

Privacy Notice

Protecting the privacy of every individual on the Internet is a crucial part of gaining and keeping the trust of our customers. Media-Saturn-Holding GmbH (MSH) hopes that the privacy policy outlined below serves as an indication of its commitment to protecting the security and privacy of your personal data.

1. Personal data

The data collected during your visit to the website mediamarkt.com is anonymous and is used for statistical purposes only. When you visit the website mediamarkt.com, we do not collect any personal data about you (e.g. your name, address, telephone number or e-mail address) unless you voluntarily choose to provide us with this information (e.g. by registering or responding to a survey), you provide your consent, or if we are obliged to do so by law.

2. Purpose of use

We only store your personal data if you provide your explicit consent beforehand, e.g. when establishing contact or obtaining information. This allows you to decide whether you wish to transfer the data you supply when registering or responding to a survey for storage and use by us. If you agree, MSH can use your data to respond to inquiries or to improve our services and products, for example.

MSH will collect, process and use the personal data supplied explicitly by you online only for the purposes communicated to you and will not disclose it to third parties, or only with your permission, unless disclosure is necessary to negotiate and perform a contract with you,

- is required by law or to comply with a government agency or court orders,
- is necessary to establish or preserve a legal claim or defense and furthermore, if it
- is necessary to prevent misuse or other illegal activities, such as willful attacks on the MSH systems for maintaining data security or
- is carried out for any additional purpose that is directly related to the original purpose for which the personal data was collected.

MSH will not knowingly collect any personal data from children without insisting that they seek prior parental consent if required by applicable law. We will not use or disclose personal data about a child without prior parental consent.

3. Data protection on all MSH websites

As a multinational company, MSH operates websites in different countries. Information which you supply to a website in one country can therefore be transmitted electronically to the server for this website or to a different country. In this case, we will protect your data by subjecting all our websites to the international data protection regulations described here. In addition, every MSH employee is obligated to protect confidential information and to observe our privacy policies.

4. Online-security

MSH takes online security very seriously. Therefore the security mechanisms used to protect your data are checked and updated regularly to provide effective protection against abuse.

5. Which information may be gathered?

- Logfiles: MSH stores the following information, so-called logfiles, for technical reasons standardly, if you visit the website mediamarkt.com:
 - IP-address of the accessing computer
 - Website from which you visit our website (referrer)
 - Websites which you visit from our website
 - Date and duration of your visit
 - Browser type and browser settings
 - Operating system

That information will be stored for a maximum of 7 days as a technical precaution to protect data processing systems against unauthorized access.

- User registration is only performed with your express permission in order to provide you with, for example, the information you request, product information, news or press material.
- E-mail addresses are only stored with your express permission and are only used to make contact with you. Under no circumstances will we provide your e-mail address to third parties outside of the MSH Group. If you do not wish to receive e-mails or newsletters from us, you can cancel these at any time or upon receipt, and you may request that your personal data be deleted. When e-mail are sent, personal data may be transmitted to MSH automatically. MSH will of course treat this information confidentially. If, from the website mediamarkt.com, you register for services provided by third parties outside of the MSH Group, it may be necessary to transmit some of your registration information to the service provider. This is performed within the context of the requested service and only with your consent.

6. Social Plugins

On our website, we offer you so-called social plug-ins from various social networks (e.g. facebook's "Like"-Button). If you are a member of a social network and click on the according social plug-in, the provider of the social network may be able to link information on your visit of our website to your profile data. Please contact the operator of the according social network for detailed information on such functionalities.

If you visit one of our web pages that contain such plug-ins, your browser retrieves the plug-in from the servers of the social network and displays it as part of our website. It is possible that the provider of the social network transfers cookies or so-called web beacons to your computer. For detailed information, please visit the privacy policy of the respective social network.

If you would like to disable such functions, please familiarize yourself with the settings of your browser concerning the handling of cookies and web beacons. You can get this information from the manufacturer of your browser or the providers of so-called browser extensions and plug-ins.

7. Using of cookies

On our website, we install so-called cookies. Cookies are text files which allow us to arrange your visit at our website comfortable. This includes, for example, preferences for the illustration of our website and the possibility of single sign-on, so you have to register on our website just once even if you want to use offers of ours product partners. Cookies contain a definite letter-figures combination that identifies your used browser. These cookies will be stored on your computer temporarily and only transmitted to ours servers if you visit our website. MSH used mainly session cookies, which will not be stored on your hard disk and they will be deleted when you close your browser or after inactivity for a lengthy period of time. Some cookies will be stored on your hard disk for a longer period of time.

