



Privacy policy

Thank you for visiting our website.

The protection of your personal data is very important to us. Our goal is to not only provide you with an interesting and comprehensive selection of online contents but to also protect your personal rights at the same time. The legal basis for processing personal data is, in particular, formed by the EU General Data Protection Regulation (GDPR) and the German Telemedia Act ('Telemediengesetz', TMG).

The following data protection notice will provide you with an initial overview of how we process your data, followed by more detailed information structured by topics.

What data do we collect?

- >In order to properly display our website, we collect access and device-specific data each time our website is accessed.
- Provided that you consent, we create user profiles under pseudonyms by means of tracking services and cookies. These user profiles contain information regarding the behaviour of the specific user during their visit to our website.
- Apart from this, we only collect data received as a result of the entries you make on our website.

Controller

The controller as per Article 4 (7) of the EU GDPR is

ALDI International Services GmbH & Co. oHG

ALDI SOUTH Group

Mintarder Straße 36–40

45481 Mülheim an der Ruhr, Germany

Email: datenschutz@aldi-sued.de

The data protection officer of the controller is:

Thomas Spaeing

Email: Datenschutzbeauftragter@aldi-sued.de

We would like to explicitly point out that any content sent to this email address will not only be viewed by our data protection officer. In the event that you would like to exchange confidential information, please only use this email

address for establishing initial direct contact.

Purpose and legal basis

We generally only gather and use personal data of our users if this is required for providing a functional website and our contents and services as well as for the appropriate design and improvement of our offers. Herein also lies our legitimate interest in processing the relevant data.

Provided that we obtain the consent of the affected party, Article 6, Section 1(a) of the GDPR shall form the legal basis for the processing of personal data.

Article 6, Section 1(b) of the GDPR serves as the legal basis for processing personal data required for the fulfilment of contracts which include the affected person as a contractual party. This shall also apply to processing operations which are required for implementing pre-contractual measures.

Article 6, Section 1(c) of the GDPR shall serve as the legal basis for processing personal data required for the fulfilment of legal obligations which our company is subject to.

Article 6, Section 1(f) of the GDPR shall serve as the legal basis for processing personal data required for maintaining a legitimate interest of our company or of a third party, provided that the interests, fundamental rights, and fundamental freedoms of the affected party do not outweigh such processing.

Moreover, provided that the gathering and use of personal data required for providing our offers is subject to the TMG, the processing of personal data shall also be based on Sections 12 and 15 of the TMG.

Recipient

ALDI SOUTH commissions third-party service providers in order to support us with providing our technological infrastructure, designing our websites, and offering our services. These service providers may be granted access to your personal data in this context.

In order to process your requests or services ordered, it may be required to forward your personal data to contractual partners or suppliers of ALDI SOUTH. For further information, please refer to the individual modules.

Storage period

Your personal data will be erased or blocked once the purpose of their storage becomes obsolete and their erasure is not opposed by legally defined retention periods. Data will also be blocked or erased once the storage periods defined by the above-mentioned standards expire, unless continued storage of the data is required in order to conclude or fulfil a contract.

Data subject rights

Provided that the necessary requirements as stipulated by Article 15 et seq. of the GDPR are fulfilled, you are entitled to obtain your rights of access, erasure, restriction of processing, and data portability at any time.

For this purpose, please contact us via email:

Email: datenschutz@aldi-sued.de

Should you be of the opinion that the processing of your personal data violates legal provisions, you are entitled to contact the responsible supervisory authority.

Consent

You are entitled to revoke your consent to data processing operations with future effect at any time. For further information, please refer to the following sections.

Should you not/no longer consent to us using certain technologies in order to improve our offers and conduct website analysis and optimisation measures, please use the deactivation links provided within the section on the relevant technologies.

Data protection

We implement all available technical and organisational measures in order to protect your personal data against loss, unauthorised access, and misuse. Your information is transmitted in encrypted form. This protects communication between you and our web server and helps prevent the data from being misused by third parties. We use TLS (Transport Layer Security) in order to encrypt the respective information.

Log files

Each time you access or attempt to access our website, at least the following data is gathered and stored in a log file:

- Access, device, and (if required) location-specific data
- IP address
- Name of the file retrieved
- Date and time of retrieval
- Transferred data volume
- Notification as to whether data retrieval was successful
- Notification stating the reason for a failed attempt to retrieve data, if applicable
- Operating system and browser software installed on your computer

The processing operations shall be carried out on the basis of Article 6, Section 1 (f) of the GDPR or Section 15, Article 1, 3 of the TMG in order to provide our website, guarantee the stability of our system, ensure data protection and the reliability of our system, and implement legal provisions.

External links

In order to offer you a comprehensive service, our pages also refer you to other websites or the services offered thereon. We would like to emphasise that neither our staff nor other parties involved have any influence on the design or contents of the pages linked to this website.

We do not accept responsibility for any external content that is provided via links and do not adopt the content of such sites. The provider of the website that is referred to is solely liable for any illegal, incorrect or incomplete content, as well as for any damages resulting from using or not using the information.

This data protection statement only applies to this website. Please note the data protection provisions specified on the individual linked websites.

