

# Privacy policy

Privacy policy for the use of the websites [www.siebers-auktionen.de](http://www.siebers-auktionen.de) and participation in auctions

By using our website, you agree to the collection, processing and use of data as described below. Our website can be visited without registration. Data such as pages accessed or the name of the file accessed, date and time are stored on the server for statistical purposes without these data being directly related to your person. Personal data, in particular name, address or e-mail address are collected as far as possible on a voluntary basis. The data will not be passed on to third parties without your consent.

1. name and contact details of the controller.

This data protection information applies to data processing by:

Yves Siebers Auctions GmbH

Augsburger STR. 221

70327 Stuttgart, Germany

Phone: +49 711 3808481

Fax: +49 711 6930589

[info@siebers-auktionen.de](mailto:info@siebers-auktionen.de)

Responsible is Yves Siebers. For the processing of your personal data

Herbert wolf, Erdbeerweg 22, 70619 Stuttgart, 0711-90759623

as company data protection officer.

Internal data protection coordinator: Andrea Müller-Fincker

([datenschutz@siebers-auktionen.de](mailto:datenschutz@siebers-auktionen.de))

2. collection and storage of personal data as well as type and purpose of their use

a) When visiting the website

When you visit our website [www.siebers-auktionen.de](http://www.siebers-auktionen.de), the browser on your device automatically sends information to the server on our website. This information is temporarily stored in a so-called log file. The following information is recorded without your intervention and stored until it is automatically deleted: IP address of the requesting computer, Date and time of access,

Name and URL of the retrieved file,  
Website from which access is made (referrer URL),  
the browser used and, if applicable, the operating system of your computer as  
well as the name of your access provider.

The mentioned data will be processed by us for the following purposes:  
Ensuring a smooth connection of the website,  
Ensuring comfortable use of our website,  
evaluation of system security and stability as well as  
for other administrative purposes.

The legal basis for data processing is Art. 6 para. 1 sentence 1 lit. f DSGVO. Our  
legitimate interest follows from the purposes listed above for data collection.  
Under no circumstances do we use the data collected for the purpose of drawing  
conclusions about you personally.

In addition, we use cookies and analysis services when you visit our website. You  
will find more detailed explanations under sections 4 and 5 of this data  
protection declaration.

#### b) When registering for our newsletter

If you have expressly consented according to Art. 6 para. 1 sentence 1 a DSGVO  
or a permit according to UWG § 7 paragraph 3 is available, we will use your e-  
mail address to send you our newsletter on a regular basis. To receive the  
newsletter it is sufficient to provide an e-mail address. You can unsubscribe at  
any time, for example via a link at the end of each newsletter. Alternatively, you  
are welcome to send your unsubscription request at any time to [info@siebers-  
auktionen.de](mailto:info@siebers-auktionen.de) by e-mail.

#### c) When using our contact form

If you have any questions, we offer you the opportunity to contact us using the  
form provided on the website. A valid e-mail address is required so that we know  
who sent the request and can respond to it. Further information can be provided  
voluntarily. The data will be processed for the purpose of contacting us in  
accordance with Art. 6 para. 1 sentence 1 lit. a DSGVO on the basis of your  
voluntary consent. The personal data collected by us for the use of the contact  
form will be deleted after your request has been processed.

### 3. passing on of data

Your personal data will not be transmitted to third parties for purposes other

than those listed below. We will only pass on your personal data to third parties if:

you have given your express consent pursuant to Art. 6 para. 1 sentence 1 lit. a DSGVO,

the disclosure pursuant to Art. 6 para. 1 sentence 1 f DSGVO is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data, in the event that a legal obligation exists for the transfer pursuant to Art. 6 para. 1 sentence 1 lit. c DSGVO, and

this is legally permissible and is necessary for the processing of contractual relationships with you pursuant to Art. 6 para. 1 sentence 1 lit. b DSGVO.

#### 4 Cookies

We use cookies on our site. These are small files that your browser automatically creates and that are stored on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do no damage to your end device, do not contain viruses, Trojans or other malware. Information is stored in the cookie that results in each case in connection with the specifically used terminal device. However, this does not mean that we immediately become aware of your identity. The use of cookies serves on the one hand to make the use of our offer more pleasant for you. For example, we use so-called session cookies to recognize that you have already visited individual pages of our website. These will be deleted automatically after leaving our site.

In addition, we also use temporary cookies that are stored on your end device for a specified period of time to optimize user-friendliness. If you visit our site again to use our services, it will automatically recognize that you have already been with us and what entries and settings you have made so that you do not have to enter them again. On the other hand, we use cookies to statistically record the use of our website and to evaluate it for you for the purpose of optimising our offer (see Section 5). These cookies enable us to automatically recognize when you return to our site that you have already been with us. These cookies are automatically deleted after a defined period of time. The data processed by cookies is required for the aforementioned purposes in order to protect our legitimate interests and those of third parties pursuant to Art. 6 Para. 1 S. 1 lit. f DSGVO. Most browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or a message always appears before a new cookie is created. However, the complete deactivation of cookies can lead to the fact that you cannot use all functions of our website.

