

## 1. Scope and subject matter of the Privacy Policy

The subject matter of this Privacy Policy is information on whether, to what extent, and for which purpose we collect and process personal data through our website with the URL <https://www.niessing.com>.  
 This privacy policy applies exclusively to the aforementioned website. If links are made to other sites, we have neither influence nor control over the linked contents and the data protection provisions applying on those sites. We recommend that you review the particularly applicable privacy statements to determine whether and to what extent personal data is collected, processed, used and/or made available to third parties.

## 2. Definitions and terminology

Personal data:	means any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.
Processing:	means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.
Controller:	means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.
Recipient:	means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

The complete text of the General Data Protection Regulation, including the further definitions and terminology, is available on the Internet under the following [link](#).

### 3. Controller: name and contact data / place of jurisdiction

Niessing Manufaktur GmbH & Co. KG, Butenwall 117, 48691 Vreden, Germany, represented by the managing director Sandro Erl,  
e-mail address: [service@niessing.com](mailto:service@niessing.com).

### 4. Purpose and legal basis for the processing of personal data

Category: Website access	Comment			
Personal data	IP address and cookie identifier			
Description	Whenever a user accesses our website, we collect the so-called access data and store these in a log file. The access data include the name of the retrieved website, the retrieved file, date and time of access, transferred data volume and notice on succeeded access, browser type and version, operating system, the so-called referrer URL (website from which access is made), the requesting provider, and your IP address. For details on the cookies we collect and the particular purpose fulfilled by each cookie, please see the document <a href="#">Privacy Policy Opt Out</a> .			
Purpose of th data processing	We collect the IP address in order to report an attack on our website or on our IT infrastructure to the law enforcement authorities, or, in the event of imminent damage, to the emergency response authorities, and to thus ensure the functionality of our website. The cookie identifier additionally provides information on user behaviour and search queries, which enables us to better adapt our services to the user interests in future accesses.			
Interest in data processing	The IP address as part of the access and device data serves for optimizing the website in terms of technology and design and for protecting our systems (e.g. in connection with an attack or security event). We cannot establish a personal reference from the log file data, including the IP address, when our website is accessed.			
Data recipients	Company	Description	Transfer to a thrid country	Information on data protection
	Google Ireland Limited Gordon House, Barrow Street Dublin 4 Ireland	Google Cloud Platform is the web hosting provider and data center operator hosting our webiste.	No	<a href="https://cloud.google.com/security/gdpr?hl=en">https://cloud.google.com/security/gdpr?hl=en</a>
Duration of data storage	The access provider will delete the IP address two months after collection; for details on cookies, the duration of cookie storage, and how t to delete these data (your right to object), please see the <a href="#">Privacy Policy Opt Out</a> .			
Legal basis	Art. 6 para. 1 lit. f) GDPR			
Provision required or neccessary	The provision of personal data is neither a statutory nor contractual requirement. Disabling cookie identifiers, however, will usually also result in disabling certain features and functionality of our website.			

