



PRIVACY POLICY

Information Provision for the Website <https://charonium.com/> ("Website") in accordance with Article 13 of the EU General Data Protection Regulation ("GDPR") regarding data processing operations in connection with accessing the website and its use, as well as for the appearances in social networks presented under point 9, if corresponding interactions are made on the respective platform.

Thank you for your interest in our website. The protection of your personal data is of particular concern to us. We process your data exclusively on the basis of the legal requirements of the GDPR in conjunction with the Austrian Data Protection Act (DSG) as well as other relevant legal provisions.

You are not obliged to provide data. Data automatically processed due to access to the website are not personal or are only stored for very short periods (see in particular point 6.1). However, if you wish to avail our services, especially purchase products through the online shop, we require certain data from you for contract processing.

Content

1. Information about the Data Controller & Contact	2
2. Definition of Terms	2
3. Links to Third-Party Websites	3
4. Rights of the Data Subject	3
5. Transmission of Your Data; Recipients	4
5.1 Data Processing Operations	4
5.2 Processing of Access Data When Accessing the Website	5
5.3 Contact Form	5
5.4 Orders in the Online Shop; User Account	6
5.5 Newsletter	6
5.6 Web Analysis and Tracking	6
5.7 Legal retention and documentation obligations	7
6. Storage Technologies and Consent Banner	7
6.1 Cookies	7
6.2 Local Storage; Session Storage	9
6.3 Consent Management Tool	9
6.4 Tracking-Pixel	9
6.5 General Information	9
6.6 Overview and summary	10
6.7 Shopify (Operation of the Online Shop)	11
7. Other Third-Party Services and Integrations	12
7.1 Google-Services	12
7.2 Meta Pixel	14
7.3 Twitter Conversion-Tracking; Twitter Pixel	14
7.4 LinkedIn Insight-Tag	15
7.5 TikTok Business Tools; TikTok-Pixel	15
8. Social Media and Platform Presences	16
8.1 Facebook	16
8.2 Instagram	17
8.3 Twitter	17



1. Information about the Data Controller & Contact

Controller within the meaning of Article 4(7) GDPR:

Contact:

Charonium GmbH ("we")

Herzog-Friedrich-Straße 28

6020 Innsbruck

Austria

Email: info@charonium.com

2. Definition of Terms

Data protection regulations, with few exceptions, focus on the processing of personal data. For the scope of this privacy policy, we refer to the definitions provided by the GDPR. Accordingly, the processing (Article 4(2) GDPR) of personal data essentially includes any handling of such data. As far as the data processed by us can be related to individuals and make you identifiable as a person, they are generally considered personal data, making you a data subject (Article 4(1) GDPR) affected by data processing.

For the best understanding of this privacy policy, the following terms are particularly relevant:

Term	Explanation	Definition
Controller	Controller: A natural or legal person, or other entity, who exercises decisive influence over the data processing and, in return, is subject to data protection obligations.	Art 4(7) GDPR Art 24 GDPR
Joint Controllers	Joint Controllers: Entities that process data jointly for a common interest, each exercising at least partial decisive influence over the decisions made in this regard.	Art 26 GDPR
Data Processor	Data Processor: An external service provider who processes data on behalf of the Controller and is contractually bound by their instructions.	Art 4(8) GDPR Art 28 GDPR
Recipient	Recipient: Any natural or legal person, or other entity, outside the Controller's organization to whom data from their responsibility is disclosed.	Art 4(9) GDPR
Legal Basis	Legal Basis: The statutory provisions that authorize the lawful processing of personal data of data subjects.	Art 6(1) GDPR
Transfer to Third Countries	Transfer of Personal Data to Third Countries: The transmission of personal data to countries outside the EU or EEA, whereby they are removed from the sole control of the GDPR due to connections to the legal order of the third country, through disclosure to	Chapter V GDPR



	a recipient either (i) established in a third country or (ii) operating data processing servers.	
Adequacy Decision	EU Commission Decision: A decision of the EU Commission certifying an adequate level of data protection to a third country, thereby enabling free data flow without additional restrictions.	Article 45 GDPR
Suitable Guarantees	Suitable Guarantees: Various instruments enabling data transfers to a third country lacking an adequacy decision.	Article 46 GDPR

3. Links to Third-Party Websites

We use links to third-party websites on our website as well as within this privacy policy. When you click on one of these links, you will be redirected directly to the respective site. For the website operators, it is only apparent that you accessed their site via our website. However, please note that by accessing such a site, you may be subject to further data processing within the sphere of influence of the respective third party! Accordingly, we generally refer to the separate privacy policies of these websites. However, regarding our processing of your data within our profiles on social networks and similar platforms, please refer to point 9.

4. Rights of the Data Subject

You have the following rights at any time regarding your personal data processed by us, which can be exercised free of charge by notifying a contact point listed under point 1, and will be answered as soon as possible, but in any case within one (1) month (limitations are possible in certain exceptional cases, such as impending impairment of the rights of third parties):

- You have the following rights at any time regarding your personal data processed by us, which can be exercised free of charge by notifying a contact point listed under point 1, and will be answered as soon as possible, but in any case within one (1) month (limitations are possible in certain exceptional cases, such as impending impairment of the rights of third parties):
- Access to and further information about specifically processed personal data (right of access, Article 15 GDPR);
- Correction of incomplete or inaccurate data (right to rectification, Article 16 GDPR);
- Deletion of data that (i) are not necessary for the stated purposes, (ii) are processed unlawfully, (iii) must be deleted due to a legal obligation or objection (right to erasure, Article 17 GDPR);
- Temporary restriction of processing under certain conditions (right to restriction, Article 18 GDPR);
- Withdrawal of consent given at any time (for the definition of terms, see point 6) to the processing of your data; please note, however, that a withdrawal does not retroactively render past processing activities based on the affected consent unlawful – it only affects future processing (right to withdraw consent, Article 7(3) GDPR);
- Objection to processing of your data based on our legitimate interests (for the definition of terms, see point 6) for reasons arising from your particular situation, as well as objection at any time to processing of your data for direct marketing purposes (right to object; Article 21(1)-(2) GDPR);
- Transmission of your personal data, which we process for the fulfillment of a contract or based on your consent (see respective point 6), in a commonly used machine-readable format to you or directly to another controller (right to data portability, Article 20 GDPR);
- Right to lodge a complaint about the processing of your personal data by us with a national supervisory authority; a complaint in Austria must comply with the requirements of § 24 of the Data Protection Act and must be



addressed to the Austrian Data Protection Authority, Barichgasse 40-42, 1030 Vienna, (Email) dsb@dsb.gv.at, (Phone) +43 1 52 152-0 (for simplification of procedures, the Austrian Data Protection Authority provides forms: <https://www.dsb.gv.at/dokumente>).