##### 1.

Name: cookieconsent\_dismissed

Function: Saves whether the note on the use of cookies was confirmed by clicking on the button.

Content: yes

Duration: 359 days

2.

Name: `_gat_gtag_UA_106539815_1`

Function: Google analytics, tracking code for user differentiation

Content: 1

Runtime: For the moment of use

3.

Name: `_ga`

Function: Google analytics, collects anonymous information about website usage for analysis purposes

Content: GA1.2.1381971685.1529413175

Duration: 720 days

4.

Name: `_gid`

Function: Google Analytics, in conjunction with `_ga` for user differentiation

Content: GA1.2.171656792.1531210157

Duration: 1 day

5.

Name: `be_lastLoginProvider`

Function: Contains the key of the used Typo3 backend login provider

Content: 1433416747

Duration: 90 days

## 5. analysis tools

### a) Tracking tools

The tracking measures listed below and used by us are carried out on the basis of Art. 6 para. 1 sentence 1 f DSGVO. With the tracking measures used, we want to ensure that our website is designed to meet requirements and is continually optimised. On the other hand, we use the tracking measures to statistically record the use of our website and to evaluate it for the purpose of optimising our offer. These interests are to be regarded as legitimate within the meaning of the aforementioned provision. The respective data processing purposes and data categories can be found in the corresponding tracking tools.

#### (1) Google Analytics1

For the purpose of demand-oriented design and continuous optimization of our pages, we use Google Analytics, a web analysis service provided by Google Inc.

(<https://www.google.de/intl/de/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter "Google"). In this context, pseudonymised user profiles are created and cookies (see point 4) are used. The information generated by the cookie about your use of this website such as Browser type/version, the operating system used, Referrer URL (the previously visited page), Host name of the accessing computer (IP address), Time of the server request, are transferred to a Google server in the USA and stored there. The information is used to evaluate the use of the website, to compile reports on the website activities and to provide further services associated with the use of the website and the Internet for the purposes of market research and demand-oriented design of these Internet pages. This information may also be transferred to third parties if this is required by law or if third parties process this data on behalf of the company. Under no circumstances will your IP address be merged with other data from Google. The IP addresses are anonymized so that an assignment is not possible (IP masking). You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=en>). As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent Google Analytics from collecting data by clicking on this link. An opt-out cookie is set to prevent future collection of your data when you visit this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you must set the opt-out cookie again. Further information on data protection in connection with Google Analytics can be found in the Google Analytics Help (<https://support.google.com/analytics/answer/6004245?hl=en>).

## (2) Google Adwords Conversion Tracking

We also use Google Conversion Tracking to statistically record and evaluate the use of our website for the purpose of optimising it for you. Google Adwords will set a cookie (see paragraph 4) on your computer if you have accessed our website via a Google ad. These cookies expire after 30 days and are not used for personal identification. If the user visits certain pages of the Adwords customer's website and the cookie has not yet expired, Google and the customer can recognize that the user has clicked on the ad and has been redirected to this page. Each Adwords customer receives a different cookie. Cookies cannot therefore be traced via the websites of Adwords customers. The information

collected using the conversion cookie is used to generate conversion statistics for Adwords customers who have opted for conversion tracking. Adwords customers see the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, you will not receive any information that personally identifies users. If you do not wish to participate in the tracking process, you can also reject the setting of a cookie required for this - for example using a browser setting that generally deactivates the automatic setting of cookies. You can also deactivate cookies for conversion tracking by setting your browser to block cookies from the "www.googleadservices.com" domain. Google's privacy policy for conversion tracking can be found here (<https://services.google.com/sitestats/de.html>).

### (3) Matomo

We use the open source software Matomo to analyze and statistically evaluate the use of the website. Cookies are used for this purpose (see section 4). The information generated by the cookie about website usage is transmitted to our servers and combined in pseudonymous user profiles. The information is used to evaluate the use of the website and to enable a demand-oriented design of our website. The information is not passed on to third parties. Under no circumstances will the IP address be linked to other data relating to the user. The IP addresses are anonymized so that an assignment is not possible (IP masking). Your visit to this website is currently recorded by Matomo Webanalyse. Click here (<https://matamo.org/docs/privacy/>), so that your visit is no longer recorded.

### 6th Social Media Plug-ins

We use social plug-ins of the social networks Facebook, Twitter and Instagram on our website on the basis of art. 6 par. 1 p. 1 lit. f DSGVO in order to make our company better known. The underlying advertising purpose is to be regarded as a legitimate interest within the meaning of the DSGVO. Responsibility for data protection-compliant operation must be guaranteed by the respective provider. The integration of these plug-ins by us takes place in the way of the so-called two-click method around visitors of our web page in the best possible way to protect.

