

Privacy Policy of <https://www.der-esoterikladen.at>

Welcome to the privacy policy of <https://www.der-esoterikladen.at>. This policy will help you understand what data we collect, why we collect it, and what your rights are in relation to it.

Latest update: 9 September 2025

Table of contents

- [Owner and Data Controller](#)
- [Types of Data collected](#)
- [Mode and place of processing the Data](#)
- [The purposes of processing](#)
- [Detailed information on the processing of Personal Data](#)
- [Information on opting out of interest-based advertising](#)
- [Further information about the processing of Personal Data](#)
- [Cookie Policy](#)
- [Further Information for Users in the European Union](#)
- [Additional information about Data collection and processing](#)
- [Definitions and legal references](#)

Owner and Data Controller

Michael Kachtik | Michi's Esoterikladen
Hauptstraße 241
2274 Rabensburg
Österreich
Telefon: 0664 750 81 781

Owner contact email: info@der-esoterikladen.at

Type of Data we collect

Among the types of Personal Data that <https://www.der-esoterikladen.at> collects, by itself or through third parties, there are:

- email address
- first name
- last name
- Trackers
- Usage Data
- phone number
- profession
- county
- state
- country
- ZIP/Postal code
- gender
- date of birth
- city
- physical address
- company name
- website
- Data communicated while using the service
- VAT Number
- device information
- geographic position
- language
- password
- screenshots
- username
- workplace
- fax number
- User ID
- number of employees

- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- answers to questions
- user content
- contents of the email or message
- profile picture
- date of the message
- time the message was sent
- sender of the message
- clicks
- keypress events
- motion sensor events
- mouse movements
- scroll position
- touch events
- IP address
- payment info
- billing address
- shipping address
- product interaction
- data relating to the point of sale
- purchase history
- biometric data
- state identification card
- identification document
- income information
- Tax ID
- job position
- browser information
- order ID
- operating systems
- time zone
- latitude (of city)
- longitude (of city)
- financial information
- privacy choices
- social media accounts
- name
- scroll-to-page interactions
- number of Users
- session statistics
- browsing history
- page views
- user subscriptions
- search history
- various types of Data
- interaction events
- referral URL

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using <https://www.der-esoterikladen.at>.

Unless specified otherwise, all Data requested by <https://www.der-esoterikladen.at> is mandatory and failure to provide this Data may make it impossible for <https://www.der-esoterikladen.at> to provide its services. In cases where <https://www.der-esoterikladen.at> specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools — by <https://www.der-esoterikladen.at> or by the owners of third-party services used by <https://www.der-esoterikladen.at> serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through <https://www.der-esoterikladen.at>.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorised access, disclosure, modification, or unauthorised destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organisational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of <https://www.der-esoterikladen.at> (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

Retention time

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following:

- Contacting the User
- Analytics
- Advertising
- Remarketing and behavioural targeting
- Interaction with live chat platforms
- Spam and bots protection
- Collection of privacy-related preferences
- Content commenting
- Handling activities related to compliance
- Handling payments
- Platform services and hosting
- Hosting and backend infrastructure
- Managing contacts and sending messages
- Traffic optimisation and distribution
- Displaying content from external platforms
- Backup saving and management

Detailed information on the processing of Personal Data

Advertising

This type of service allows User Data to be utilised for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on <https://www.der-esoterikladen.at>, possibly based on User interests. This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below. Some of the services listed below may use Trackers to identify Users or they may use the behavioural retargeting technique, i.e. displaying ads tailored to the User's interests and behaviour, including those detected outside <https://www.der-esoterikladen.at>. For more information, please check the privacy policies of the relevant services. Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.



TikTok conversion tracking

Company: TikTok Information Technologies UK Limited

Place of processing: United Kingdom

Personal Data processed: device information +3



Meta ads conversion tracking (Meta pixel)

Company: Meta Platforms, Inc.

Place of processing: United States

Personal Data processed: Trackers +1

Analytics

The services contained in this section enable the Owner to monitor and analyse web traffic and can be used to keep track of User behaviour.



Google Looker Studio

Company: Google LLC +1

Place of processing: United States +1

Personal Data processed: city +20



Google Analytics 4

Company: Google LLC +1

Place of processing: United States +1

Personal Data processed: number of Users +3



Meta Events Manager

Company: Meta Platforms, Inc.

Place of processing: United States

Personal Data processed: billing address +26

Backup saving and management

This type of service allows the Owner to save and manage backups of <https://www.der-esoterikladen.at> on external servers managed by the service provider itself. The backups may include the source code and content as well as the data that the User provides to <https://www.der-esoterikladen.at>.