5. Transmission of Your Data; Recipients

To fulfill the processing activities outlined in this Privacy Policy, your personal data will be transferred to or disclosed to the following recipients:

Within our organization, only those employees who absolutely need access to your data to fulfill their respective obligations will have access to it. Furthermore, your data will be received by contracted data processors who require the data (or access to it) to provide their respective services.

Within the scope of our website, the following contracted data processors may have access to your data:

- Amazon Web Services EMEA Sàrl, Avenue John F. Kennedy 38, 1855 Luxembourg, Luxembourg (as hosting provider);
- Our social media agency
- Our newsletter service provider (see Section 6.4);
- The third-party providers described in Section 8 as part of their service provision.

Additionally, we may transmit your data to independent controllers as necessary or as legally required. This includes, in particular, our tax consultant, EA Steuerberatungs OG, Salurner Straße 22, 6330 Kufstein, Austria.

Furthermore, with regard to accessing and interacting with our profiles on the respective platforms, joint responsibility exists with the platform operators as described in Section 9. Additionally, joint responsibility exists with third-party providers of certain services (see Section 8.4.5).

Some of the mentioned recipients have their registered office or server landscape outside the EU or EEA or use (further) data processors for service provision in such territories. Any resulting transfers of your data to the legal jurisdiction of such third countries, for which there is no adequacy decision of the EU Commission pursuant to Art. 45 GDPR regarding the prevailing level of data protection, are based - unless otherwise indicated - on standard data protection clauses of the EU Commission pursuant to Art. 46 para. 2 lit c GDPR as appropriate safeguards.

5.1 Data Processing Operations

In this section, we describe the specific data processing operations that may occur when accessing our website and during its use. We inform you about the essential elements of each processing activity, which are (a) nature and scope (when and how), (b) purpose (why), and (c) duration of storage of your data (how long).

Furthermore, we inform you about the legal basis we rely on in accordance with the GDPR to justify the respective processing of your data. The following table provides you with an initial overview of the specific legal bases we use in this regard:

Basis	Explanation	Determination
Consent	You have given us consent for the specific processing activity prior to its execution, authorizing us to process your data. (For the right to withdraw consent at any time, see Section 4.)	Art. 6(1)(a) GDPR



Contractual Performance	The processing of your data is necessary to fulfill a contract concluded with you or to take pre-contractual measures at your request.	Art 6 para 1 lit b GDPR
Legal Obligation	The processing of your data is necessary to fulfill a legal obligation to which we are subject.	Art 6 para 1 lit c GDPR
Legitimate Interests	The processing of your data is (i) necessary to protect our legitimate interests or those of a third party, and we have (ii) duly balanced your potentially conflicting interests, fundamental rights, and freedoms. (For the right to object, see Section 4.)	Art 6 para 1 lit f GDPR

5.2 Processing of Access Data When Accessing the Website

- a) Nature and Scope of Data Processing: You can visit our website without providing any personal information. When you access it, only general access data is stored automatically in server log files. This includes the following data: (i) name of the visited website; (ii) browser type/version used; (iii) operating system used by the user; (iv) previously visited website (referrer URL); (v) time of the server request; (vi) amount of data transmitted; (vii) hostname of the accessing computer (IP address used in shortened form). This information does not allow us to draw conclusions about your identity; however, IP addresses are considered personal data under the GDPR.
- b) Legal Basis and Purpose: The purpose of this data processing is to ensure and maintain the technical security of our website, improve its quality, and generate statistical information. The processing is based on our legitimate interest (Art. 6(1)(f) GDPR) in achieving these purposes.
- c) Storage Duration: Server log files are generally stored for short periods and deleted as soon as they are no longer necessary to achieve the above-mentioned purposes.

5.3 Contact Form

- a) Nature and Scope of Data Processing: When you contact us through one of the contact options provided within this privacy policy or on our website (especially in the imprint), the information you provide will be processed to handle and respond to your inquiry. Processing your data is necessary to process and respond to your request, as we would otherwise have no way to contact you.
- b) Legal Basis and Purpose: The purpose of this data processing is to enable communication between us and users of the website. We respond to your inquiries based on our legitimate interest (Art. 6(1)(f) GDPR) in maintaining a functioning contact system as a prerequisite for providing any services (for the "Right to Object," see section 4). If your inquiry relates to an existing contractual relationship with you or you are interested in entering into a contract, the data processing is carried out for the corresponding contract processing or for the initiation of pre-contractual measures upon request (Art. 6(1)(b) GDPR).
- c) Storage Duration: We delete your inquiries and contact details once your inquiry has been conclusively answered. Your data is generally stored for six (6) months and will be deleted within fourteen (14) days after this period, provided you do not submit any follow-up inquiries or we need to process the data for other purposes.

5.4 Orders in the Online Shop; User Account

- a) Nature and Scope of Data Processing: If you decide to purchase products in our online shop, you must provide certain information during the order process so that we can process the purchase contract with you. For this purpose, you need to create a user account, through which essential functions related to our offerings will be made available to you. Mandatory information is marked with an "*" symbol; you may optionally provide us with certain information.