#### a) Facebook

Our website uses social media plugins from Facebook to personalize their use. For this we use the "LIKE" or "PART"-button. This is an offer from Facebook. When you access a page of our website that contains such a plugin, your browser establishes a direct connection to the Facebook servers. The content of the plugin is transmitted directly from Facebook to your browser and integrated into the website. By integrating the plugins, Facebook receives the information that your browser has called up the corresponding page of our website, even if you do not have a Facebook account or are not currently logged on to Facebook. This information (including your IP address) is transmitted directly from your browser to a Facebook server in the USA and stored there. If you are logged in to

Facebook, Facebook can directly associate your visit to our website with your Facebook account. If you interact with the plugins, for example by pressing the "LIKE" or "PART" button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends. Facebook may use this information for the purposes of advertising, market research and demand-oriented design of Facebook pages. To this end, Facebook creates usage, interest and relationship profiles, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our website and to provide other services associated with the use of Facebook. If you do not want Facebook to associate the information collected through our website with your Facebook account, you must log out of Facebook before visiting our website. The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights and setting options for the protection of your privacy can be found in the data protection information (<https://www.facebook.com/about/privacy/>) of Facebook.

#### b) Twitter

Our website contains plugins of the short message network of Twitter Inc. (Twitter) integrated. You can recognize the Twitter plugins (tweet button) by the Twitter logo on our site. An overview of tweet buttons can be found here (<https://about.twitter.com/resources/buttons>). When you access a page of our website that contains such a plugin, a direct connection is established between your browser and the Twitter server. Twitter receives the information that you have visited our site with your IP address. If you click the Twitter "tweet button" while logged into your Twitter account, you can link the contents of our pages on your Twitter profile. This allows Twitter to associate the visit of our pages with your user account. We would like to point out that, as the provider of the pages, we are not aware of the content of the data transmitted or how it is used by Twitter. If you do not want Twitter to associate your visit to our pages, please log out of your Twitter account. For more information, please see the Twitter Privacy Policy (<https://twitter.com/privacy>).

#### c) Instagram

Our website also uses so-called Social Plugins ("Plugins") from Instagram, which is operated by Instagram LLC, 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). The plug-ins are marked with an Instagram logo, for example in the form of an "Instagram camera". When you access a page of our website that contains such a plugin, your browser establishes a direct connection to Instagram's servers. Instagram transfers the content of the plugin directly to your browser and integrates it into the page. This integration informs Instagram that your browser has called up the corresponding page of our website, even if

you do not have an Instagram profile or are not currently logged in to Instagram. This information (including your IP address) is transmitted directly from your browser to an Instagram server in the USA and stored there. If you are logged in to Instagram, Instagram can immediately associate your visit to our website with your Instagram account. If you interact with the plugins, for example by pressing the "Instagram" button, this information is also transmitted directly to an Instagram server and stored there. The information is also published on your Instagram account and displayed to your contacts. If you do not want Instagram to associate the information collected through our website directly with your Instagram account, you must log out of Instagram before visiting our website. Please refer to Instagram's privacy policy (<https://help.instagram.com/155833707900388>) for more information.

## 7. rights of the persons concerned

You have the right:

to request information about your personal data processed by us in accordance with Art. 15 DSGVO. In particular, you may request information about the purposes of processing, the category of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a right of appeal, the origin of your data, if these have not been collected by us, and the existence of automated decision-making including profiling and, if applicable, meaningful information on their details; in accordance with Art. 16 DSGVO, to demand without delay the correction of incorrect or complete personal data stored by us;

to demand the deletion of your personal data stored by us pursuant to Art. 17 DSGVO, unless the processing for the exercise of the right to freedom of expression and information, for the fulfilment of a legal obligation, for reasons of public interest or for the assertion, exercise or defence of legal claims is necessary;

in accordance with Art. 18 DSGVO, to restrict the processing of your personal data if you dispute the accuracy of the data, if the processing is unlawful but you refuse to delete the data and we no longer need the data, but if you need it to assert, exercise or defend legal claims or if you have filed an objection to the processing in accordance with Art. 21 DSGVO;

in accordance with Art. 20 DSGVO, to receive your personal data that you have provided to us in a structured, current and machine-readable format or to request its transfer to another person responsible;

in accordance with Art. 7 para. 3 DSGVO, to revoke your consent to us at any time. As a result, that we may no longer continue the data processing based on this consent for



the future and

to complain to a supervisory authority pursuant to Art. 77 DSGVO. As a rule, you can contact the supervisory authority at your usual place of residence or workplace or at our company headquarters.

