

Privacy Policy

Version: 04. November 2025

1. Who is responsible for data processing and whom can I contact?

1.1 Natura GmbH, Bleichereistraße 34, 73066 UHINGEN, Germany ("Natura", "we", "us") is the controller within the meaning of Art. 4(7) of the General Data Protection Regulation ("GDPR") regarding the processing of your personal data in the context of the use of the website www.natura-food.de (hereinafter referred to as the "Website").

1.2 Natura is focused on protecting our customers, their data, and their users. Domain expertise in the field of information security and proven methodology, combined with innovative cybersecurity solutions, is our weapon to protect your business from cyber threats. Whether you are a government agency, a public or private enterprise, or belong to a specific industry, we are your reliable partner in dealing with the security challenges you face in this new connected world.

1.3 You can contact us as follows:

Natura GmbH
Bleichereistraße 34
73066 UHINGEN
Germany
Phone: +49 718 148 235 29
Email: office@natura-food.de
Website: www.natura-food.de

1.4 The controller takes the protection of your personal data very seriously. The controller therefore treats your personal data confidentially and in accordance with the applicable data protection regulations, in particular the GDPR and the Germany Data Protection Act ("DSG") in its current version.

1.5 This privacy policy provides information about the data processing activities we carry out. The terminology used corresponds to the definitions laid out in the GDPR. For clarity, the most important terms are defined below:

- **Personal data:** Any information relating to an identified or identifiable natural person ("data subject"); a natural person is deemed identifiable if they can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- **Processing:** Any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.
- **Data subject:** The individual whose personal data is being processed.

- **Controller:** The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.
- **Processor:** A natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.
- **Consent** (of the data subject): Any freely given, specific, informed and unambiguous indication of the data subject's wishes by which they, by a statement or by a clear affirmative action, signify agreement to the processing of personal data relating to them.

2. For what purposes and on what legal basis is your personal data processed?

2.1 Operation of the website

2.1.1 In order to make the website available to you and to detect, prevent and investigate attacks on our website, Natura processes the following personal data based on our legitimate interests (Art. 6(1)(f) GDPR): the accessed URL; the date and time of access; the IP address of the computer or mobile device; name and version of the web browser; browser type and configuration data (screen resolution, color depth, time zone settings, browser extensions, fonts, language); operating system; and the website (URL) from which you accessed our website ("referrer"). The processing of this data is necessary to provide you with our website and its functions.

2.2 Inquiries via website, email, mail or phone

2.2.1 If you contact Natura via our contact form on the website, by email, or by phone, Natura processes the following personal data to respond to your inquiry, either for the implementation of pre-contractual measures or to fulfill a contract (Art. 6(1)(b) GDPR), or based on our legitimate interest in being able to process your inquiry (Art. 6(1)(f) GDPR): first name, last name; email address; phone number (if applicable); content of the inquiry; other information you voluntarily provide. Processing your contact data (at least name and email address or phone number) is necessary to handle your request.

2.3 Promotional communication, newsletter, participation in events

2.3.1 We send our customers electronic messages (via email, SMS, MMS or messenger) to promote our products or services ("promotional messages"). For this purpose, we process your first and last name, email address, phone number, as well as any other information you voluntarily provide in relation to the receipt of promotional messages. You may object to receiving promotional messages at any time by sending an email to office@natura-food.de. In every promotional message, we will also give you the option to unsubscribe from further messages. Legal basis for sending promotional messages is § 174(4) of the Telecommunications Act (TKG) 2021.

2.3.2 We send promotional materials by post based on our legitimate interest in promoting products or services that may be of interest to you (Art. 6(1)(f) GDPR). For this purpose, we process your first and last name, address, and other information you

provide in relation to promotional messages. You may exercise your right to object to receiving promotional materials by sending an email to office@natura-food.de.

2.3.3 If you voluntarily provide us with your contact details for receiving informational communications, we process your data based on your consent (Art. 6(1)(a) GDPR). You may withdraw your consent at any time by sending an email to office@natura-food.de.

2.4 Legal enforcement

2.4.1 In the event of administrative or legal proceedings, we process the data necessary for appropriate legal enforcement and, if required, disclose it to legal representatives, courts, and/or authorities. This includes in particular your contact details (first and last name, address) and other data related to the relevant dispute (your behavior in relation to the use of the website). The above-mentioned personal data is processed based on our legitimate legal interests in legal enforcement pursuant to Art. 6(1)(f) GDPR and Art. 9(2)(f) GDPR.