- b) **Legal Basis and Purpose:** The processing of your data in the context of and for the execution of the ordering process serves the purpose of enabling us to conduct our business activities and provide our online shop offerings. It is necessary to fulfill the purchase contract concluded with you (Art. 6(1)(b) GDPR).
- c) **Storage Duration:** The data collected for the purpose of processing the order will generally be stored by us for the duration of the existence of the user account, but in the case of completely inactive accounts, for a maximum of three (3) years, and will be deleted within fourteen (14) days thereafter. However, if certain information is kept by us for you based on a corresponding agreement, the respective data will be stored for the duration of the existence of this agreement and will only be deleted within fourteen (14) days after its termination. Longer retention periods for certain data may also arise, especially due to legal retention periods (see section 6.6), or possibly due to pending legal claims.

5.5 Newsletter

- a) **Nature and Scope of Data Processing:** On our website, you have the option to subscribe to our newsletter. The newsletter provides updates about our company and is sent only to email addresses voluntarily provided by interested parties. In case you no longer wish to receive the newsletter, you can unsubscribe (withdraw your consent) at any time by sending a message to the contact address provided under section 1 or by clicking on the unsubscribe link at the end of each newsletter.
- b) For the delivery of the newsletter, we use the newsletter service "Brevo," operated by Sendinblue GmbH, Köpenicker Straße 126, DE-10179 Berlin. Your voluntarily provided personal data is stored on servers operated by Sendinblue GmbH to send you the requested newsletter. In this context, Sendinblue GmbH acts as our data processor and is strictly bound by our instructions.
- c) Brevo also allows us to evaluate the success and reach of the newsletter. For example, we can see if a newsletter message has been opened and which links may have been clicked. This way, we can determine which links are clicked most frequently. Additionally, we can identify if certain predefined actions were taken after opening/clicking (conversion rate).
- d) **Legal Basis and Purpose:** The above-mentioned data is processed for the purpose of direct advertising in the form of a newsletter and is necessary to send the newsletter. A newsletter or other electronic advertising will never be sent without your prior consent (Art. 6(1)(a) GDPR), which we obtain on our website (see "Right to Withdraw Consent" above and section 4). Afterward, we will send you an email to the provided email address, through which you can confirm your registration. Any evaluation of the newsletter's performance is based on our legitimate interest in creating an easily manageable and effective newsletter statistic in a cost-efficient manner (Art. 6(1)(f) GDPR; see section 4 for "Right to Object").
- e) **Storage Duration:** The data collected for sending the newsletter will be deleted within fourteen (14) days after unsubscribing, unless the data is lawfully processed for other purposes.

5.6 Web Analysis and Tracking

- a) **Nature and Scope of Data Processing:** Regarding access to our website, we analyze the behavior of visitors using various software solutions and tools provided by third parties. The individual services and their purposes are outlined in section 8.2 for an overview; additional information can be found in the detailed descriptions in section 8.3.
- b) **Legal Basis and Purpose:** Within the scope of the respective service's functionality, we use the collected data to generate statistics, analysis reports, and other information that provide insights into user experience and allow for personalization of our offerings. The legal bases are specified in the presentation of each respective service.
- c) **Storage Duration:** We store the generated data within the guidelines and capabilities of each respective service for as long as they are needed to fulfill the respective processing purpose.



5.7 Legal retention and documentation obligations

- a) Nature and Scope of Data Processing: We endeavor to store your personal data for no longer than necessary. However, certain data processed by you cannot be immediately deleted due to legal requirements. This concerns data relating to the billing of services provided via the website, which we are obliged to retain based on tax and corporate legal storage and documentation obligations.
- b) Legal Basis and Purpose: We process your billing data in this context based on Art. 6 (1) (c) GDPR (legal obligation). The processing of your data on this basis serves the purpose of complying with relevant legal obligations.
- c) Retention Period: Your billing data is generally stored for a period of seven (7) years due to tax and corporate legal storage and documentation requirements. If the data is relevant to pending (tax) proceedings, it may be retained for a longer period. Deviating retention periods for certain data may result from other legal requirements.

6. Storage Technologies and Consent Banner

We use the following technologies on our website for various purposes. Where this involves storing information on your device or accessing information stored there, these are known as storage technologies, which are subject to special data protection rules. If the use of these technologies is not technically necessary for maintaining our website operation, we obtain your prior consent. Additionally, we use other technologies for similar purposes and may process data collected in this way using storage technologies. Storage technologies are also used within the third-party services described under point 8.

6.1 Cookies

On our website, we use so-called "cookies" if you give us your consent (Art. 6 (1) (a) GDPR) (see "Right to Withdraw Consent" in Section 4 and Section 7.3); if you refuse such consent, we limit the setting of cookies to technically necessary cookies that we need to maintain the functionality of our website (see below) and use them based on our legitimate interest (Art. 6 (1) (f) GDPR), to the extent that processing of personal data is involved (see "Right to Object" in Section 4).

Cookies are small data sets that are generally managed by your browser on your end device and stored there. They are initially placed by a web server and sent back to it whenever a new connection is established to recognize the user and their settings. Your end device is assigned a specific identity consisting of numbers and letters.

Cookies can serve various purposes and, for example, help to maintain the functionality of a website in terms of features and user experience in line with the state of the art. The actual content of a specific cookie is always determined by the website that created it.

Cookies always contain the following information:

- Name of the cookie;
- Name of the server from which the cookie originates;
- ID number of the cookie;
- an expiration date, after which the cookie is automatically deleted.

According to their type and purpose, cookies can be distinguished as follows:

- Essential Cookies: Essential cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. A website may not function properly without these cookies. Essential cookies are always first-party cookies. These cookies can only be disabled in your browser settings by rejecting all cookies without exception (see below) and are also used on our website without legally required consent.



- Preference Cookies: Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region you are in.
- Statistics Cookies: Statistics cookies help website owners understand how visitors interact with websites by collecting and reporting information anonymously. These cookies are used to collect information about user behavior, such as visited subpages (duration and frequency), the sequence of visited pages, search terms that led to the visit of our website, mouse movements (scrolling and clicks), country and region of access. The cookies enable us to determine what users are interested in and to adapt the content and functionality of our website accordingly to individual user needs.
- Tracking Cookies: Tracking cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers. This is made possible by analyzing your usage behavior, which allows for personalized advertising based on the interests identified through it.
- Social Media and Plugin Cookies: These cookies originate from third-party platforms and services and are necessary to retrieve content from the respective platform or service embedded in a website. They may, in turn, be used by the respective third-party for certain analysis and tracking purposes (especially in connection with maintained accounts there).