Category: Tracking	Comment				
Personal data	IP address, cookie identifier				
Description	Our website employs advertising and tracking tools that, among others, also use cookies and the IP address.				
Purpose of the data processing	The IP address is a part of the cookies stored on the user's computer in order to obtain information on user behavior or on search queries. This enables us to better adapt our services to the user interests for future accesses or to specifically serve interest-based ads.				
Interest in data processing	Advertising and tracking tools allow us to tailor our services to our customers and other interested persons and to increase traffic by placing target group oriented ads. For details on how the cookies work and how you can delete them and prevent tracking (your right to object), please see the <b><u>Privacy Policy Opt Out.</u></b>				
Data recipients	For details on the data recipients, on the functionality of the tools, and for information on how to prevent the data transfer (tracking), please see the <b><u>Privacy Policy Opt Out.</u></b>				
	Company	Tool	Transfer to a third country	Information on data protection	Opt out
	Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	<u>Google Analytics</u>	Yes	<a href="https://policies.google.com/?hl=en-GB">https://policies.google.com/?hl=en-GB</a> <a href="https://support.google.com/analytics/answer/6004245?hl=en">https://support.google.com/analytics/answer/6004245?hl=en</a> <a href="#">Privacy Shield Certification</a>	Yes
	Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	<u>DoubleClick</u>	Yes	<a href="https://policies.google.com/technologies/ads?hl=enGB">https://policies.google.com/technologies/ads?hl=enGB</a> <a href="https://policies.google.com/technologies?hl=en-GB">https://policies.google.com/technologies?hl=en-GB</a> <a href="#">Privacy Shield Certification</a>	Yes
	Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	<u>DoubleClick Ad Exchange</u>	Yes	<a href="https://policies.google.com/?hl=en-GB">https://policies.google.com/?hl=en-GB</a> <a href="https://policies.google.com/technologies/ads?hl=enGB">https://policies.google.com/technologies/ads?hl=enGB</a> <a href="https://policies.google.com/technologies?hl=en-GB">https://policies.google.com/technologies?hl=en-GB</a> <a href="#">Privacy Shield Certification</a>	Yes
	Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	<u>Google Remarketing Tags</u>	Yes	<a href="https://policies.google.com/?hl=en-GB">https://policies.google.com/?hl=en-GB</a> <a href="https://policies.google.com/technologies/ads?hl=enGB">https://policies.google.com/technologies/ads?hl=enGB</a> <a href="https://policies.google.com/technologies?hl=en-GB">https://policies.google.com/technologies?hl=en-GB</a> <a href="#">Privacy Shield Certification</a>	Yes
	Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	<u>Google Conversion Tracking</u>	Yes	<a href="https://policies.google.com/?hl=en-GB">https://policies.google.com/?hl=en-GB</a> <a href="https://policies.google.com/technologies/ads?hl=enGB">https://policies.google.com/technologies/ads?hl=enGB</a> <a href="https://services.google.com/fh/_sitestats/de.html">https://services.google.com/fh/_sitestats/de.html</a> <a href="#">Privacy Shield Certification</a>	-

Category: Tracking	Comment				
	Hotjar Ltd. Level 2, St. Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta	<u>Hotjar</u>	No	<a href="https://www.hotjar.com/privacy">https://www.hotjar.com/privacy</a>	Yes
	Space Pencil, Inc. 847 Sansome Street, San Francisco, CA 94111, USA	<u>Kissmetrics</u>	Yes	<a href="https://www.kissmetrics.com/user-privacy">https://www.kissmetrics.com/user-privacy</a> <a href="#">Privacy Shield Certification</a>	Yes
	Optimizely, Inc. 631 Howard Street, Suite 100, San Francisco, CA 94105, USA	<u>Optimizely</u>	Yes	<a href="https://www.optimizely.com/privacy/">https://www.optimizely.com/privacy/</a> <a href="#">Privacy Shield Certification</a>	Yes
	Crazy Egg, Inc., 16220 E. Ridgeview Lane, La Mirada, CA 90638, USA	<u>CrazyEgg</u>	Yes	<a href="http://www.crazyegg.com/privacy">http://www.crazyegg.com/privacy</a>	Yes
	Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA	<u>Facebook Connect</u>	Yes	<a href="https://www.facebook.com/about/privacy">https://www.facebook.com/about/privacy</a> <a href="#">Privacy Shield Certification</a>	-
	Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA	<u>Facebook Business Manager</u>	Yes	<a href="https://www.facebook.com/about/privacy">https://www.facebook.com/about/privacy</a> <a href="#">Privacy Shield Certification</a>	Yes
	Qualaroo, Inc., 1901 Newport Blvd, 175 Costa Mesa, CA 92627, USA	<u>Qualaroo</u>	Yes	<a href="https://qualaroo.com/privacy-policy">https://qualaroo.com/privacy-policy</a> <a href="#">Privacy Shield Certification</a>	-
	Pinterest Inc., 808 Brannan Street San Francisco, CA 94103-490, USA	<u>Pinterest Business</u>	Yes	<a href="https://policy.pinterest.com/en/privacy-policy">https://policy.pinterest.com/en/privacy-policy</a>	-
Duration of data storage	For details on the functionality of the tracking tools, for information on cookie storage duration, and for information on how to prevent tracking, please see the <b><u>Privacy Policy Opt Out.</u></b>				
Legal basis	Art. 6 para 1 lit. f) GDPR				
Provision required or necessary	The provision of personal data is neither a statutory nor contractual requirement. Disabling cookie identifiers, however, will usually also result in disabling certain features and functionality of our website.				
Profiling	Tracking tools help us to evaluate user behavior and analyze user interests; for further details please see the <b><u>Privacy Policy Opt Out.</u></b>				