Sectigo CodeGuard

Company: Sectigo Limited

Place of processing: United Kingdom

Personal Data processed: Data communicated while using the service +1

Collection of privacy-related preferences

This type of service allows <https://www.der-esoterikladen.at> to collect and store Users' preferences related to the collection, use, and processing of their personal information, as requested by the applicable privacy legislation.



iubenda Consent Database

Company: iubenda srl

Place of processing: Italy

Personal Data processed: Data communicated while using the service +2



iubenda Privacy Controls and Cookie Solution

Company: iubenda srl

Place of processing: Italy

Personal Data processed: IP address +1

Contacting the User



Mailing list or newsletter

Company: <https://www.der-esoterikladen.at>

Personal Data processed: city +16



Contact form

Company: <https://www.der-esoterikladen.at>

Personal Data processed: company name +13

Content commenting

Content commenting services allow Users to make and publish their comments on the contents of <https://www.der-esoterikladen.at>. Depending on the settings chosen by the Owner, Users may also leave anonymous comments. If there is an email address among the Personal Data provided by the User, it may be used to send notifications of comments on the same content. Users are responsible for the content of their own comments. If a content commenting service provided by third parties is installed, it may still collect web traffic data for the pages where the comment service is installed, even when Users do not use the content commenting service.



Facebook Comments

Company: Meta Platforms, Inc. +1

Place of processing: United States +1

Personal Data processed: Trackers +1

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of <https://www.der-esoterikladen.at> and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow for user interaction. This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.



Google Fonts

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1

Handling activities related to compliance

This type of service allows <https://www.der-esoterikladen.at> to handle activities related to compliance.



iubenda Whistleblowing Management Tool

Company: iubenda srl

Place of processing: Italy

Personal Data processed: Data communicated while using the service +1



accessiBe accessWidget

Company: accessiBe Ltd.

Place of processing: Israel

Personal Data processed: clicks +6

Handling payments

Unless otherwise specified, <https://www.der-esoterikladen.at> processes any payments by credit card, bank transfer or other means via external payment service providers. In general and unless where otherwise stated, Users are requested to provide their payment details and personal information directly to such payment service providers. <https://www.der-esoterikladen.at> isn't involved in the collection and processing of such information: instead, it will only receive a notification by the relevant payment service provider as to whether payment has been successfully completed.



Google Pay

Company: Google LLC

Place of processing: United States

Personal Data processed: email address +5



Mastercard

Company: Mastercard Inc.

Place of processing: United States

Personal Data processed: billing address +13



PayPal

Company: PayPal Inc.

Place of processing: See the PayPal privacy policy

Personal Data processed: billing address +30



Shop Pay

Company: Shopify Inc. +2

Place of processing: Canada +2

Personal Data processed: billing address +15



Visa

Company: Visa Inc.

Place of processing: United States

Personal Data processed: billing address +13

Hosting and backend infrastructure

This type of service has the purpose of hosting Data and files that enable <https://www.der-esoterikladen.at> to run and be distributed as well as to provide a ready-made infrastructure to run specific features or parts of <https://www.der-esoterikladen.at>.

Some services among those listed below, if any, may work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.



iubenda Accessibility Solution

Company: iubenda srl

Place of processing: Italy

Personal Data processed: Trackers +1

Interaction with live chat platforms

This type of service allows Users to interact with third-party live chat platforms directly from the pages of <https://www.der-esoterikladen.at>, in order to contact and be contacted by <https://www.der-esoterikladen.at>'s support service. If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service. Moreover, live chat conversations may be logged.



WhatsApp Business Chat widget

Company: Meta Platforms, Inc. +1

Place of processing: United States +1

Personal Data processed: answers to questions +10

Managing contacts and sending messages

This type of service makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User. These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.



Vertigo Media

Company: Vertigo Media Group

Place of processing: United States

Personal Data processed: city +13

Platform services and hosting

These services have the purpose of hosting and running key components of <https://www.der-esoterikladen.at>, therefore allowing the provision of <https://www.der-esoterikladen.at> from within a unified platform. Such platforms provide a wide range of tools to the Owner – e.g. analytics, user registration, commenting, database management, e-commerce, payment processing – that imply the collection and handling of Personal Data. Some of these services work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.



Shopify

Company: Shopify Inc.

Place of processing: Canada

Personal Data processed: billing address +9

Remarketing and behavioural targeting

This type of service allows <https://www.der-esoterikladen.at> and its partners to inform, optimize and serve advertising based on past use of <https://www.der-esoterikladen.at> by the User. This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioural targeting activity. Some services offer a remarketing option based on email address lists. Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.



TikTok Remarketing

Company: TikTok Information Technologies UK Limited

Place of processing: United Kingdom

Personal Data processed: device information +3

Spam and bots protection

This type of service analyses the traffic of <https://www.der-esoterikladen.at>, potentially containing Users' Personal Data, with the purpose of filtering it from unwanted parts of traffic, messages and content that are recognised as spam or protecting it from malicious bots activities.