Based on the storage duration, cookies are also classified as:

- Session Cookies: These cookies are deleted automatically when you end your current browser session without any action required from you.
- Persistent Cookies: These cookies (for example, for storing your language preference) remain stored on your device until a predefined expiration date or until manually removed by you.

Based on the subject of attribution, cookies can also be differentiated as follows:

- First-Party Cookies: These cookies are used by us and set directly by our website. They are not made accessible across domains by browsers, so the user can only be recognized by the site from which the cookie originates.
- Third-Party Cookies: These cookies (also known as third-party cookies) are not used by us but by third parties, especially for advertising purposes (such as tracking browsing behavior), when our website is accessed. This includes information about various page views and their frequency.

Most browsers accept cookies automatically. For giving and revoking your consent via our consent management tool, see section 7.3. However, you also have the option to adjust your browser settings to either reject cookies altogether or allow only certain types (e.g., restricting rejection to third-party cookies). If you change your browser's cookie settings, our website may not be fully functional. You can also use your browser settings to delete all cookies already stored on your device. This is also equivalent to revoking your consent.

6.2 Local Storage; Session Storage

If you consent (Art. 6(1)(a) GDPR), we use your browser's storage capacity, for example, to improve the usability of our website, its user-friendliness, and our overall offering (e.g., to save your language preference). (For the "Right to Withdraw Consent", see section 4 and section 7.3.) For this purpose, we use what is called Local Storage or Session Storage to store certain data on your device, with your browser creating separate local storage or session storage for different domains. Besides you, only we can access the data processed in this context. If it is technically necessary to maintain the functionality of our website, certain information may also be stored in your browser's local storage or session storage without your consent. Third parties have no access to this information; however, they may be stored on your device by our partners (third-party providers) for specific purposes. Unlike cookies, this method is faster and more secure because data is not automatically transferred to the server with every HTTP request but is only stored by your



browser software. Additionally, local storage or session storage provides up to 5 megabytes of storage volume, whereas a single cookie can only be up to 4096 bytes.

Since the functionalities are similar to cookies, the statements made in section 7.1 apply *mutatis mutandis*. Please note that information in local storage does not have a predefined expiration date (similar to persistent cookies). Information in session storage, however, is only stored for the duration of the respective browser session (similar to session cookies).

For giving and revoking your consent via our consent management tool, see section 7.3. Manually removing data from local storage or session storage works in most browsers' settings just like manually removing cookies because cookies are usually combined with other website data within this option (e.g., "Cookies and other website data"). Therefore, please refer to the explanations in section 7.1. If your browser software combines cookies and other website data in this sense, blocking cookies will also block access to local storage or session storage (which can also lead to usage restrictions on our website). If you disable JavaScript, local storage or session storage cannot be used by us either, although this can generally result in significant usage restrictions.

6.3 Consent Management Tool

To ensure that you provide us with your prior consent for the use of storage technologies, where specifically required, a corresponding consent management tool will automatically appear when you visit the website. There, you can make your desired selections using the options provided. A necessary cookie will be stored on your device to save your choice. If you do not give us your consent, certain content on our website may not be accessible.

6.4 Tracking-Pixel

Another way, apart from storage technologies, to collect certain user data is through so-called tracking pixels (also known as web beacons, pixel tags, or pixel counters). These are transparent images practically invisible to the naked eye, consisting of just a single pixel. The tracking pixel resides on a server and is loaded when a designated subpage of our website is accessed. They allow us to track the visit to a webpage as well as subsequent user activities to enable targeted marketing. The following information can generally be obtained using tracking pixels: (i) operating system used; (ii) browser software used; (iii) time of accessing a webpage; (iv) user behavior on the visited webpage; (v) IP address and approximate location of the user.

Tracking pixels are used on our website based on our legitimate interest (Art. 6 para. 1 lit. f GDPR; see "Right to Object" in Section 4) in conducting state-of-the-art analysis of access; we may also obtain your prior consent in certain cases (Art. 6 para. 1 lit. a GDPR; see "Right to Withdraw Consent" in Section 4). Since it is merely an image loaded from a server, the lifespan of a tracking pixel cannot extend beyond a single browser session. However, information generated by tracking pixels may subsequently be stored using storage technologies (as mentioned above).

6.5 General Information

Processing Purposes: To optimize our website for its intended purposes and to provide functions necessary or useful for service provision or economically meaningful operation, as well as to provide users with features commonly expected in the course of our business operations, we use a range of services provided by third parties, which are detailed below.

Processing Roles: Unless otherwise stated, the respective service providers act as our data processors and therefore provide their services on our behalf based on an appropriate agreement. However, these service providers may also use the data received as data controllers for their own purposes, particularly to optimize their own offerings. Regardless of their specific role in the processing context, they are considered recipients of certain of your data, as the provision of each service on our website requires processing by the respective service provider.

Necessary Data Processing: From a purely technical standpoint, certain data is transmitted when visiting any website, which is generally also passed on to all integrated services and collectively constitutes the digital fingerprint that you leave behind during your online activities. This fingerprint (browser fingerprint) can be used to draw specific conclusions about you or your device.



The following categories of "connection data" can be distinguished, which are transmitted (or can be transmitted) to the server to which the request is made to provide the website or a specific file:

Implicit Connection Data (automatic, mandatory, and unsolicited transmission):

- IP address of the accessing computer;
- User-Agent (browser type/version, operating system);
- accessed page (URL);
- page from which the user came (referrer);
- time of access;
- language setting.

Explicit connection data (transmitted as provided for in the code of the respective service):

- Screen resolution
- Color depth
- Time zone
- Touchscreen support
- Browser plugins

Furthermore, most of the aforementioned services use cookies or similar storage or tracking technologies (see point 7).

