

Privacy policy

last change: 2024-06-09

Disclaimer for English Translation

Please note that this English version of our Privacy Policy is provided for your convenience only. The original German text is the authoritative and legally binding version. While we have made efforts to accurately translate the content, there may be discrepancies or inaccuracies. In case of any inconsistency between the German and English versions, the German version shall prevail.

1. Data protection at a glance

General information

The following information provides a simple overview of what happens to your personal data when you visit this website. Personal data is any data that can be used to identify you personally. Detailed information on the subject of data protection can be found in our privacy policy listed below this text.

Data collection on this website

Who is responsible for the data collection on this website?

Data processing on this website is carried out by the website operator. You can find their contact details in the section "Note on the responsible body" in this privacy policy.

How do we collect your information?

On the one hand, your data is collected when you provide it to us. This can be, for example, data that you enter into a contact form.

Other data is collected automatically or with your consent when you visit the website by our IT systems. This is mainly technical data (e.g. Internet browser, operating system or time of page access). The collection of this data takes place automatically as soon as you enter this website.

What do we use your data for?

Part of the data is collected to ensure that the website is provided without errors. Other data may be used to analyze your user behavior.

What rights do you have regarding your data?

You have the right to receive information about the origin, recipient and purpose of your stored personal data at any time, free of charge. You also have the right to request the correction or deletion of this data. If you have given consent to data processing, you can revoke this consent at any time for the future. You also have the right to request the restriction of the processing of your personal data in certain circumstances. Furthermore, you have the right to lodge a complaint with the competent supervisory authority.

You can contact us at any time for this and other questions on the subject of data protection.

Analytics and third-party tools

When you visit this website, your surfing behaviour can be statistically evaluated. This is mainly done with so-called analysis programs.

Detailed information about these analysis programs can be found in the following privacy policy.

2. Hosting

We host the content of our website with the following provider:

WebGo

The provider is webgo GmbH, Heidenkampsweg 81, 20097, Hamburg (hereinafter referred to as "webgo"). When you visit our website, webgo collects various log files, including your IP addresses <https://www.webgo.de/datenschutz>.

The use of webgo is based on Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in presenting our website as reliably as possible. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 (1) (a) GDPR and § 25 (1) TDDDGD, insofar as the consent includes the storage of cookies or access to information in the user's end device (e.g. for device fingerprinting) within the meaning of the TDDDGD. Consent can be revoked at any time.

Order processing

We have concluded a contract for data processing (DPA) for the use of the above-mentioned service. This is a contract required by data protection law that ensures that it processes the personal data of our website visitors only in accordance with our instructions and in compliance with the GDPR.

WordPress

Our website is operated via the WordPress platform. As a renowned content management system, WordPress enables the efficient management and presentation of our online content. When you use our website, WordPress may collect certain information, such as IP addresses or browser details, to improve the user experience.

For detailed information on data processing by WordPress, we recommend visiting the following link: <https://de.wordpress.org/about/privacy/>

3. General information and mandatory information

Privacy

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

When you use this website, various personal data is collected. Personal data is data that can be used to identify you personally. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission on the Internet (e.g. when communicating by e-mail) may have security gaps. It is not possible to completely protect the data from access by third parties.

Note on the responsible body

The person responsible for data processing on this website is:

IMPOL Yacht & Bootsimporte

Heinrich Kubitzki

Halbe Stadt 13 A

15230 Frankfurt an der Oder

Phone: +49 173 7401145

E-Mail: info@impol-boote.com

The controller is the natural or legal person who, alone or jointly with others, decides on the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

Storage period

Unless a specific storage period has been specified in this privacy policy, your personal data will remain with us until the purpose for which the data is processed no longer applies. If you assert a justified request for erasure or revoke consent to data processing, your data will be deleted, unless we have other legally permissible grounds for storing your personal data (e.g. retention periods under tax or commercial law); in the latter case, the deletion takes place after these reasons have ceased to exist.