You can inspect and delete the stored cookies on your computer and you can control in general the handling of them through the settings of your browser. Further information hereto you will get from your used browser manufacturer or through the help function of your used browser. Please note that if you do not allow cookies, the features of mediamarkt.com can be restricted or may be not available.

- **Third-party cookies:**

We place advertisements on other websites via advertising partners or advertising networks. These advertising partners install so-called third-party cookies, which will be activated when visiting the website mediamarkt.com and they will be determined from respective advertising partner. These third-party cookies are used for performance measurement and for accounting of engaged advertising efforts between advertising partners and us. Thereby no personal data will be stored but only the call up of the website mediamarkt.com will be registered at the advertising effort of the advertising partner. Third-party cookies are

temporary stored and they will be stored in your browser for a maximum of 540 days after your last call up of the website. After this period the cookies expired automatically.

- **Retargeting**

We would like to present advertising, which is interesting for you. Therefore we utilize so-called retargeting on our website to present personalized advertising. When visiting the website mediamarkt.com our retargeting partners stored temporary cookies via your browser on your computer. These temporary stored cookies enable our retargeting partners to recognize visitors of our website under a pseudonym and to display only advertising that will be interesting for our visitors.

Which data will be gathered?

By the use of temporary cookies our retargeting partners have the possibility to store and track the click path of our visitors under a pseudonym. Thereby data will be collected about website usage (e.g. number of site views of mediamarkt.com, internal search requests, login status). At no time cookies of our retargeting partner contain personal or sensitive data. All gathered data of our retargeting partners will not be merged, so that no identification of our visitors is possible.

How you can turn off retargeting?

If you do not wish to receive personalized advertising through retargeting, please use one of the following possibilities to contradict with effect to the future:

On the one hand you can control the handling of cookies through the settings of your browser as with others third-party cookies and for example you can accept the storing of temporary cookies only if you agree. For this please read the section "using of cookies". On the other hand you can click on every displayed opt-out link in the retargeting advertising of our partners. This link is an "i" or the name of our partner is displayed in gray on each advertising. If you click on that link you will be forwarded to the website of our partner and then you can turn off the advertising service. Please note if you turn off the retargeting a so-called opt-out cookie will be stored via your browser on your computer. Your contradiction is only valid if you use the same browser and you allow this opt-out cookie without deleting. If you use another browser afterwards, you have also to use one of the two possibilities to contradict for this browser.

- **Using of Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. In case IP-anonymization is activated on this website, your IP-address will be truncated within the area of Member States of the European Union or other parties to the Agreement on the European Economic Area.

Only in exceptional cases the whole IP-address will be first transferred to a Google server in the USA and truncated there. The IP-anonymization is active on this website. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing them other services relating to website activity and internet usage. The IP-address that your browser conveys within the scope of Google Analytics will not be associated with any other data held by Google. 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 opt-out from being tracked by Google Analytics with effect for the future by downloading and installing: <https://tools.google.com/dlpage/gaoptout?hl=en>

8. Cancellation

If you do not wish to receive further information from MSH via e-mail, you can cancel your permission at any time. If you wish to be deleted from the e-mail distribution list or a registration database, all you have to do is send an e-mail to [E-Mail](#). However, you can cancel a newsletter or the sending of information via e-mail in a more convenient and secure manner by clicking on the link at the end of an e-mail and following the instructions.

9. Links to other websites

Our website includes links to other websites. MSH is not responsible for the privacy policies or the content of other websites. If, when using one of these links, you come across content which violates current law or could cause damage, please let us know by sending an e-mail to: [E-Mail](#).

10. Data Protection Procedure List

Here you can access the Data Protection Procedure List in compliance with § 4g paragraph 2, section 2 German Data Protection Act.

11. Questions

If you have any questions regarding this privacy policy, e.g. if you wish to inspect, delete or update your personal data, please contact the following address:

Media-Saturn-Holding GmbH
Webmaster
Wankelstraße 5
85046 Ingolstadt
Germany

Or send an e-mail to: [E-Mail](#)