Transfer to Third Countries: Some of the service providers used have their registered offices or server landscape outside the EU or the EEA or use (further) data processors to provide services, to which this applies. Any transfers of your data to the legal sphere of such third countries, for which there is no adequacy decision of the EU Commission in accordance with Art. 45 GDPR regarding the prevailing level of data protection, are based – unless otherwise stated – on standard data protection clauses of the EU Commission in accordance with Art. 46 (2) (c) GDPR as appropriate safeguards.

6.6 Overview and summary

Below is a condensed overview of the services used and the essential legal information associated with them. By clicking on the name of each service, you can access the linked privacy policy of the respective provider (if available in German). However, please note that by accessing such a third-party site, you may be subjected to further processing of your data within the sphere of influence of the respective third-party provider (see Point 3).

Dienst	Verarbeitung	Zweck	Rechtsgrundlage
Shopify (Operation of the Online Shop)	Case-dependent; Use of the provided range of services	Provision of a modern online shop	Case-by-case dependent; especially consent (Art. 6 para. 1 lit. a GDPR) as well as legitimate interests (Art. 6 para. 1 lit. f GDPR)
Google Tag Manager	Website structure	Technical Structure of the Website	Legitimate interests (Art. 6 para. 1 lit. f GDPR)
Google Fonts	Display of Google Fonts	Uniform Presentation of the Website	Legitimate interests (Art. 6 para. 1 lit. f GDPR)



<u>Google Analytics</u>	Website Analysis; Tracking	Analysis of Website Usage Behavior	Consent (Art. 6 para. 1 lit. a GDPR)
<u>Google Ads Conversion-Tracking</u>	Marketing; Tracking	Analysis of Advertising Campaign Effectiveness	Consent (Art. 6 para. 1 lit. a GDPR)
<u>Google Ads Remarketing</u>	Marketing; Tracking	Analysis of Advertising Campaign Effectiveness; Execution of Advertising Campaigns	Consent (Art. 6 para. 1 lit. a GDPR)
<u>Meta Pixel</u>	Website Analysis; Tracking	Analysis of Website Usage Behavior	Consent (Art. 6 para. 1 lit. a GDPR)
<u>Twitter Conversion-Tracking; Twitter Pixel</u>	Website Analysis; Tracking	Analysis of Website Usage Behavior and Effectiveness of Advertising Measures	Consent (Art. 6 para. 1 lit. a GDPR)
<u>LinkedIn Insight-Tag</u>	Website Analysis; Marketing; Tracking	Analysis of Website Usage Behavior and Effectiveness of Advertising Measures; Execution of Advertising Campaigns	Consent (Art. 6 para. 1 lit. a GDPR)
<u>TikTok Business Tools; TikTok-Pixel</u>	Marketing; Tracking	Analysis of the Effectiveness of Advertising Measures; Execution of Advertising Campaigns	Consent (Art. 6 para. 1 lit. a GDPR)

6.7 Shopify (Operation of the Online Shop)

We use the services of Shopify International Ltd, 2nd Floor 1-2 Victoria Buildings, Haddington Road, Dublin 4, D04 XN32, Ireland ("Shopify International") to create and operate our website. Shopify International provides the framework through its range of services for us to operate a professional online shop adapted to the current technical standards. This includes functions necessary for the operation of the online shop (e.g., shopping cart, technical processing of the payment process) as well as the analysis services necessary for appropriate promotion and presentation of our offerings. The data collected includes, in particular, the data provided by you in the context of using our online shop (see especially Point 6.3) as well as information about your device and usage behavior (e.g., data about your interaction with our website).

For this purpose, Shopify International works with cookies (or similar storage technologies; see Point 7), which are placed on your device after your consent is given (Art. 6 para. 1 lit. a GDPR) (see "Right of Withdrawal" in Point 4). Regarding the services that are technically necessary for us provided by Shopify International, such processing is based on our legitimate interests (Art. 6 para. 1 lit. f GDPR) in a functioning and technically adequate online shop (see "Right to Object" in Point 4). Shopify International acts as our processor in this regard in accordance with Art. 28 GDPR. For a detailed breakdown of all cookies placed by Shopify International, we refer you to the respective explanations in Shopify International's cookie policy for transparency and accuracy: <https://www.shopify.de/legal/cookies>.

Your data may also be transferred to affiliated companies of Shopify International or third-party providers used by Shopify International for the provision of services. For the transfer of your data by Shopify International to such subprocessors within the meaning of Art. 28 para. 4 GDPR, we refer you to the corresponding presentation of the (core) subprocessors at <https://help.shopify.com/de/manual/your-account/privacy/GDPR/subprocessors>. Further information on data transfers by Shopify International can also be found at

<https://help.shopify.com/pdf/cross-border-whitepaper.pdf>

For more information on data processing, please refer to Shopify's privacy policy at

<https://www.shopify.de/legal/privacy/customers>

7. Other Third-Party Services and Integrations

7.1 Google-Services

The following services are provided to us by Google Ireland Limited, Gordon House, 4 Barrow Street, Dublin, Ireland ("Google Ireland").

Google Ireland endeavors to process data from users in the EEA in European data centers. However, there may be instances where your data is transferred to affiliated companies of Google Ireland, especially to its parent company



based in the USA, Google LLC, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA. You can find an overview of all Google data center locations here: [Google Data Center Locations](#).

For more information about data usage by Google Ireland and its affiliated companies, as well as settings and opt-out options, please refer to Google's privacy policy: [Google Privacy Policy](#).

If you are signed in to your Google account while using Google services, Google Ireland may associate the data collected with this account. Therefore, we recommend that you log out of your Google account before (continuing to) use our website.

(i) Tag Manager

We use the Google Tag Manager ("GTM") on our website. The GTM is a service that allows us to manage website tags through its own interface. This enables us to implement code snippets such as tracking codes or tracking pixels on our website without directly modifying the source code. The data processed by the GTM is only forwarded, not collected or stored by the GTM itself. The GTM does not set cookies and is used solely for managing other services of our online offering. It ensures the deployment of other tags, which may in turn collect data. However, the GTM does not access this data (it only sends a simple request to the corresponding Google servers).