General information on the legal basis of data processing on this website

If you have consented to data processing, we process your personal data on the basis of Art. 6 (1) (a) GDPR or Art. 9 (2) (a) GDPR, insofar as special categories of data are processed in accordance with Art. 9 (1) GDPR. In the case of explicit consent to the transfer of personal data to third countries, data processing is also carried out on the basis of Art. 49 (1) (a) GDPR. If you have consented to the storage of cookies or access to information in your device (e.g. via device fingerprinting), data processing will also be carried out on the basis of Section 25 (1) TTDSG. The consent can be revoked at any time. If your data is required for the performance of a contract or for the implementation of pre-contractual measures, we process your data on the basis of Art. 6 (1) (b) GDPR. Furthermore, we process your data if it is necessary to comply with a legal obligation on the basis of Art. 6 (1) (c) GDPR. Data processing may also be carried out on the basis of our legitimate interest in accordance with Art. 6 (1) (f) GDPR. Information on the relevant legal bases in each individual case is provided in the following paragraphs of this data protection declaration.

Recipients of personal data

As part of our business activities, we work together with various external bodies. In some cases, it is also necessary to transmit personal data to these external bodies. We only pass on personal data to external bodies if this is necessary in the context of the performance of a contract, if we are legally obliged to do so (e.g. disclosure of data to tax authorities), if we have a legitimate interest in the disclosure in accordance with Art. 6 (1) (f) GDPR or if another legal basis allows the data transfer. When using processors, we only share our customers' personal data on the basis of a valid data processing agreement. In the case of joint processing, a joint processing contract is concluded.

Withdrawal of your consent to data processing

Many data processing operations are only possible with your explicit consent. You can revoke any consent you have already given at any time. The lawfulness of the data processing carried out up to the time of revocation remains unaffected by the revocation.

Right to object to data collection in special cases as well as to direct marketing (Art. 21 GDPR)

IF THE DATA PROCESSING IS CARRIED OUT ON THE BASIS OF ART. 6 PARA. 1 LIT. E OR F GDPR, YOU HAVE THE RIGHT TO OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA AT ANY TIME ON GROUNDS RELATING TO YOUR PARTICULAR SITUATION; THIS ALSO APPLIES TO PROFILING BASED ON THESE PROVISIONS. THE RESPECTIVE LEGAL BASIS ON WHICH PROCESSING IS BASED CAN BE FOUND IN THIS PRIVACY POLICY. IF YOU OBJECT, WE WILL NO LONGER PROCESS YOUR PERSONAL DATA UNLESS WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING THAT OUTWEIGH YOUR INTERESTS, RIGHTS AND FREEDOMS, OR THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS (OBJECTION PURSUANT TO ART. 21 PARA. 1 GDPR).

IF YOUR PERSONAL DATA IS PROCESSED 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; THIS ALSO APPLIES TO PROFILING, INsofar AS IT IS RELATED TO SUCH DIRECT ADVERTISING. IF YOU OBJECT, YOUR PERSONAL DATA WILL THEN NO LONGER BE USED FOR THE PURPOSE OF DIRECT MARKETING (OBJECTION PURSUANT TO ART. 21 PARA. 2 GDPR).

Right to lodge a complaint with the competent supervisory authority

In the event of violations of the GDPR, the data subjects have the right to lodge a complaint with a supervisory authority, in particular in the Member State of their habitual residence, their place of work or the place of the alleged infringement. The right of appeal exists without prejudice to other administrative or judicial remedies.

Right to data portability

You have the right to have data that we process automatically on the basis of your consent or in fulfilment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another controller, this will only be done to the extent that it is technically feasible.

Information, correction and deletion

Within the framework of the applicable legal provisions, you have the right to free information about your stored personal data, its origin and recipients and the purpose of the data processing at any time and, if necessary, a right to rectification or deletion of this data. You can contact us at any time for this and other questions on the subject of personal data.