Google reCAPTCHA

Company: Google LLC +1

Place of processing: United States +1

Personal Data processed: answers to questions +8

Traffic optimisation and distribution

This type of service allows <https://www.der-esoterikladen.at> to distribute their content using servers located across different countries and to optimise their performance. Which Personal Data are processed depends on the characteristics and the way these services are implemented. Their function is to filter communications between <https://www.der-esoterikladen.at> and the User's browser. Considering the widespread distribution of this system, it is difficult to determine the locations to which the contents that may contain Personal Information of the User are transferred.



Cloudflare

Company: Cloudflare, Inc.

Place of processing: United States

Personal Data processed: Trackers +1



Bunny CDN

Company: BunnyWay d.o.o.

Place of processing: Slovenia

Personal Data processed: Usage Data

Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

Further information about the processing of Personal Data

Selling goods and services online

The Personal Data collected are used to provide the User with services or to sell goods, including payment and possible delivery. The Personal Data collected to complete the payment may include the credit card, the bank account used for the transfer, or any other means of payment envisaged. The kind of Data collected by <https://www.der-esoterikladen.at> depends on the payment system used.

Cookie Policy

<https://www.der-esoterikladen.at> uses Trackers. To learn more, Users may consult the [Cookie Policy](#).

Further Information for Users in the European Union

This section applies to all Users in the European Union, according to the General Data Protection Regulation (the “GDPR”), and, for such Users, supersedes any other possibly divergent or conflicting information contained in the privacy policy. Further details regarding the categories of Data processed, the purposes of processing, the categories of recipients of the Personal Data, if any, and further information about Personal Data can be found in **the section titled “Detailed information on the processing of Personal Data” within this document.**

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes.
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Further information about retention time

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to fulfil a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The rights of Users based on the General Data Protection Regulation (GDPR)

Users may exercise certain rights regarding their Data processed by the Owner.

In particular, Users have the right to do the following, to the extent permitted by law:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.
- **Object to processing of their Data.** Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.
- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.
- **Restrict the processing of their Data.** Users have the right to restrict the processing of their Data. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users have the right to obtain the erasure of their Data from the Owner.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another controller without any hindrance.
- **Lodge a complaint.** Users have the right to bring a claim before their competent data protection authority.

Users are also entitled to learn about the legal basis of Data transfers to a country outside the European Union or to any international organisation governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

If any such transfer takes place, Users can find out more by checking the relevant sections of this document or enquire with the Owner using the information provided in the contact section.

Details about the right to object to processing

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground

related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. Where the User objects to processing for direct marketing purposes, the Personal Data will no longer be processed for such purposes. To learn whether the Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible and always within one month, providing Users with the information required by law. Any rectification or erasure of Personal Data or restriction of processing will be communicated by the Owner to each recipient, if any, to whom the Personal Data has been disclosed unless this proves impossible or involves disproportionate effort. At the Users' request, the Owner will inform them about those recipients.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of <https://www.der-esoterikladen.at> or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, <https://www.der-esoterikladen.at> may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

System logs and maintenance

For operation and maintenance purposes, <https://www.der-esoterikladen.at> and any third-party services may collect files that record interaction with <https://www.der-esoterikladen.at> (System logs) or use other Personal Data (such as the IP Address) for this purpose.

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

Changes to this privacy policy

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within <https://www.der-esoterikladen.at> and/or - as far as technically and legally feasible - sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through <https://www.der-esoterikladen.at> (or third-party services employed in <https://www.der-esoterikladen.at>), which can include: the IP addresses or domain names of the computers utilised by the Users who use <https://www.der-esoterikladen.at>, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the

server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using <https://www.der-esoterikladen.at> who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

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, including the security measures concerning the operation and use of <https://www.der-esoterikladen.at>. The Data Controller, unless otherwise specified, is the Owner of <https://www.der-esoterikladen.at>.

<https://www.der-esoterikladen.at> (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by <https://www.der-esoterikladen.at> as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This privacy policy relates solely to <https://www.der-esoterikladen.at>, if not stated otherwise within this document.

How can we help?

What you can do

Your data

- [Ask us to know and access the information we hold on you](#)
- [Ask us to correct information we hold on you](#)
- [Ask us to be forgotten \(delete the information we hold on you\)](#)
- [Ask to port your data to another service](#)

In case of issues

While we strive to create a positive user experience, we understand that issues may occasionally arise between us and our users. If this is the case, please feel free to contact us.

[Contact us](#)

Footer

<https://www.der-esoterikladen.at>

Michael Kachtik | Michi's Esoterikladen
Hauptstraße 241
2274 Rabensburg
Österreich
Telefon: 0664 750 81 781

Owner contact email: info@der-esoterikladen.at

Downloadable documents

- [Privacy Policy](#)
Latest update: 9 September 2025
- [Cookie Policy](#)
Latest update: 9 September 2025
- [Terms and Conditions](#)
Latest update: 31 May 2025

Privacy Policy  by **iubenda**

Generate yours with the [Privacy and Cookie Policy Generator](#)

[iubenda](#) hosts this content and only collects [the Personal Data strictly necessary](#) for it to be provided.