We rely on the use of GTM based on our legitimate interest (Art. 6 para. 1 lit. f GDPR; regarding the "Right to Object," see Section 4) in an efficient and cost-effective management of the online services of our website. The processing is aimed at better adapting our offering to the interests of our users and generating corresponding evaluations through the effective use of these services.

(ii) Google Fonts

We integrate the "Google Fonts" typefaces on our website because they are web-optimized and help save data volume. This leads to shorter loading times for the website and ensures a consistent appearance across all devices and common browsers. When using Google Fonts, your connection data (see Section 8.1) is transmitted to Google servers and stored there.

The use of Google Fonts is for the uniform and attractive presentation of our website, which constitutes a legitimate interest under Art. 6 para. 1 lit. f GDPR (for the "Right to Object," see Section 4). The purpose of data processing is to make our website more attractive to users through a consistent appearance. Google Ireland acts as an independent controller with regard to your transmitted data and uses it for analysis purposes.

Further information about Google Fonts can be found here: [Google Fonts FAQ](#).

(iii) Google Analytics

We use the web analysis and online marketing tool "Google Analytics" on our website, which allows us to analyze the usage of the website. The tool collects information such as the time spent by users on subpages of our website or which links were clicked by users. Furthermore, Google Analytics allows us to record when a website user achieves predefined goals set by us (so-called conversions). Tracking is done using JavaScript libraries provided by Google Ireland. Google Analytics works with cookies or similar technologies (see Section 7). As part of the use of Google Analytics, connection data (see Section 8.1) is transmitted to Google servers and stored there. Google Ireland will use the collected information on our behalf to evaluate the use of our website, create reports on website activities, and provide further services related to the use of our website and internet usage.

The IP address transmitted by your browser is not merged with other data from Google Ireland. To protect you to the fullest extent possible, we use IP anonymization by extending the code of our website with "anonymizeIP." This guarantees the masking of your IP address, ensuring that all data is collected anonymously. Only in exceptional cases will the full IP address be transmitted to a Google server and then shortened.

We base the use of Google Analytics on your prior consent (Art. 6 para. 1 lit. a GDPR; for the "Right to Withdraw Consent," see Section 4). The data on the usage of our website will be automatically deleted after the retention period set by us for Google Analytics of fourteen (14) months has ended.



(iv) Google Ads Conversion-Tracking

To promote our offerings in the most effective way, we use "Google Ads." Google Ads allows us to leverage the vast reach of Google Ireland to promote our offerings and attract potentially interested users.

In this context, we utilize the tracking tool "Google Ads Conversion Tracking" or "Conversion Tracking" from Google Ireland to gather feedback on our advertising campaigns through Google. Conversion tracking enables us to generate information about the reception of our advertising offers by capturing so-called "conversions." A conversion occurs when a defined goal is achieved by a website user. For example, converting a website user who shows interest in our offering into someone who actively interacts with it (such as clicking on one of our advertisements and then being redirected to our website). Analyzing conversions allows us to obtain useful insights into the reception of our offerings and better tailor them to the needs of our website users.

The conversion tracking collects your data through a tag embedded on our website. If a conversion occurs (such as clicking on our advertisements), the conversion tracking uses cookies or similar technologies (see Section 7) to subsequently store data about your user behavior. This includes recording your click and interaction behavior regarding our offerings. Other data collected by the conversion tracking includes connection data (see Section 8.1). These recordings may be further refined by Google Analytics (see Section 8.3.1 [iii]).

We base the use of conversion tracking on your prior consent (Art. 6 para. 1 lit. a GDPR; for the "Right to Withdraw Consent," see Section 4). The data collected in this context is generally deleted after a few months.

(v) Google Ads Remarketing

We utilize the Google Ads Remarketing service ("Google Remarketing") on our website. Remarketing involves re-engaging former users of our website with potentially interesting offers. For instance, if you show interest in certain services during your visit to our website, we can deliver further ads to you through Google Remarketing via Google Ads (see Section 8.3.1 [iv]) after you leave our website. Google Remarketing uses cookies or similar storage technologies (see Section 7) to recognize you when visiting other sites within the Google advertising network.

Google Remarketing operates through advertising campaigns based on so-called remarketing lists. These lists can include various predefined behavior-based target groups. If a user's behavior matches one of these target groups, the cookie assigned to that group is supplemented with an ID. Subsequently, if the user navigates to a website offering advertising space within the Google advertising network, we can show them our offers again. In this process, connection data (see Section 8.1) and data on your interaction behavior with our website (such as clicking on one of our offers) are collected.

We base the use of Google Remarketing on your prior consent (Art. 6 para. 1 lit. a GDPR; for the "Right to Withdraw Consent," see Section 4).

You can prevent the use of your data for personalized advertising by Google through the corresponding settings on the Google Marketing Platform deactivation page (https://adssettings.google.com/authenticated?hl=de#display_optout) or the Network Advertising Initiative deactivation page (<https://thenai.org/opt-out/>), or through appropriate device settings (see Section 7.1).

7.2 Meta Pixel

Within our offering, we use the "Meta Pixel" if you have given us your prior consent (Article 6(1)(a) GDPR; see "Right to Withdraw" in Section 4). It is a Meta Business Tool, which is data protection-wise the responsibility of Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Meta Ireland") in the EEA. The Meta Pixel is integrated into our website as a JavaScript code snippet and allows us to track the activities of website users. Certain actions that a user takes are defined as "events" and are analyzed using the Pixel (especially calling up a specific sub-page of our website, button click data); this allows us to measure the effectiveness of our website structure and the effectiveness of our advertisements (Conversion Tracking). The Meta Pixel is therefore used for statistical and market research purposes to optimize our offering. In particular, targeted advertisements are placed on various Meta platforms (e.g., Instagram) to users recognized via the Meta Pixel (Retargeting).

In addition to the defined event data, the Meta Pixel captures your connection data (see Section 8.1) as well as a pixel ID and cookie information. This data is exchanged with Meta Ireland. By activating the "advanced matching" function, our



use of the Meta Pixel and consequently the data exchange with Meta Ireland is not limited exclusively to event data; rather, it enriches data, especially from entries in text fields during your visit to our website, which are read and hashed (pseudonymized) together with the associated event data and transmitted to Meta Ireland. Tracking is done using tracking pixels and cookies (see Section 7).