Category: Contact form	Comment				
Personal data	First and last name, city, telephone number, e-mail address				
Legal basis	Art. 6 para 1 lit. f) GDPR				
Duration of data storage	For details on the functionality of the tracking tools, for information on cookie storage duration, and for information on how to prevent tracking, please see the Privacy Policy Opt Out.				
Data recipients	For details on the data recipients, on the functionality of the tools, and for information on how to prevent the data transfer (tracking), please see the <b>Privacy Policy Opt Out</b> .				
	Company	Tool	Transfer to a third country	Information on data protection	Opt-Out
	Niessing Schmuck-Kooperation GmbH & Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com  or the Niessing partner jeweler you have chosen		Yes	<a href="https://niessing.com/en/data-protection">https://niessing.com/en/data-protection</a>	-

Category: Online Store	Comment				
Personal data	First and last name, adress, telephone number, e-mail address, payment data				
Legal Basis	Art. 6 para. 1 lit a) and b) GDPR				
Duration of data storage	The time required for the processing and settlement of the purchase or until you request us to delete your data as well as the legal obligations to retain data.				
Data recipients	Company	Tool	Transfer to a third country	Information on data protection	Opt-Out
	<p>Niessing Manufaktur GmbH &amp; Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com</p> <p>Niessing Schmuck-Kooperation GmbH &amp; Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com</p> <p>nexum AG Vogelsanger Stra. e 321a 50827 K.In</p> <p>PayPal (Europe) S.. r.l. et Cie, S.C.A. 22-24 Boulevard Royal L-2449 Luxembourg</p> <p>and the selected shipping service provider and, if applicable, the Niessing partner jeweler you have chosen</p>	Shopware	No	<a href="https://docs.shopware.com/de/shopware-6-de/tutorials-und-faq/dsgvo">https://docs.shopware.com/de/shopware-6-de/tutorials-und-faq/dsgvo</a>	-

Category: Live Chat	Comment				
Data recipients	For details on the data recipients, on the functionality of the tools, and for information on how to prevent the data transfer (tracking), please see the <a href="#">Privacy Policy Opt Out</a> .				
	Company	Tool	Transfer to a third country	Infos zum Datenschutz	Opt-Out
	Userlike UG, Probststeigasse 44-46, 50670 Köln, support(at)userlike.com	<u>Userlike</u>	No	<a href="https://www.userlike.com/en/terms#privacy-policy">https://www.userlike.com/en/terms#privacy-policy</a>	-
	Niessing Manufaktur GmbH & Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com				
	Niessing Schmuck-Kooperation GmbH & Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com				
Duration of data storage	The time required for processing and handling your inquiry or until you request us to delete your data.				
Legal basis	Art. 6 para. 1 lit b) GDPR				
Provision required of necessary	The provision of personal data is neither a statutory nor contractual requirement. However, we can only process your inquiry if you provide your personal data.				

