

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

This document informs Users about the technologies that help <https://www.der-esoterikladen.at> to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with <https://www.der-esoterikladen.at>.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent, depending on the applicable law. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

<https://www.der-esoterikladen.at> uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

How <https://www.der-esoterikladen.at> uses Trackers

Necessary

<https://www.der-esoterikladen.at> uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed by third parties

Google reCAPTCHA (Google LLC)

Google reCAPTCHA is a SPAM protection service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing. The use of reCAPTCHA is subject to the Google [privacy policy](#) and [terms of use](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: answers to questions, clicks, keypress events, motion sensor events, mouse movements, scroll position, touch events, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#).

Trackers duration:

- _GRECAPTCHA: duration of the session
- rc::a: indefinite
- rc::b: duration of the session
- rc::c: duration of the session
- rc::f: indefinite

iubenda Consent Database (iubenda srl)

The iubenda Consent Database allows to store and retrieve records of Users' consent to the processing of Personal Data, and information and preferences expressed in relation to the provided consent. In order to do so, it makes use of a Tracker that temporarily stores pending information on the User's device until it is processed by the API. The Tracker (a browser feature called localStorage) is at that point deleted.

Personal Data processed: Data communicated while using the service, IP address and Trackers.

Place of processing: Italy – [Privacy Policy](#).

Trackers duration:

- ConS JS library localStorage (IUB_DATA): indefinite
- cookie_iub_previous_preference_id: 2 years

iubenda Privacy Controls and Cookie Solution (iubenda srl)

The iubenda Privacy Controls and Cookie Solution allows the Owner to collect and store Users' preferences related to the processing of personal information and in particular to the use of Cookies and other Trackers on <https://www.der-esoterikladen.at>.

Personal Data processed: IP address and Trackers.

Place of processing: Italy – [Privacy Policy](#).

Trackers duration:

- _iub_cs-*: 1 year
- _iub_cs-*-granular: 1 year
- euconsent-v2: 12 months

Google Pay (Google LLC)

Google Pay is a payment service provided by Google LLC, which allows users to make online payments using their Google credentials.

Personal Data processed: email address, first name, last name, payment info, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Mastercard (Mastercard Inc.)

Mastercard is a payment service provided by Mastercard Inc. which allows Users to make online payments.

Personal Data processed: billing address, biometric data, data relating to the point of sale, email address, first name, last name, payment info, phone number, product interaction, profile picture, purchase history, shipping address, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

PayPal (PayPal Inc.)

PayPal is a payment service provided by PayPal Inc., which allows Users to make online payments.

Personal Data processed: billing address, biometric data, browser information, company name, data relating to the point of sale, device information, email address, first name, geographic position, identification document, income information, IP address, job position, last name, latitude (of city), longitude (of city), operating systems, order ID, payment info, phone number, profession, profile picture, purchase history, shipping address, state identification card, Tax ID, time zone, Trackers, Usage Data, username and various types of Data as specified in the privacy policy of the service.

Place of processing: See the PayPal privacy policy – [Privacy Policy](#).

Trackers duration:

- LANG: 8 hours
- __paypal_storage__: indefinite
- akavpau_ppsd: duration of the session
- enforce_policy: duration of the session
- l7_az: duration of the session
- nsid: duration of the session
- ts: duration of the session
- tsrce: duration of the session
- x-cdn: duration of the session
- x-pp-s: duration of the session

Shop Pay (Shopify Inc.)

Shop Pay is a payment management and product checkout page service provided by Shopify Inc., Shopify Commerce Singapore Pte. Ltd or by Shopify International Limited, depending on how the Owner manages the Data processing, which allows Users to make online payments on <https://www.der-esoterikladen.at>.

Personal Data processed: billing address, data relating to the point of sale, email address, financial information, first name, last name, payment info, phone number, privacy choices, product interaction, profile picture, purchase history, shipping address, social media accounts, Trackers and Usage Data.

Place of processing: Canada – [Privacy Policy](#); Singapore – [Privacy Policy](#); Ireland – [Privacy Policy](#).

Visa (Visa Inc.)

Visa is a payment service provided by Visa Inc. which allows Users to make online payments.