There may be a transfer of your data to affiliated companies of Meta Ireland, especially Meta Platforms Inc, 1601 Willow Road, Menlo Park, California 94025, USA.

The data is stored and processed by Meta Ireland on our behalf; Meta only uses the data for personalization of functions and content (including advertisements and recommendations) after aggregating the data with data from other advertisers or other Meta products. The enrichment of event data with data from advanced matching improves the conversion measurement performed using the Meta Pixel and enables better attribution to Meta users to make advertisements more interesting to users and improve the effectiveness of our advertising campaigns. The hashed (pseudonymized) data from advanced matching is deleted by Meta Ireland immediately after appropriate linkage in its personal form. Overall, non-personal clusters are formed, which are stored for the long term.

If you have an account on the Meta social network "Facebook" and are logged in, you can manage your ad personalization settings by Meta here: www.facebook.com/settings?tab=ads. You can also manage settings for usage-based online advertising via <https://www.youronlinechoices.com/de/praeferenzmanagement/?tid=331645673048>.

7.3 Twitter Conversion-Tracking; Twitter Pixel

We use a service provided by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland ("Twitter International") on our website, which allows us to analyze the behavior of our website users after they have interacted with our advertising campaigns on Twitter ("Twitter Conversion Tracking"). For this purpose, we use the tracking pixel provided by Twitter International (see Section 7.4), the "Twitter Pixel," on our website.

Twitter Conversion Tracking is integrated into our website via a tag (code snippet) and allows us to generate various website actions, known as "conversions," defined by us. A conversion occurs when a defined goal is achieved by a website user (e.g., the conversion of a website user interested in our offering into someone who actively interacts with our offering). This allows us to determine when and how users visit our website or interact with our products (e.g., clicking on one of our ads). If a conversion occurs, it is recorded using the Twitter Pixel. Subsequently, Twitter Conversion Tracking uses cookies or similar technologies (see Section 7) to store the data about your user behavior.

By analyzing these conversions, we can gain important insights into the reception of our offering and tailor it better to your needs. We base the use of Twitter Conversion Tracking on your prior consent (Article 6(1)(a) GDPR; see "Right to Withdraw" in Section 4). There may be a transfer of your data to affiliated companies of Twitter International, especially to its parent company based in the United States, Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

For more information about Twitter International's data processing activities, please refer to the privacy policy at

<https://twitter.com/de/privacy>

7.4 LinkedIn Insight-Tag

We use a service provided by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland ("LinkedIn Ireland") on our website, which allows us to analyze the behavior of our website users, gain insights into the reception of our advertising offers, and enable additional and effective advertising measures ("LinkedIn Insight Tag").

The LinkedIn Insight Tag is a tag (code snippet) that we have integrated into our website, allowing us to measure the interaction behavior of our website users. With the LinkedIn Insight Tag, we can obtain demographic information about the users. This enables us to gain important insights into user behavior on our website and tailor our offerings better to your needs.

Another function of the LinkedIn Insight Tag is the tracking of individually defined website actions, known as "conversions." A conversion occurs when a defined goal is achieved by a website user (e.g., the conversion of a website user interested in our offering into someone who actively interacts with our offering). This involves recording click and interaction behavior regarding our offerings. Thus, we can determine when and how users visit our website or interact



with our offerings (e.g., clicking on one of our ads). Accordingly, we can gain important insights into the reception of our offering among our website users and tailor it better to their needs and preferences.

Additionally, the LinkedIn Insight Tag allows us to conduct retargeting campaigns. "Retargeting" means re-engaging former users of our website with potentially interesting offers. For example, after an interaction with one of our offerings, we can display tailored content again. The LinkedIn Insight Tag allows us to define certain target groups (known as audiences). If a user's behavior matches one of these target groups, they are assigned to that group and can be identified again and informed about relevant offerings.

The LinkedIn Insight Tag operates with cookies or similar technologies (see Section 7) to store the generated data. Other data collected through tracking includes connection data (see Section 8.1). Your IP address is generally only collected in truncated form.

We base the use of the LinkedIn Insight Tag on your prior consent (Article 6(1)(a) GDPR; see "Right to Withdraw" in Section 4).

For more information about LinkedIn Ireland's data processing activities, please visit

<https://www.linkedin.com/legal/privacy-policy>

7.5 TikTok Business Tools; TikTok-Pixel

We utilize various services ("TikTok Business Tools") provided by TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland ("TikTok Ireland"), and TikTok Information Technologies UK Limited, One London Wall, 6th Floor, London, England ("TikTok England"). By using TikTok Business Tools, we can measure your interaction behavior with our advertising campaigns and track their effectiveness and reception. This allows us to better tailor our offerings to your individual needs. Additionally, TikTok Business Tools enable us to improve the effectiveness of our advertising campaigns by targeting them more precisely to certain user groups. For this purpose, we use the provided tracking pixel (see Section 7.4), "TikTok Pixel," on our website.

Firstly, TikTok Business Tools allow us to measure events (also referred to as conversions). An event describes the occurrence of a predefined action, such as the conversion of a website user showing interest in our offering into someone who actively interacts with it (e.g., by clicking on one of our ads and being redirected to our website). The statistical analysis of such events allows us to gather useful information about the reception of our offering and adapt it better to the needs of our website users.

Moreover, through TikTok Business Tools, we can target our advertising offers specifically to potentially interested user groups. For this purpose, certain categories/groups of users are created based on behavioral characteristics (so-called Custom Audiences). Subsequently, users of our website are assigned to these categories if their individual behavior corresponds to one of these predefined user groups. In this case, an identification number is assigned to their device through cookies and similar storage technologies (see Section 7). If these users subsequently visit a website where we have advertising space available (especially on the TikTok social media platform), we can (re)display our offers to them.

To achieve the aforementioned purposes, your data is first collected through the use of various technologies (especially the TikTok Pixel) available to us through TikTok Business Tools. Subsequently, the data collected in this context is stored in cookies or similar storage technologies (see Section 7). This allows us to analyze certain aspects of your usage behavior. Additional data collected through tracking includes connection data (see Section 8.1).