Right to restriction of processing

You have the right to request the restriction of the processing of your personal data. You can contact us at any time for this. The right to restriction of processing exists in the following cases:

- If you contest the accuracy of your personal data held by us, we will usually need time to verify this. For the duration of the audit, you have the right to request the restriction of the processing of your personal data.
- If the processing of your personal data was/is unlawful, you can request the restriction of data processing instead of deletion.
- If we no longer need your personal data, but you need it to exercise, defend or assert legal claims, you have the right to request the restriction of the processing of your personal data instead of erasure.
- If you have filed an objection in accordance with Art. 21 (1) GDPR, a balancing of your interests and ours must be carried out. As long as it has not yet been determined whose

interests prevail, you have the right to request the restriction of the processing of your personal data.

If you have restricted the processing of your personal data, this data may only be processed with your consent or for the establishment, exercise or defence of legal claims, or for the protection of the rights of another natural or legal person, or for reasons of important public interest of the European Union or of a Member State.

SSL or TLS encryption

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or inquiries that you send to us as the site operator. You can recognize an encrypted connection by the fact that the address bar of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

4. Data collection on this website

Cookies

Our websites use so-called "cookies". Cookies are small data packets and do not cause any damage to your device. They are stored on your device either temporarily for the duration of a session (session cookies) or permanently (persistent cookies). Session cookies are automatically deleted at the end of your visit. Permanent cookies remain stored on your device until you delete them yourself or until your web browser automatically deletes them.

Cookies can come from us (first-party cookies) or from third-party companies (so-called third-party cookies). Third-party cookies enable the integration of certain third-party services within websites (e.g. cookies for processing payment services).

Cookies have different functions. Many cookies are technically necessary because certain website functions would not work without them (e.g. the shopping cart function or the display of videos). Other cookies may be used to evaluate user behavior or for advertising purposes.

Cookies that are necessary to carry out the electronic communication process, to provide certain functions that you have requested (e.g. for the shopping cart function) or to optimise the website (e.g. cookies to measure the web audience) (necessary cookies) are stored on the basis of Art. 6 (1) (f) GDPR, unless another legal basis is specified. The website operator has a legitimate interest in the storage of necessary cookies for the technically error-free and optimized provision of its services. If consent to the storage of cookies and comparable recognition technologies has been requested, the processing is carried out exclusively on the basis of this consent (Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG); consent can be revoked at any time.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when you close the browser. If you disable cookies, the functionality of this website may be limited.

You can find out which cookies and services are used on this website in this privacy policy.

Consent by CookieYes

We use CookieYes, a service provided by CookieYes Limited whose registered office is at 3 Warren Yard, Warren Park, Wolverton Mill, Milton Keynes, MK12 5NW, United Kingdom, to manage cookie consent on our website.

The CookieYes tool improves the user experience by displaying a cookie banner or pop-up when a user visits our website. This feature allows users to agree, reject or adjust their preferences to the use of cookies. Users can consent to all cookies, reject them altogether, or provide detailed consent by enabling or disabling certain categories of cookies. With the exception of strictly necessary cookies, for which consent is not required, this tool provides users with the ability to control the use of cookies on their device.

Users have the option of withdrawing their consent at any time. The CookieYes service includes a persistent "cookie widget" or callback button on our website that allows users to change their cookie settings as needed.

The only personal data collected by CookieYes is the masked IP addresses of visitors, which is used solely to keep a consent log of user choices regarding cookies. No other personal data of visitors is collected by CookieYes.

The CookieYes application is hosted in AWS data centers. Data can be transferred internationally, but these transfers are protected by robust data processing agreements that comply with GDPR standards.

The European Commission recognises that the UK, where CookieYes is based, provides adequate protection under the GDPR. For more details on how CookieYes manages and protects user data, please refer to their [Privacy Policy](#) and [Data Processing Agreement](#).

As a user, you have the right to review and change your cookie settings at any time via the cookie management widget on our website.