Personal Data processed: billing address, data relating to the point of sale, email address, financial information, first name, last name, payment info, phone number, product interaction, profile picture, purchase history, shipping address, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Shopify (Shopify Inc.)

Shopify is a platform provided by Shopify Inc. that allows the Owner to build, run and host an e-commerce website. This service may place Trackers on the User's device. For the most up-to-date and comprehensive information, refer to the service's [official documentation](#).

Personal Data processed: billing address, device information, email address, first name, last name, payment info, phone number, shipping address, Trackers and Usage Data.

Place of processing: Canada – [Privacy Policy](#).

Trackers duration:

- _ab: 3 years
- _customer_account_shop_sessions: 1 month
- _identity_session: 3 years
- _master_udr: duration of the session
- _merchant_essential: 2 years
- _orig_referrer: 14 days
- _pay_session: duration of the session
- _s: 30 minutes
- _secure_admin_session_id: 4 months
- _secure_admin_session_id_csrf: 4 months
- _shopify_country: duration of the session
- _shopify_d: duration of the session
- _shopify_essential: 2 years
- _shopify_essential_: 2 years
- _shopify_evids: duration of the session
- _shopify_fs: 1 year
- _shopify_m: duration of the session
- _shopify_s: 30 minutes
- _shopify_test: 1 minute
- _shopify_tm: duration of the session
- _shopify_tw: duration of the session
- _storefront_u: 1 minute
- _tracking_consent: duration of the session
- _y: 1 year
- auth_state_*: 25 minutes
- c: 2 years
- cart: 14 days
- cart_currency: 14 days
- cart_ver: 14 days
- checkout_queue_checkout_token: 2 years
- checkout_queue_token: 2 years
- checkout_session_token: 21 days
- checkout_worker_session: 3 days
- customer_account_new_login: 20 minutes
- customer_account_preview: 7 days
- customer_auth_provider: indefinite
- customer_auth_session_created_at: indefinite
- discount_code: duration of the session
- keep_alive: duration of the session

- localization: 14 days
- login_with_shop_finalize: 5 minutes
- master_device_id: 2 years
- shopifyChatData: duration of the session
- shopify_pay: 2 years
- source_name: indefinite
- storefront_digest: 2 years

iubenda Accessibility Solution (iubenda srl)

iubenda Accessibility Solution is a service that helps websites to comply with accessibility standards and is provided by iubenda srl.

Personal Data processed: Trackers and Usage Data.

Place of processing: Italy – [Privacy Policy](#).

Cloudflare (Cloudflare, Inc.)

Cloudflare is a traffic optimisation and distribution service provided by Cloudflare Inc. The way Cloudflare is integrated means that it filters all the traffic through <https://www.der-esoterikladen.at>, i.e., communication between <https://www.der-esoterikladen.at> and the User's browser, while also allowing analytical data from <https://www.der-esoterikladen.at> to be collected.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

Trackers duration:

- _cfuid: indefinite
- cf_clearance: 30 minutes

accessiBe accessWidget (accessiBe Ltd.)

accessiBe accessWidget is a service that helps websites to comply with accessibility standards and is provided by accessiBe Ltd.

Personal Data processed: clicks, interaction events, IP address, page views, referral URL, Trackers and Usage Data.

Place of processing: Israel – [Privacy Policy](#).

Functionality

<https://www.der-esoterikladen.at> uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

Trackers managed directly by the Owner

Mailing list or newsletter (<https://www.der-esoterikladen.at>)

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning <https://www.der-esoterikladen.at>. Your email address might also be added to this list as a result of signing up to <https://www.der-esoterikladen.at> or after making a purchase.

Personal Data processed: city, company name, country, county, date of birth, email address, first name, gender, last name, phone number, physical address, profession, state, Trackers, Usage Data, website and ZIP/Postal code.

Experience

<https://www.der-esoterikladen.at> uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

Trackers managed by third parties

Facebook Comments (Meta Platforms, Inc.)