We base the use of TikTok Business Tools on your prior consent (Article 6(1)(a) GDPR; see "Right to Withdraw" in Section 4). The data collected in this context is generally only stored for short periods and deleted once it is no longer necessary to achieve the aforementioned purposes.

During the use of TikTok Business Tools to the extent outlined above, we, TikTok Ireland, and TikTok England are jointly responsible for the processing of your data in accordance with Article 26 GDPR. In this context, TikTok Ireland and TikTok England act as the primary contact points for exercising your data subject rights under the provisions of the GDPR. Therefore, we ask you to address your concerns primarily to TikTok Ireland or TikTok England, but you are also free to exercise your rights against us. Further information regarding the exercise of your rights against TikTok Ireland or TikTok England can be found in their privacy policies at: <https://www.tiktok.com/legal/privacy-policy-eea?lang=de>.



In addition to your data being shared with TikTok England, there may be a transfer of your data to companies affiliated with TikTok Ireland. We refer to our explanations in Section 8.1 regarding the transfer of data to third countries.

Following the processing activity outlined under this section, your data may be further processed by TikTok Ireland or TikTok England as independent controllers. Such processing aims, for example, to improve the products of TikTok Ireland or TikTok England to better target specific audiences or to generate statistical evaluations.

8. Social Media and Platform Presences

To promote our business activities and advertise our offerings, we maintain presences on social networks and similar platforms. The processing of your data in this context is based on our legitimate interests according to Article 6(1)(f) GDPR. These interests include increasing our reach, providing users of social networks and platforms with additional information, and offering communication channels (see "Right to Object" in Section 4). To achieve these purposes optimally, reach measurement (access statistics, identification of recurring users, etc.) may be carried out as part of the respective service provider's offering.

During access to one of the online presences illustrated below, we process the general information visible from your profile with the respective provider, as well as potentially additional master data, contact data, or content data provided by you when interacting with our respective online presence and its content. We do not store this data separately outside of the respective social network.

Since we, in collaboration with the respective provider (or other entity designated as responsible), jointly decide on the purposes and means of data processing that occur within our respective online presence, joint responsibility arises under Article 26 GDPR. The provider of the respective platform is the central contact for all general and technical questions regarding our online presence. This also applies to fulfilling data subject rights as described in Section 4. However, regarding inquiries related to the specific operation of our online presence, your interactions with it, and the information published/collected through it, we are the primary contact. Section 4 and other provisions of this privacy policy apply accordingly.

8.1 Facebook

The social network "Facebook" is operated in the EEA area from a data protection perspective by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Meta Ireland"). Regarding the operation of our Facebook fan page "Charonium" (<https://www.facebook.com/charonium>), we are jointly responsible with Meta Ireland for the processing of your personal data carried out within this framework, as defined in Article 26 GDPR.

Your data may also be transferred to affiliated companies of Meta Ireland, especially Meta Platforms Inc, 1601 Willow Road, Menlo Park, California 94025, USA. Any such transfer of your data by Meta Ireland to such affiliated companies is based on the EU Commission's standard data protection clauses under Article 46(2)(c) GDPR.

Please note that we do not have any control over the programming and design of the social network. We can only personalize and manage our Facebook fan page within the scope of the options provided by Facebook. Therefore, please consider the terms of service imposed by the service provider for the use of the social network (<https://www.facebook.com/terms>), the separately provided privacy information (<https://www.facebook.com/policy.php>), and the existing settings in your Facebook account. We are fully responsible for the information we provide through Facebook's mechanisms (posts, shares, etc.).

8.2 Instagram

The social network "Instagram" is operated by Instagram Inc, 1601 Willow Road, Menlo Park, California 94025, USA, which is part of the Meta Group. The data controller for the EEA area is Meta Ireland (see section 9.1). Regarding the operation of our Instagram account "charOnium" (https://www.instagram.com/charonium_com/), we are jointly responsible with Meta Ireland for the processing of your personal data carried out within this framework, as defined in Article 26 GDPR.

Your data may also be transferred to affiliated companies of Meta Ireland, especially Instagram Inc or Meta Platforms Inc, 1601 Willow Road, Menlo Park, California 94025, USA. Any such transfer of your data by Meta Ireland to such affiliated companies is based on the EU Commission's standard data protection clauses under Article 46(2)(c) GDPR.



Please note that we do not have any control over the programming and design of the social network. We can only personalize and manage our Instagram account within the scope of the options provided by Instagram. Therefore, please consider the terms of service imposed by the service provider for the use of the social network (<https://help.instagram.com/581066165581870>), the separately provided privacy information (<https://help.instagram.com/519522125107875>), and the existing settings in your Instagram account. We are fully responsible for the information we provide through Instagram's mechanisms (posts, stories, etc.).

8.3 Twitter

The social network "Twitter" is operated in the EEA area from a data protection perspective by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland ("Twitter International"). Regarding the operation of our Twitter account "Charonium" (https://twitter.com/charonium_com), we are jointly responsible with Twitter International for the processing of your personal data carried out within this framework, as defined in Article 26 GDPR.

Your data may also be transferred to affiliated companies of Twitter International in third countries, especially Twitter Inc, 1355 Market Street Suite, 900 San Francisco, California 94103, USA. Any such transfer of your data by Twitter International to such affiliated companies is based on the EU Commission's standard data protection clauses under Article 46(2)(c) GDPR.

Please note that we do not have any control over the programming and design of the social network. We can only personalize and manage our Twitter account within the scope of the options provided by Twitter. Therefore, please consider the terms of service imposed by the service provider for the use of the social network (<https://twitter.com/de/tos>), the separately provided privacy information (<https://twitter.com/de/privacy>), and the existing settings in your Twitter account. We are fully responsible for the information we provide through Twitter's mechanisms (tweets, etc.).

In the event of any ambiguity arising from translation, the German legal text shall prevail. The German version of this policy is the authoritative and binding document, and any translations provided are for convenience only. In case of any conflict or discrepancy between the German version and its translation, the German version shall be considered definitive and controlling.