedure provider.

Exceptionally, clear data can be assigned to the profiles. This is the case if, for example, the users are members of a social network whose online marketing procedure we use, and the network links the users' profiles with the aforementioned data. We ask you to note that users may enter into additional agreements with the providers, e.g., by giving their consent as part of the registration process.

In principle, we only receive access to summarized information about the success of our advertisements. However, within the framework of so-called conversion measurements, we can check which of our online marketing procedures have led to a so-called conversion, i.e., for example, to a conclusion of a contract with us. The conversion measurement is used solely to analyze the success of our marketing measures.

Unless otherwise stated, we ask you to assume that cookies used will be stored for a period of two years.

Notes on legal basis: If we ask users for their consent to use third-party providers, the legal basis for processing data is consent. Otherwise, users' data is processed on the basis of our legitimate interests (i.e., interest in efficient, economic and recipient-friendly services).

**Existence of automated decision-making**

As a responsible company, we do not use automated decision-making or profiling.

**Accuracy**

It is important that the data we hold about you is accurate and current, therefore please keep us informed of any changes to your personal data.

**External Links**

Our website contains links to the online offers of other providers. We hereby point out that we have no influence on the content of the linked online offers and the compliance with data protection regulations by their providers.

**General technical organizational measures**

Kit Maker has taken a variety of security measures to protect personal information to an appropriate extent and adequately. All information held by Kit Maker is protected by physical, technical, and procedural measures that limit access to the information to specifically authorised persons in accordance with this Privacy Policy.

The Kit Maker website is behind a software firewall to prevent access from other networks connected to the Internet. In addition, only employees who need the information to perform a specific job are granted access to personally identifiable information. These employees are trained in security and privacy practices and treat your information confidentially.

The transmission of your personal information during an order transaction in the online shop is encrypted using industry standard Secure Socket Layer ("SSL") technology, (SSL encryption version 3).

**Analysis and targeting tools**

**Google Analytics**

On our website, we use various services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google").

You can find more information about Google services at https://www.google.com/privacy/ads/.

Our website uses Google Analytics to design and improve the website according to your needs. Google Analytics uses so-called cookies, which are stored on your terminal device, and which enable an analysis of your use of the website. The information generated by the cookie is usually transferred to a Google server in the USA and stored there. We use the extension of IP anonymization (so-called IP masking) on this website, i.e., your IP address is shortened beforehand by Google within 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 shortened there.

On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity, and providing other services relating to website activity and internet usage to Kit Maker.

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

Google's services also include reports on the effectiveness of our advertising measures (including across devices), on the demographics and interests of our users, as well as functions for the cross-device delivery of online advertising if you are the owner of a Google account and have consented to the personalization of advertising ("Ads Personalization"). In this case, the legal basis for data processing is your consent to Google (Article 6 (1) (a) GDPR).

You can object to the collection or analysis of your data by Google Analytics by downloading and installing the browser plugin available at the following link: https://tools.google.com/dlpage/gaoptout.

The data sent by us and linked to cookies, user IDs (e.g., user ID) or advertising IDs are automatically deleted after 14 months.

For more information on the terms of use of Google Analytics, please visit <https://www.google.com/analytics/terms/>.

**Google Ads Remarketing**

We use the remarketing function within the Google Ads service. With the remarketing function, we can present users of our web site with advertisements based on their interests on other web sites within the Google advertising network (in Google Search or on YouTube, so-called "Google Ads" or on other web sites). For this purpose, the interaction of users on our web site is analyzed, e.g., which offers a user was interested in, in order to be able to display targeted advertising to users on other sites even after they have visited our web site. For this purpose, Google stores cookies on the end devices of users who visit certain Google services or web sites in the Google display network. These cookies are used to record the visits of these users. The cookies are used to uniquely identify a web browser on a specific end device and not to identify a person.

The legal basis for the data processing is Art. 6 (1) (a) GDPR.

**Google Tag Manager**

This website uses Google Tag Manager. Google Tag Manager is a solution that allows marketers to manage website tags through one interface. The tool itself (which implements the tags) is a cookie-less domain and does not store any personal data. The tool triggers other tags, which in turn may collect data. However, Google Tag Manager does not access this data.

We pass on the collected data for processing to the respective internal bodies as well as to other affiliated companies or to external service providers, contract processors (e.g., hosting, support, analysis service providers) in accordance with the required purposes (to implement the desired campaign or newsletter or loyalty program). Platform/hosting service providers receive access to personal data from a third country. So-called standard contractual clauses in accordance with Art. 46 GDPR have been concluded with these service providers as suitable guarantees.

The legal basis for the data processing is Art. 6 (1) f GDPR.

**Facebook Pixel, Facebook Custom Audiences and Facebook Conversion**

Within our online offer, the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc.

With the help of the Facebook pixel, it is possible for Facebook, on the one hand, to determine you as a visitor to our online offer as a target group for the display of advertisements (so-called "Facebook ads"). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offer or who have certain characteristics (e.g., interests in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook (so-called "Custom Audiences"). With the help of the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of users and do not have a harassing effect. With the help of the Facebook pixel, we can further track the effectiveness of the Facebook ads for statistical and market research purposes by seeing whether users were redirected to our website after clicking on a Facebook ad (so-called "conversion").

The processing of data by Facebook takes place within the framework of Facebook's data usage policy. Accordingly, general information on the display of Facebook ads, in the data use policy of Facebook. Specific information and details about the Facebook Pixel and how it works can be found in Facebook's help section.

The use of the Facebook Pixel as well as the storage of "conversion cookies" is based on Art. 6 (1) lit. a GDPR.

**Changes to the privacy policy**

We will inform about changes to the privacy policy on the website in an appropriate form.

**Contact**

Should additional questions arise regarding this privacy policy, please feel free to contact us at any time.