Links to social media platforms are partly indicated by symbols, such as

- Facebook (lower-case 'f')
- Twitter (bird in flight)
- LinkedIn (lower-case 'in')

Third-party plug-ins

On our websites, we use so-called third-party plug-ins. Plug-ins are programme extensions which are integrated within our websites and serve as interfaces to third-party service providers. Within this context, ALDI SOUTH does not collect, process, or use any personal data. The plug-ins used for video playback on our websites are provided by the third-party service providers Vimeo (Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA) and YouTube (YouTube LLC, 901 Cherry Ave. San Bruno, CA 94066, USA).

- In case that you did not agree to the use of cookies and plug-ins when opening the website, the Vimeo and YouTube servers will not be contacted and no videos will be played.
- In case that you agreed to the use of cookies and plug-ins when opening the website, a connection between your end device and Vimeo and YouTube will be established. This connection will be established even without you clicking on a button or images to start a video.

If you agree to activate the plug-ins, Vimeo and YouTube as the operators of these online platforms (third-party service providers) will receive at least the following information:

- the IP address of your end device
- information concerning your visit to our website

If, while being logged in with your user account to the third-party service provider's service, you activate the plug-in, the third-party service provider will be able to allocate your visit to our website to your user account.

Please note that the ALDI SOUTH Group as the website owner will not forward your personal data to the third-party service provider. Data transfer will exclusively occur between your end device and the systems of the third-party service provider. ALDI SOUTH has no possibility of influencing or knowing the contents of the data transferred between your end device and

the online platform operator (third-party service provider), or the manner in which your data is processed by the third-party service provider. For detailed information concerning the purpose and scope of further data processing by the platform operator and your related rights and setting options for protecting your privacy, please refer to the data protection notices of the third-party service provider, which can be accessed via the links to the respective privacy policies provided by the third-party service provider.

Technologies

Based on Article 6, Section 1 (a), (b), and (f) of the GDPR and Sections 12 and 15 of the TMG, we use self-developed and third-party technologies in order to support us with improving our offers and conducting website analysis and optimisation measures, among other things by creating and assessing pseudonymised user profiles.

If required in accordance with Article 6, Section 1 (a) of the GDPR, we will ask for your consent to the use of these technologies at your initial visit to our website. You may revoke your consent with future effect at any time by erasing the set cookies or using the respective opt-out links. Moreover, you can revoke your consent via the 'Your consent' window. Please note that the decision made here only applies to the [cr.aldisouthgroup.com](https://www.craldisouthgroup.com) website. For further information on the technologies used as well as your possibilities to subsequently object to tracking, please refer to the following sections.

Cookies

We use (third-party) cookies in order to provide you with the maximum possible level of convenience and to make our online presentation as attractive as possible for you.

Cookies are text files that are saved to your computer by the browser, contain information on how you use our website, and ensure your identification during repeat visits to our website. Via your browser settings, you can deactivate or erase set cookies. For further information, please refer to the 'Help' function of your browser.

Piwik

This website tracks statistical data via the OpenSource 'PIWIK' tool. This tool analyses Internet traffic on ALDI SOUTH websites.

Piwik uses cookies that are saved on your computer. Information regarding your visit on the website that is recorded by the cookie is transferred to and saved on our server via the Internet. We use this data to identify returning visitors and to analyse and improve the use of the website.

Furthermore, Piwik collects the following data:

- Screen resolution
- Browser language
- Colour depth
- Browser plug-ins (JavaScript, FlashPlayer, Java, Silverlight, Adobe Acrobat Reader, etc.)
- Website from which you navigated to us

Piwik anonymises and stores the IP address for further processing (geolocalisation).

Retargeting

We use retargeting technologies by the following companies on our websites:

- advolution // digital control GmbH & Co. KG, Kaistraße 16a, 40221 Düsseldorf, Germany
- adform ApS, Wildersgade 10B, 1 Copenhagen, Denmark
- M,P,NEWMEDIA GmbH, Rotebühlstraße 51a, 70178 Stuttgart, Germany

The technologies used serve the purpose of gathering data on visitors of our website and using this data for statistical analyses and the targeted placement of interest-based online advertisements. For this purpose, our partnering companies save small text files (cookies) to your computer or mobile end device in order to log your visit to our website and your interest in specific products and information. ALDI SOUTH is not able to directly or indirectly allocate the information stored in these retargeting cookies to your person and therefore does not gather, process, or use personal data on this basis. By means of these technologies, following your visit to our websites, you will be provided with individualised advertising materials based on the information contained in the cookie stored to your computer or mobile end device.

As a visitor to our websites, you are entitled to revoke your consent to saving your user data by means of cookies with future effect. Clicking on the respective deactivation link will disable the gathering of anonymised data. In this case, the provider of the relevant technology will replace the presently used cookie by a new opt-out cookie. This opt-out cookie erases the previously saved information and prevents the further gathering of anonymised data.

IMPORTANT: Should this opt-out cookie be erased, the technology provider will no longer be able to take notice of the opt-out. In this case, the opt-out process needs to be repeated.

advolution deactivation link: <https://advolution.de/datenschutz.php>

adform deactivation link: <https://site.adform.com/privacy-policy-opt-out>

M,P,NEWMEDIA deactivation link: <https://www1.mpnr.com/optout/5/13f0kjf8h3i9/>

Geographical allocation

Within the scope of individual offers, geographical allocation is conducted based on the IP address, which enables us to provide contents of either the ALDI North Group or ALDI SOUTH Group depending on the user's location. The technologies used by us for this purpose do not store personal data.

Your consent

You have been asked for your consent to us using various technologies. Here, you give your consent or revoke your previously provided declaration of consent.

Your consent