#### 8. right of objection

If your personal data are processed on the basis of legitimate interests pursuant to Art. 6 para. 1 sentence 1 letter f DSGVO, you have the right to object to the processing of your personal data pursuant to Art. 21 DSGVO, provided that there are reasons for this which arise from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right of objection, which we will implement without specifying a particular situation.

If you wish to exercise your right of revocation or objection, simply send an e-mail to [info@siebers-auktionen.de](mailto:info@siebers-auktionen.de).

#### 9 Data security

We use the most common SSL (Secure Socket Layer) method in connection with the highest level of encryption supported by your browser. Usually this is a 256 bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. Whether a single page of our website is transmitted in encrypted form is indicated by the closed display of the key or lock symbol in the lower status bar of your browser. We also use suitable technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

#### 10 Up-to-dateness and amendment of this data protection declaration

This data protection declaration is currently valid and has the status May 2018. due to the further development of our website and offers above or due to changed legal or official requirements, it may become necessary to change this data protection declaration. You can access and print out the current data protection declaration at any time on the website at [www.siebers-auktionen.de](http://www.siebers-auktionen.de)

#### 11. page contents of other providers

Within the scope of our Internet presence, pages/information with external content are also used. The auction catalogues are provided by

Auction Technology Group Germany GmbH

City dike 27

20097 Hamburg

www.lot-tissimo.com

If you only call up the auction catalogues, your browser establishes a direct connection to the lot-tissimo.com server. The latter may store the IP address for statistical purposes. This data cannot be assigned to specific persons. You can find the privacy policy of lot-tissimo.com at [www.lot-tissimo.com/de/t/datenschutz-20180215/](http://www.lot-tissimo.com/de/t/datenschutz-20180215/)

On our site it is possible to create a lot-tissimo account and use it for the submission of bidding orders. The terms of use and data protection regulations of Auction Technology Group Germany GmbH (www.lot-tissimo.com) apply to registration and use.

12. data processing when submitting bids via www.lot-tissimo.com, when sending a written bid order or other participation in an auction:

If you participate in an auction as a bidder, you must provide personal data in this context. These are

Name

Address

e-mail address

Telephone number

Catalogue number

Maximum bid

We process and store this data to the extent necessary to carry out and process the order relationship and the purchase. The personal data provided by you will be processed in accordance with the provisions of the European Data Protection Ordinance (DS-GVO) and the Federal Data Protection Act (BDSG):

On the basis of a consent (according to Art. 6 para. 1 lit. a DS-GMO)

The purposes of processing personal data result from the granting of consent. Your consent can be revoked at any time with effect for the future. Consents granted before the validity of the DS GMO (25 May 2018) can also be revoked. Processing that took place before the revocation remains unaffected by the revocation. Example: Sending a newsletter.

For the fulfilment of contractual obligations (according to Art. 6 para. 1 item b DS-GMO)

The purposes of data processing result on the one hand from the introduction of pre-contractual measures which precede a contractually regulated business relationship and on the other hand from the fulfilment of obligations from the contract concluded with you.

Due to legal requirements (according to Art. 6 para. 1 lit. c DS-GMO) or in the public interest (according to Art. 6 para. 1 lit. e DS-GMO)

The purposes of data processing result from legal requirements or are in the public interest (e.g. compliance with storage obligations, proof of compliance

with notification and information obligations).

Within the scope of the balancing of interests (according to Art. 6 para. 1 item f DS-GMO)

The purposes of the processing result from the protection of our legitimate interests. It may be necessary to process the data provided by you beyond the actual performance of the contract. Our legitimate interest may be used to justify the further processing of the data you provide, provided that your interests or fundamental rights and freedoms do not prevail. Our legitimate interest may be in individual cases: Enforcement of legal claims, defence against liability claims, prevention of criminal offences.

Within our company, those persons who need your personal data to fulfil their contractual and legal obligations and who are entitled to process this data will have access to it.

In fulfilment of the contract concluded with you, only those departments that require the data provided by you for legal or organisational reasons (e.g. authorities, postal and transport companies) will receive it. These contractors are contractually bound by us to comply with the requirements of the DS-GMO and the BDSG.

Under no circumstances will your data be transferred to a third country (outside the EU). Should you wish to transfer the data you have provided to a third country in individual cases, we will only do so with your consent.

No fully automated decision making (including profiling) according to Art. 22 DS-GMO is used to process the data you provide.

The data provided by you will be processed for the duration necessary to achieve the contractually agreed purpose, as long as the contractual relationship with you exists. After termination of the contractual relationship, the data provided by you will be processed to comply with legal storage obligations or on the basis of our legitimate interests. After expiry of the legal retention periods and/or the loss of our legitimate interests, the data provided by you will be deleted. The legal obligation to store data in accordance with BGB, HGB, GWG, AO can range from two to 30 years.

Information about your rights: See point 7 above