Facebook Comments is a content commenting service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, enabling the User to leave comments and share them on the Facebook platform.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt out](#); Ireland – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- datr: 2 years
- lastExternalReferrer: duration of the session

Google Fonts (Google LLC)

Google Fonts is a typeface visualisation service provided by Google LLC that allows <https://www.der-esoterikladen.at> to incorporate content of this kind on its pages.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Measurement

<https://www.der-esoterikladen.at> uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed by third parties

Google Analytics 4 (Google LLC)

Google Analytics 4 is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of <https://www.der-esoterikladen.at>, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google’s official documentation](#).

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt out](#); Ireland – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- _ga: 2 years
- _ga_*: 2 years

Meta Events Manager (Meta Platforms, Inc.)

Meta Events Manager is an analytics service provided by Meta Platforms, Inc. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on <https://www.der-esoterikladen.at>.

Personal Data processed: billing address, browser information, browsing history, city, clicks, country, Data communicated while using the service, data relating to the point of sale, date of birth, email address, first name, gender, IP address, last name, order ID, page views, payment info, phone number, search history, shipping address, state, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data, User ID, user subscriptions and ZIP/Postal code.

Place of processing: United States – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- _fbp: 3 months
- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

Marketing

<https://www.der-esoterikladen.at> uses Trackers to deliver personalised ads or marketing content, and to measure their performance.

Some of the advertising services used by the Owner adhere to the [IAB Transparency and Consent Framework](#), an initiative that facilitates responsible privacy practises across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customise their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on <https://www.der-esoterikladen.at>.

<https://www.der-esoterikladen.at> participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. <https://www.der-esoterikladen.at> uses iubenda (identification number 123) as a Consent Management Platform.

Trackers managed by third parties

TikTok conversion tracking (TikTok Information Technologies UK Limited)

TikTok conversion tracking is an analytics and behavioural targeting service provided by TikTok Information Technologies UK Limited that connects data from the TikTok advertising network with actions performed on <https://www.der-esoterikladen.at>. The TikTok pixel tracks conversions that can be attributed to TikTok ads and enables to target groups of Users on the base of their past use of <https://www.der-esoterikladen.at>.

Personal Data processed: device information, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data.

Place of processing: United Kingdom – [Privacy Policy](#).

Trackers duration:

- `_tt_enable_cookie`: 2 years
- `_ttp`: 2 years
- `tt_appInfo`: indefinite
- `tt_pixel_session_index`: indefinite
- `tt_sessionId`: indefinite

Meta ads conversion tracking (Meta pixel) (Meta Platforms, Inc.)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. that connects data from the Meta Audience Network with actions performed on <https://www.der-esoterikladen.at>. The Meta pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt out](#).

Trackers duration:

- `_fbclid`: 3 months
- `_fbp`: 3 months
- `fr`: 3 months
- `lastExternalReferrer`: duration of the session
- `lastExternalReferrerTime`: duration of the session

TikTok Remarketing (TikTok Information Technologies UK Limited)

TikTok Remarketing is a remarketing and behavioural targeting service provided by TikTok Information Technologies UK Limited that connects the activity of <https://www.der-esoterikladen.at> with the TikTok advertising network.

Personal Data processed: device information, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data.

Place of processing: United Kingdom – [Privacy Policy](#).

Trackers duration:

- `_tt_enable_cookie`: 2 years
- `_ttp`: 2 years
- `tt_appInfo`: indefinite

- tt_pixel_session_index: indefinite
- tt_sessionId: indefinite

Vertigo Media (Vertigo Media Group)

Vertigo Media is an email address management and message sending service provided by Vertigo Media Group.

Personal Data processed: city, company name, country, date of birth, device information, email address, name, phone number, physical address, scroll-to-page interactions, Trackers, Usage Data, username and ZIP/Postal code.

Place of processing: United States – [Privacy Policy](#).

How to manage preferences and provide or withdraw consent on <https://www.der-esoterikladen.at>

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on <https://www.der-esoterikladen.at>.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

Consequences of denying consent

Users are free to decide whether or not to grant consent. However, please note that Trackers help <https://www.der-esoterikladen.at> to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

Owner and Data Controller

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Telefon: 0664 750 81 781

Owner contact email: info@der-esoterikladen.at

Since the use of third-party Trackers through <https://www.der-esoterikladen.at> cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by <https://www.der-esoterikladen.at>.

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.

Latest update: 9 September 2025

Version: 17