Contact form

If you send us enquiries via the contact form, your details from the enquiry form, including the contact details you provide there, will be stored by us for the purpose of processing the enquiry and in the event of follow-up questions. We will not pass on this data without your consent.

The processing of this data is carried out on the basis of Art. 6 (1) (b) GDPR if your request is related to the performance of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of the requests addressed to us (Art. 6 para. 1 lit. f GDPR) or on your consent (Art. 6 para. 1 lit. a GDPR), if this has been requested; consent can be revoked at any time. The data you enter in the contact form will remain with us until you ask us to delete it, revoke your consent to its storage or the purpose for which it is stored no longer applies (e.g. after your request has been processed). Mandatory statutory provisions – in particular retention periods – remain unaffected.

If you contact us by e-mail, telephone or fax, your enquiry, including all personal data resulting from it (name, enquiry), will be stored and processed by us for the purpose of processing your request. We do not pass on this data without your consent.

The processing of this data is carried out on the basis of Art. 6 (1) (b) GDPR if your request is related to the performance of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective

processing of the requests addressed to us (Art. 6 para. 1 lit. f GDPR) or on your consent (Art. 6 para. 1 lit. a GDPR), if this has been requested; consent can be revoked at any time. The data you send to us via contact requests will remain with us until you ask us to delete it, revoke your consent to its storage or the purpose for which it is stored no longer applies (e.g. after your request has been processed). Mandatory statutory provisions – in particular statutory retention periods – remain unaffected.

Communication via WhatsApp

For communication with our customers and other third parties, we use, among other things, the instant messaging service WhatsApp. The provider is WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Communication is carried out via end-to-end encryption (peer-to-peer), which prevents WhatsApp or other third parties from gaining access to the communication content. However, WhatsApp gets access to metadata that is generated in the course of the communication process (e.g. sender, recipient and time). We would also like to point out that WhatsApp says it shares personal data of its users with its US-based parent company Meta. Further details on data processing can be found in WhatsApp's privacy policy at: <https://www.whatsapp.com/legal/#privacy-policy>.

The use of WhatsApp is based on our legitimate interest in the fastest and most effective possible communication with customers, interested parties and other business and contractual partners (Art. 6 para. 1 lit. f GDPR). If a corresponding consent has been requested, data processing is carried out exclusively on the basis of consent; this can be revoked at any time with effect for the future.

The communication content exchanged between you and us on WhatsApp will remain with us until you ask us to delete it, revoke your consent to its storage or the purpose for which it was stored no longer applies (e.g. after your request has been processed). Mandatory statutory provisions – in particular retention periods – remain unaffected.

The company is certified according to the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards for data processing in the USA. Every company certified according to the DPF is committed to complying with these data protection standards. For more information, please contact the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt0000011sfnAAA&status=Active>

We use WhatsApp in the variant "WhatsApp Business".

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://www.whatsapp.com/legal/business-data-transfer-addendum>.

5. Analytics Tools and Advertising

WP Statistics

This website uses the analysis tool WP Statistics to statistically evaluate visitor access. The provider is Veronalabs, Tatari 64, 10134, Tallinn, Estonia (<https://veronalabs.com>).

WP Statistics allows us to analyze the use of our website. WP Statistics collects, among other things, log files (IP address, referrer, browser used, origin of the user, search engine used) and actions that website visitors have taken on the site (e.g. clicks and views).

The data collected with WP Statistics is stored exclusively on our own server.

The use of this analysis tool is based on Art. 6 (1) (f) GDPR. We have a legitimate interest in the anonymised analysis of user behaviour in order to optimise both our website and our advertising. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 (1) (a) GDPR and § 25 (1) TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's end device (e.g. device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time.

IP anonymization

We use WP Statistics with anonymized IP. Your IP address will be shortened so that it can no longer be assigned to you directly.

6. Plugins and Tools

Google Fonts (lokales Hosting)

This site uses so-called Google Fonts, which are provided by Google, for the uniform display of fonts. The Google Fonts are installed locally. There is no connection to Google servers.