3. To whom is your personal data disclosed?

3.1 We use processors in accordance with Art. 28 GDPR who provide services on our behalf — currently **LIGHTWORK STUDIO**. These processors may process the data provided to them solely in accordance with our instructions and only to the extent necessary to perform services for us. We contractually require these processors to ensure the confidentiality and security of personal data processed in the course of the assignment.

3.2 The level of data protection in countries outside the European Economic Area (EEA) may not be equivalent to that within the EEA. However, we transfer your personal data only to countries for which the European Commission has determined that they offer an adequate level of data protection, or we implement measures in accordance with Chapter V of the GDPR to ensure that all recipients in third countries provide an adequate level of data protection. This includes, for example, concluding the Standard Contractual Clauses issued by the European Commission with such recipients.

4. How long is your personal data stored?

4.1 Your personal data is generally stored only for as long as necessary to fulfill the respective purpose.

4.2 Notwithstanding section 4.1, Natura stores your data for longer periods if and to the extent necessary to fulfill statutory retention obligations (pursuant to § 132(1) of the Germany Federal Fiscal Code (BAO); §§ 190, 212 of the German Commercial Code (UGB): 7 years) or to assert or defend legal claims (usually for a period of no more than 3 years), whereby in the event of imminent or ongoing proceedings, a longer processing period may be required.

4.3 Where data processing is based on your consent, Natura processes your data until you revoke your consent. The revocation may be sent at any time via email to

office@natura-food.de. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

5. What rights do you have?

5.1 You have the following rights under the GDPR:

- **Right of access** (Art. 15 GDPR)
- **Right to rectification** (Art. 16 GDPR)
- **Right to erasure** (Art. 17 GDPR)
- **Right to restriction of processing** (Art. 18 GDPR)
- **Right to object** (Art. 21 GDPR)
- **Right not to be subject to automated decision-making**, including profiling (Art. 22 GDPR)
- **Right to data portability** (Art. 20 GDPR)

You also have the right to lodge a complaint with a competent data protection authority (Art. 77 GDPR).

More information on your rights is available at:

https://www.bfdi.bund.de/DE/Home/home_node.html

5.2 If you have any questions regarding the processing of your personal data or wish to exercise your rights under the GDPR — such as your right to erasure or access — please contact us as described above in section 1.3.

5.3 The competent supervisory authority is:

<https://www.bfdi.bund.de/>

Cookie Policy

Effective Date: 04. November 2025

This Cookie Policy informs you about the use of cookies on the website of Natura GmbH, Bleichereistraße 34, 73066 Uhingen, Germany ("Natura", "we", "us").

1. What are cookies?

1.1 Cookies are small text files created by a web server and stored on your device via your browser. The website uses cookies primarily to recognize you or your device, to remember your preferences, and to store information during your visit or upon your return to our website. Cookies are also used to deliver behavior-based advertising and to control ad content.

1.2 The website uses cookies primarily to:

- recognize users or their devices,
- remember user preferences (e.g. language settings),

- store session-related information, and — where you have given your consent — to:
- analyze your browsing behavior on the website, and
- deliver behavior-based advertising.

2. What types of cookies are there?

2.1 Categorized by purpose

- **Essential cookies:** These are technically necessary to enable the basic functionality of the website.
- **Functional cookies:** These help us analyze website usage in order to measure and improve performance.
- **Marketing cookies:** These are used to display personalized advertisements.

2.2 Categorized by domain

- **First-party cookies:** Set and read exclusively by the domain of the service provider.
- **Third-party cookies:** Set and read by the domains of external service providers.

2.3 Categorized by storage duration

- **Session cookies:** Temporary cookies that are automatically deleted when the browser is closed. They enable tracking of movements on the website. Without cookies, websites have no "memory".
- **Persistent cookies:** Permanent cookies that must be deleted manually or expire after a set period. These help the website remember specific users and their settings, such as language selection, menu preferences, internal bookmarks, or favorites.

3. How can I reject, delete, and manage cookies?

3.1 When you visit our website for the first time, a cookie banner is displayed asking for your consent to the use of marketing and/or functional cookies.

You can withdraw or modify your cookie consent at any time under **Privacy / Cookie Settings** by clicking the light blue circle with the white shield icon in the lower left corner.