Category: E-Mail	Comment				
Data recipients	Alternatively, it is possible to contact us via the e-mail addresses provided. In this case the personal data of the user transmitted with the e-mail will be stored.				
	Company	Tool	Transfer to a third country	Infos zum Datenschutz	Opt-Out
	<p>Niessing Manufaktur GmbH &amp; Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com</p> <p>Niessing Schmuck-Kooperation GmbH &amp; Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com</p>	<u>Userlike</u>	No	<a href="https://niessing.com/en/data-protection">https://niessing.com/en/data-protection</a>	-
Duration of data storage	The time required for processing and handling your inquiry or until you request us to delete your data.				
Legal basis	The legal basis for the processing of data transmitted in the course of sending an e-mail is Art. 6, Par. 1, letter f, DSGVO. If the e-mail contact aims at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 letter a) and b) DSGVO.				
Provision required of necessary	The provision of personal data is neither a statutory nor contractual requirement. However, we can only process your inquiry if you provide your personal data.				



<b>Category: Whatsapp Business</b>	<b>Comment</b>				
Data recipients	For details on the data recipients, on the functionality of the tools, and for information on how to prevent the data transfer (tracking), please see the Privacy Policy Opt Out.				
	<b>Company</b>	<b>Tool</b>	<b>Transfer to a third country</b>	<b>Infos zum Datenschutz</b>	<b>Opt-Out</b>
	WhatsApp Ireland Limited 4 Grand Canal Square Grand Canal Harbour Dublin 2, Irland  Niessing Manufaktur GmbH & Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com  Niessing Schmuck-Kooperation GmbH & Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com	Whatsapp Business	No	<a href="https://faq.whatsapp.com/general/security-and-privacy/end-to-end-encryption-for-business-messages/?lang=en">https://faq.whatsapp.com/general/security-and-privacy/end-to-end-encryption-for-business-messages/?lang=en</a>	-
Duration of data storage	The time required for processing and handling your inquiry or until you request us to delete your data.				
Legal basis	Art. 6 para. 1 lit b) GDPR				
Provision required of necessary	The provision of personal data is neither a statutory nor contractual requirement. However, we can only process your inquiry if you provide your personal data.				

<b>Category: Newsletter</b>	<b>Comment</b>				
Personal data	E-mail address				
Purpose of the data processing	We will use your e-mail address exclusively for sending the Newsletter and for advertising purposes for our company's products and services.				
Data recipients	Company	Tool	Transfer to a third country	Information on data protection	Opt out
	<p>rapidmail GmbH Augustinerplatz 2 79098 Freiburg Deutschland</p> <p>Niessing Manufaktur GmbH &amp; Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com</p> <p>Niessing Schmuck- Kooperation GmbH &amp; Co. KG, Butenwall 117, 48691 Vreden, +49-2564-3000, service@niessing.com</p>	Rapidmail	No	<a href="https://www.rapidmail.com/data-security">https://www.rapidmail.com/data-security</a>	-
Duration of data storage	Until we decide to discontinue the newsletter or until you request us to delete your e-mail address (revocation of consent).				
Legal basis	Art. 6 para. 1 lit a) GDPR				
Particular right to revocation	You have the right to revoke your consent at any time to the processing of your personal data (unsubscribing from the newsletter). The legality of the data processing carried out until you revoke your consent remains unaffected. Please find the contact data for withdrawing your consent under "Legal Notice" on this website. You can equally use the link provided in the advertising e-mail. This will incur no costs other than the transmission costs according to the basic rates. Your revocation also applies to the provider of the newsletter tool, where your data will consequently also be irrevocably deleted.				
Provision required or necessary	The provision of personal data is neither a statutory nor contractual requirement. However, we can only send the newsletter to you if you provide your e-mail address.				

## 5. Your rights

In accordance with applicable data protection legislation, you have the right of access to your personal data, the right to rectification, the right to erasure, the right of restriction of processing and the right to object to processing of your data, the right to data portability, and the right to revoke this consent at any time. In addition, you have the right to lodge a complaint with the data protection supervisory authorities.

You can assert all rights to us by e-mail at [service@niessing.com](mailto:service@niessing.com) or using the contact data given under "Controller".