For more information about Google Fonts, see <https://developers.google.com/fonts/faq> and Google's privacy policy: <https://policies.google.com/privacy?hl=de>.

Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter "reCAPTCHA") on this website. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

The purpose of reCAPTCHA is to verify whether data is entered on this website (e.g. in a contact form) by a human or by an automated program. To do this, reCAPTCHA analyzes the behavior of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For analysis, reCAPTCHA evaluates various information (e.g. IP address, time spent on the website visitor or mouse movements made by the user). The data collected during the analysis is forwarded to Google.

The reCAPTCHA analyses run completely in the background. Website visitors are not informed that an analysis is taking place.

The storage and analysis of the data is carried out on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in protecting its websites from abusive automated spying and spam. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 (1) (a) GDPR and § 25 (1) TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's end device (e.g. device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time.

For more information about Google reCAPTCHA, please refer to the Google Privacy Policy and the Google Terms of Service at the following links: <https://policies.google.com/privacy?hl=de> and <https://policies.google.com/terms?hl=de>.

The company is certified according to the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards for data processing in the USA. Every company certified according to the DPF is committed to complying with these data protection standards. For more information, please contact the provider at the following link:

<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>

TranslatePress

On our website we use the WordPress plugin TranslatePress, which is operated by the company Reflection Media SRL, Armoniei, nb 2A, et 6, apt 49, Timisoara, Romania.

TranslatePress allows our users to view the content of our website in different languages. This is to improve the usability and accessibility of our website to an international audience.

We do not have any information that personal data of our users is transmitted to Reflection Media SRL through the use of TranslatePress.

The provision of our online offering in several languages by TranslatePress serves to promote accessibility and accessibility for international visitors.

For detailed information on TranslatePress's Privacy Policy, please refer to TranslatePress's Privacy Policy, available at <https://translatepress.com/privacy-policy/>.

Boatvertizer

We use Boatvertizer on our website. The software is manufactured by Boat24.com, a service of Marine Classified Media AG, Langstrasse 134, 8004 Zurich, Switzerland. The European Union accepts Switzerland as a safe third country.

The main function of the software is the central collection, management and distribution of boat advertisements on various platforms. Boatvertizer allows us to efficiently integrate our sales offers on our own website.

The website visitor can contact Boatvertizer on our website via a contact form. In this case, the name he entered, his e-mail, his telephone number and the message he entered are transmitted to Boat24.com. Boat24.com uses your data in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR exclusively to be able to offer you the desired services. This means that only the information and data that is absolutely necessary to forward your enquiry, including the data you have provided, to us or to process the contractual relationship will be stored and processed. If necessary, the data stored via the contact form will be stored in a customer account for a maximum period of 12 months and then deleted.

The data transmitted through the contact form may also be processed by us in accordance with point 7 of this privacy policy.

Boat24.com uses a third-party service provider for hosting services. This service provider is located in a country outside the European Union, for which the European Commission has determined an adequate level of data protection by decision.

Detailed information on Boatvertizer's privacy policy can be found here: [Privacy Policy Boat24.com](#)

7. Processing of customer and contract data

We collect, process and use personal customer and contract data to establish, design and amend our contractual relationships. We collect, process and use personal data about the use of this website (usage data) only to the extent necessary to enable the user to use the service or to bill for it. The legal basis for this is Art. 6 (1) (b) GDPR. The customer data collected will be deleted after completion

of the order or termination of the business relationship and expiry of any existing statutory retention periods. Statutory retention periods remain unaffected.

Changes

We may change this Privacy Policy from time to time to reflect changes in our practices, or for other operational, legal or regulatory reasons.

Contact

If you need more information about our privacy practices, have questions or would like to make a complaint, please contact us by email at info@impol-boote.com, call us at +49 173 7401145 or send us mail to the address below:

IMPOL Yacht & Bootsimporte

Heinrich Kubitzki

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GERMANY