3.2 Most common browsers also allow you to control the storage of cookies and delete already stored cookies:

- **Firefox:** <http://support.mozilla.com/de/kb/Cookies>
- **Chrome:** <https://support.google.com/chrome/answer/95647?hl=de>
- **Safari:** <http://support.apple.com/kb/PH5042>
- **Edge:** <https://support.microsoft.com/de-at/help/4027947/windows-delete-cookies?tid=221101038>
- **Opera:** <http://www.opera.com/browser/tutorials/security/privacy/>

4. What cookies and similar technologies are used on the website?

4.1 This section describes the cookies and similar technologies used on the website, including their purpose, duration, and type.

4.2 Essential cookies

These cookies are technically necessary for the operation of the website and the provision of basic functionalities. They are set without your consent based on our legitimate interest in providing you with the desired website features.

4.2.1 svSession

Name	Duration	Purpose	Data Categories
svSession	6 months	Stores consent information for service groups and individual services	Consent status, timestamp, browser data, IP address, device info, screen resolution, language preferences, user ID

4.2.2 Language Settings

Name	Duration	Purpose	Data Categories
Wix Multilingual	6 months	Stores the selected language of the visitor	Language preference (based on browser settings and/or manual selection), session data from current or previous visits

4.3 Marketing and functional cookies

These cookies are only set with your prior consent.

4.3.1 YouTube Video (embedding for video playback)

Name	Duration	Purpose	Data Categories
ENID	13 months	Stores preferences and other information	Unique identifiers, user settings (e.g. language, search preferences), consent status, security info
YSC	Session duration	Verifies user actions during a single browser session	Prevents malicious sites from impersonating the user

Name	Duration	Purpose	Data Categories
AEC	6 months	Ensures session integrity for secure requests	Demographics, usage behavior (especially for ad personalization)
NID	6 months	Stores user preferences	As above

4.3.2 Google reCAPTCHA

Name	Duration	Purpose	Data Categories
_GRECAPTCHA	6 months	Provides spam protection by verifying human interaction	Browser and device data, screen resolution, technical characteristics (to detect bots)

4.3.3 Google Analytics (for website analysis)

Name	Duration	Purpose	Data Categories
_ga	2 years	Identifies users and sessions	Behavioral data (page views, bounce rate, interactions), usage data, geographic and demographic info
_gid	1 day	Tracks user behavior across sessions	Click paths, technical details, location, campaigns
_gcl_au	3 months	Stores ad session ID	Session ID
_uetvid	1 year	Identifies returning Microsoft Ads users	Random user ID
_uetsid	1 day	Tracks individual actions within one website visit	Events (clicks, video views, form submissions), user flow
ga*	1 year	Stores Google Analytics Unique ID	Internal tracking
CONSENT	1 year	Stores Google Cookie consent status	Consent data

5. Google Fonts

5.1 Our website uses the free font **LATO**, which is part of the Google Fonts library. Google Fonts are used to improve visual presentation and to ensure a consistent appearance.

This font is hosted locally on our server. This means no connection is made to external servers, and no personal data is transferred to third parties.

6. Social Media Links / Plug-ins

6.1 Our website contains links to the social media services of **Facebook, Instagram, and TikTok.**

These links are identified by the respective company logos.

If you follow one of these links, you will be directed to Natura's official presence on the respective social media platform.

By clicking on such a link, your browser establishes a connection to the servers of that social media provider. As a result, the provider receives information that you have visited our website. Additional data may also be transmitted by your browser, such as:

- **6.1.1** The address of the webpage containing the activated link ("referrer")
- **6.1.2** Date and time of access
- **6.1.3** Information about your browser and/or operating system
- **6.1.4** Your IP address

6.2 If you are already logged into the respective social media service at the time you click the link, the provider may associate the transmitted information with your user account — and possibly even identify your real name.

To prevent such linkage, we recommend logging out of your social media accounts before clicking the links.

The data processing by the respective social media platforms is subject to their own privacy policies and legal bases (e.g. consent mechanisms).

6.3 The servers of these social media platforms may be located in the United States or other countries outside the European Union.

Therefore, your data may be processed in jurisdictions that do not offer the same level of data protection as within the EU.

Please note that companies in such countries may not be subject to data protection laws that protect personal data to the same extent as those in the EU.