

The Privacy Policy

This Privacy Policy governs how we (Loewe Technology GmbH) gather, collect, process, store, and work with your personal information when you read, sign up for, log into, and (or) use **myLoewe** support application.

This document is a part of my Loewe Terms of Use. Access to my Loewe is subject to Terms of Service and the Privacy Policy.

This Privacy Policy applies to customers based in the United States, Canada, European Economic Zone or Asia.

My Loewe and Loewe Technology GmbH comply with GDPR:

- My Loewe does not use cookies and 3rd party cookies in the app itself, but you may be asked for the consent of using the cookies in cases described below.
- We won't email you without your or your representative's consent.
- We won't share your data with any data brokers or any companies outside of our service providers listed below.
- You have the right to download all your data at any time.
- You have the right to request us to remove all your data at any time.

Basic Principles

You don't transfer any rights to your data (and the social media pages you connect) to my Loewe by using our Service. We don't assume ownership of your data. We only collect, store, and process data for specific purposes listed below.

My Loewe does not share any of your private (not publicly accessible) metrics with any 3rd parties. I.e. we don't sell your data to your competitors for any kind of analysis.

My Loewe stores your metrics data, aggregates and anonymizes them to provide industry and niche performance indexes and projections.

What data we collect

My Loewe is a data content provider and support service. As such, my Loewe uses two sources of your personal information:

- 1. It asks you to provide some of your personal information when you sign up and use the Service, such as:**

- your email
- Your current time zone and location are detected and stored in our database using your IP address to improve the service quality, namely collaboration and notification features.

2. It stores anonymous data about usage logs:

- screens you've navigated in an app, buttons you clicked. We use that data to provide you with the best service and support you along the way.

What data we store

All above mentioned data points are stored in our database and associated with your Service user records. We only store the data required to provide the Service, and we never share any of your data with any 3rd party and/or advertising entities.

The data is stored securely on our on-premise servers in a European datacenter. We rent those servers from [Heroku](#) as our hosting partner. We use [Amazon Web Services](#) and [Google Cloud Services](#) for data processing as well. By using my Loewe, you give us consent to that data transfer.

How we use your data

- Providing you with our products specifications, manuals and other information (Art. 6 Abs. 1b), f) DSGVO)
- Providing you with notifications and updates about our products (Art. 6 Abs. 1b), f) DSGVO)
- Product research (Art. 6 Abs. 1a) DSGVO)
- Marketing research (Art. 6 Abs. 1a) DSGVO)

Partners and Service Providers

Amplitude.com: product analytics

We use Amplitude.com to track product's usage metrics and improve our product, conduct product research only in an anonymized form, unless we have your consent declaration. We share your profile information (device ID, my Loewe project ID, your in-app preferences), and your product usage data with Amplitude to improve your experience with my Loewe, and improve my Loewe as a service in general.

Emailing service: sending emails securely

We use Microsoft Exchange to send you transactional emails, this includes but is not limited to product updates, notifications, signup approvals, and more. We share your name, language preference, email address with Microsoft to do that.

You can always ask us not to send you any emails please contact: datenschutz@loewe.de or ccc@loewe.de; however, we reserve the right to use this communication channel for urgent notifications regarding your rights, privacy, and for notifications required by law.

Data Portability

My Loewe provides a tool to download all your data and usage logs that we store by request. Such a request should be sent from a valid email associated with a user profile to ccc@loewe.de.

When you request and download your data, we bundle up all the data we currently have stored. We do not remove your data when you request a download.

If you have trouble using the tool, please contact our customer experience team: ccc@loewe.de.

Data Removal

You may request a full data removal by removing your profile from my Loewe. Such a request should be sent from a valid email associated with a user profile to ccc@loewe.de.

You also have further rights such as:

- a) pursuant to Art. 15 DSGVO (the right, to the extent specified therein, to obtain information on
to request your personal data processed by us);
- b) Art. 16 DSGVO, the right to request without delay the correction of incorrect or Completion of your personal data stored with us to demand;
- c) Art. 17 DSGVO the right to request the deletion of your personal data, unless the further processing of such data is prohibited.
- d) pursuant to Art. 18 DSGVO, the right to request the restriction of the processing of your personal data as set forth herein
- e) you have lodged an objection to the processing in accordance with Art. 21 DSGVO
- f) in accordance with Art. 20 DSGVO, the right to access your personal data which you have in a structured, common and machine-readable format or to have it transmitted to another person responsible demand;
- g) under Art. 77 DSGVO, the right to complain to a supervisory authority.

As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters.

All your personal and social data will be removed from my Loewe infrastructure including our database.

We will retain product usage and customer support logs for up to 3 weeks after your account cancelation and will request that our service providers remove that data from their servers as well as removing it ourselves after that.

If you suspect there's a data breach in my Loewe and somebody may use your data illegally, please contact us immediately at ccc@loewe.de and we'll start an internal investigation with you.

Cookies and Analytical technologies

My Loewe does not use cookies and 3rd party beacons in the app itself, but you may be informed about the presence of cookies and/or will be asked for the consent of using cookies when using and continuing to any other website or service via the app.

We only use analytic systems for anonymous statistics, such as Amplitude.com as described above. We won't sell any of your usage data, or analysis data to any data brokers or any 3rd party ad companies.

Updates to this policy

We may update this Privacy Policy at any time for any reason. If the substance of it changes, we will notify you of such a change both on www.loewe.tv and over email.

Right of objection

Insofar as we are required to protect our interests within the scope of a balancing of interests overriding legitimate interests personal data as explained above you can use this processing with effect for the future contradict. If the processing is carried out for the purposes of direct marketing you exercise this right at any time as described above. To the extent that the processing is other purposes, you have a right of objection only in the case of reasons arising from your particular situation. After exercising your right of objection, we will process your personal data for these purposes, unless we are able to impose mandatory legitimate reasons for processing which are legitimate and which demonstrate your interests, rights and freedoms prevail, or if the processing of the claim serves the exercise or defense of legal claims.

Please note that in this case the app can no longer be used or at least some functions can no longer be used.

This does not apply if the processing is for direct marketing purposes. Then we will not process your personal data further for this purpose.

How to contact us

You may email us at ccc@loewe.de should you have any questions about this privacy policy. Our customer happiness team usually replies within the same business day.

If you have any questions regarding the collection, processing or use of your personal data, for information, correction, blocking or deletion of data as well as revocation of consents granted or objection to a specific use of data, please contact our data protection officer directly (email: datenschutz@loewe.de)

Business name:	Loewe Technology GmbH
Place of business:	Industriestraße 11, 96317 Kronach, Germany
Identification No:	HRB 117013
Registration:	Court in Frankfurt am Main
Represented by:	Aslan Khabliev, Director
E-mail	datenschutz@loewe.de ; loewe@loewe.de
Phone	+49 (0)9261 99-0