

# Cookie Policy

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## 1. How we use cookies

We use cookies and similar tools on our website loewen-play.de to improve their performance and your user experience. In this policy we explain what this means.

## 2. Important information about cookies in an overview

This policy describes which cookies we use on this website and what we use them for. Unlike in the past, we no longer operate an " tacit consent " policy, which means that we do not assume that you consent to the use of all cookies.

If you do not agree, you should either not use this site, or delete cookies that you do not agree to use. If you do not know what cookies are or how to control or delete them, please check your search engine to find out how to do this. How to do this in the browser of your cell phone, please refer to the manual. All changes to this policy will be published here.

We reserve the right to change this cookie policy from time to time. These changes will become effective as soon as they are published.

Our website loewen-play.de uses cookies that are temporarily stored on your device. The respective company that places cookies receives certain information, which is mainly used to make our website more user-friendly and to constantly improve it. LP ES PLC may use essential cookies without your consent (legal basis: Art. 6 para. 1 lit. f GDPR), but you have the right to object to this. Should you object to the use of essential cookies, however, it cannot be ruled out that our website can no longer be used to its full extent, for example, because the page navigation, language settings or the display of secure areas of our website may no longer function properly. For the use of non-essential cookies,

e.g. for marketing or analysis purposes, your active consent is required (opt-in procedure), whereby Art. 6 Para. 1 lit. a GDPR forms the legal basis for this. When visiting our website, you can give us the necessary consent or refuse it by clicking on the appropriate fields in the cookie banner. You can also deactivate cookies in the settings of your Internet browser or restrict their functions. Previously stored cookies can also be deleted directly. Restrictions made in your web browser can also lead to restrictions in the functionality of the website.

### 3. Our Plugins

(Note: Regarding the EU-US Privacy Shield, please refer to the Privacy Policy.)

#### a) Google Analytics

This website uses Google Analytics of the company Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google Inc. places cookies on your device to analyze your website usage. The data obtained in this process is usually sent to servers in the USA, including your IP address, but always in a shortened and thus anonymous form. Google uses the collected data to create evaluations and reports of the website usage. All collected and resulting data will be deleted after 14 months. The data processing is carried out in accordance with Art. 6 para. 1 lit. f GDPR and serves the goal of making the use of the website more user-friendly. Further information on data protection at Google can be found under the following link:

<https://www.google.com/intl/de/analytics/privacyoverview.html>

#### b) Google AdSense

This website uses Google AdSense of the company Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Google Inc. places cookies or web beacons on your device for the integration of advertising. The data received in this process is usually sent to servers in the USA, which includes your IP address. Google may pass on the data to companies that also work under the Privacy Shield. An analysis of your website use is carried out and Google Inc. or partner companies are able to provide advertisements. The data processing takes place in accordance with Art. 6 para. 1 lit. f GDPR and serves to improve the website offer and the placement of advertisements. Further information on data protection at Google can be found under the following link:

<https://www.google.com/intl/de/analytics/privacyoverview.html>

#### c) Facebook

This website uses social media features of the company Facebook Inc, 1601 S., California Ave, Palo Alto, CA 94304, USA EU headquarters: Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland

Users of the website loewen-play.de can share contents of this website in Facebook social network by embedded Like-Buttons of Facebook. The data processing is carried out in accordance with Art. 6 para. 1 lit. f GDPR and serves to improve the website offer. Since the Like-Button function is integrated in our offer, there is always a connection between your used internet browser and Facebook servers in the USA when calling up the website. An actual data transfer takes place only if you actually use the Like-Button. You can also prevent data transfer by logging out of your Facebook account and simultaneously deactivating all active cookies in your browser. You can find more information about Facebook's privacy policy under the following link:

<https://de-de.facebook.com/privacy/explanation>

#### d) Instagram

This website uses plugins, recognizable by the Instagram logo, from Facebook's subsidiary Instagram. The parent company Facebook is registered at Facebook Inc., 1601 S., California Ave, Palo Alto, CA 94304, USA EU headquarters: Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland

Regardless of whether you have an Instagram account or are logged in, your browser will connect to Instagram servers by opening pages marked with the Instagram logo that contain the Instagram plugin. Instagram will be informed that you have opened the corresponding page of our website. Your IP address is also sent to Instagram servers in the USA. If you are logged in to your Instagram account during this time, the corresponding data will also be stored there and published to your Instagram account if necessary. You can prevent Instagram from associating your data directly with your Instagram account by logging out and disabling all active cookies in your browser. The data processing is carried out in accordance with Art. 6 para. 1 lit. f GDPR and serves to improve the website offer. Further information on data protection at Facebook subsidiary Instagram can be found under the following link:

<https://help.instagram.com/155833707900388>

#### e) Twitter

This website uses social media features of Twitter, Inc, 1355 Market St, Suite 900, San Francisco, CA 94103, USA

With integrated Twitter buttons - Tweet button - you can share content in the social network of Twitter. Legal basis for the processing of the data is Art. 6 para.1 and para. 1 letter f) GDPR the legitimate interest in the optimization of the website offer. When a page with an integrated tweet button is called up, a connection is always established between the browser used and the Twitter servers. In order to prevent this immediate connection, this website uses a solution in which this transmission only takes place when the Tweet button is pressed. If you have a Twitter account, this data can be linked to it. If you do not want this data to be linked to your Twitter account, please log out of Twitter before visiting the site and delete the cookies in your browser. Twitter is subject to the Privacy Shield Agreement between the USA and the EU. You can find out more about Twitter's privacy policy at

<https://twitter.com/privacy>

## 4. Our cookies

Cookies are small text files used by websites to make the user experience more efficient.

By law, we may store cookies on your device if they are absolutely necessary for the operation of this site. For all other types of cookies we need your consent.

This site uses different types of cookies. Some cookies are placed by third parties that appear on our pages.

You can change or withdraw your consent at any time from the cookie statement on our website.

See our privacy policy for more information about who we are, how to contact us and how we process personal information.

Please include your consent ID and date when contacting us regarding your consent.

### Cookies

Necessary or essential cookies help to make a website usable by enabling basic functions such as page navigation and access to secure areas of the website. The website cannot function properly without these cookies.