

Privacy Policy Information

Information under Articles 13, 14 and 21 of the General Data Protection Regulation

With this privacy policy we inform you about the processing of your personal data through us and your rights under the GDPR.

1. Responsible for data processing

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2. Personal data we process and purpose of data processing

In general, we process personal data which we receive directly as part of our business relationship. If we have received personal data from you, we generally only process it for the purposes for which we have received or collected it.

Usually we process the following categories of data:

- Name, First Name
- Address and / or Company Address
- Telecommunications Data
- E-Mail address
- Name of the Company
- If applicable, Professional Function and / or Position
- (in some cases) Bank Details / Credit Card Number / other payment details if applicable

When buying on account or other business relationships, in which we go in advance:

Depending on the occasion, we can obtain information confirming the identity and creditworthiness information of legal entities or partnerships.

In addition, we usually process data on the history of the business relationship. As part of the business start-up phase and during the business relationship, in particular through personal, telephone or written contacts, initiated by you or by one of our employees, further personal data, e.g. Information about contact channel, date, occasion and result; (electronic) copies of correspondence and information about participation in direct marketing activities. On the other hand, we process personal data that we have legitimately gained and are able to process from publicly available sources (eg trade and association registers, press, media, Internet).

We also may process personal data that we have legitimately gained and are able to process from publicly available sources (e.g. public registers, press, media, Internet).

Data processing for other purposes can only be considered if the legal requirements to that extent required under Article 6 (4) GDPR are met. In the case, of course, we will observe any information requirements under Art. 13 para. 3 DSGVO and Art. 14 para. 4 DSGVO.

3. Legal basis according to which we process your data

In the following, we inform you about the legal basis on which we process your data.

Based on your consent (Article 6 (1) lit. a GDPR)

We process personal information for one or more specific purposes if you have given us consent. If personal information is processed by you on the basis of your consent, you have the right to revoke your consent to us at any time with future effect.

Data processing for the performance of contracts (Article 6 (1) lit. b GDPR)

We process personal data for the fulfillment of contracts. The fulfillment of contracts includes, for example, the conclusion, settlement and reversal of a contract. In addition, we process personal data that are necessary for the implementation of pre-contractual measures, such as the initiation of a contract, and that are made on your request.

Data processing on the basis of legitimate interests (Article 6 (1) lit. f GDPR)

If we process data on the basis of a balance of interests, you, as the person concerned, have the right to object to the processing of your personal data, taking into account the requirements of Art. 21 DSGVO. As far as the specific purpose allows, we process your data pseudonymized or anonymized.

4. Additional recipients of your data

A transfer of your data takes place as far as a legal basis allows.

Disclosure to processors in accordance with Art. 28 GDPR

Processors commissioned by us (Article 28 GDPR), in particular in the area of IT services and, for example, printing services that process their data in line with our instructions. Whenever we commission service providers to fulfill our tasks, we always observe the data protection regulations, in particular, they only pass on the conclusion of contracts for order processing.

To carry out a contractual relationship

If it is necessary to carry out the contract with you, for example, we will pass on your data to banks or shipping service providers.

Disclosure due to a legal obligation

If there is a legal or regulatory obligation, we will pass your data on to public bodies or institutions (authorities, for example in the context of criminal prosecution).

Other recipients, in so far as you have given us consent

If explicit consent is given, we will also pass your data on to other bodies. However, this will be within limits if there is a demonstrable consent from you.

Disclosure to obtain information

If we are in advance, e.g. in the case of purchase on account, we reserve the right to obtain an identity and credit information from specialized service companies (credit reference agencies) to safeguard our legitimate.

5. Duration of data storage - how long will your data be stored?

Assigned storage duration

We process the data as long as this is necessary for the purpose. If necessary, we process your personal data for the duration of our business relationship, including the initiation and execution of a contract.

Storage due to legal regulations

In addition, we are subject to various filing and documentation obligations arising, inter alia, from the Commercial Code or tax law. Insofar as statutory storage obligations exist, the relevant personal data are stored for the duration of the retention obligation. The retention period is also governed by the statutory limitation periods, which, according to §§ 195 ff. Of the German Civil Code (Bürgerliches Gesetzbuch, BGB), can generally be three years, in some cases up to thirty years. After expiry of the retention obligation, it is checked whether there is a further need for processing. If a requirement no longer exists, the data is deleted.

Storage until revocation of your consent

If the data processing is done on a consent to revocation, we process your data until you revoke your consent.

Basically, towards the end of a calendar year, we are reviewing data for further processing. Due to the amount of data, this check is done for specific types of data or purposes of processing.

Of course, you can request information about the personal data stored by us at any time and, in the event of non-existent necessity, request deletion of the data or restriction of processing.

6. Transmission of your data to a third country

Your personal data will be processed by us in data centers of the Federal Republic of Germany or the European Union.

A transfer to a third country is only possible if you have given us your consent or we have a contract processing contract in accordance with Art. 28 DSGVO having regard to the EU standard contractual clauses or other suitable guarantees.

7. Your rights

Below you will find an overview of your rights under the General Data Protection Regulation.

Right to information (see Article 15 GDPR)

You have the right to information for the processing of your personal data in accordance with Art. 15 GDPR.

Right to rectification (see Article 16 GDPR)

You have the right to correct inaccurate personal data. Taking into account the purposes of processing, you have the right to request the completion of incomplete personal data, including by means of a supplementary statement.

Right to cancellation / right to be forgotten (see Art. 17 DSGVO)

We have to delete your data, in particular if the data is no longer necessary for the purposes for which it was processed or if you have revoked your consent or if you request the deletion of your personal data.

Right to limitation of processing / blocking (see Art. 18 GDPR)

You have the right to restriction, especially if the accuracy of your personal data is disputed by you, for a period of time that enables us to verify the accuracy of your personal information.

Right to data portability (Article 20 GDPR)

You have the right to receive the Personal Data You provide to us in a structured, common and machine-readable format, and the right to transfer such data to another person without hindrance from us, provided the processing is based on your consent or based on a contract and processing is done using automated procedures.

Right to objection (see Art. 21 GDPR)

You have the right to object to the processing of personal data, especially when processing direct marketing. See also 8. Opposition rights.

Automated decisions in individual cases including profiling (see Art. 22 DSGVO)

You have the right not to be subjected to a decision based solely on automated processing - including profiling - that will have legal effect or similarly affect you in a similar manner. This does not apply if the decision to conclude or to fulfil a contract between you and us is necessary, permitted by law, and if such provisions contain reasonable measures to safeguard your rights and freedoms, and your legitimate interests, or with your express consent.

Right of appeal (see Art. 77 DSGVO)

You have the right to complain to us about the processing of personal data by us at a data protection supervisory authority. A list of state data protection officers and their contact details can be found on the following link: www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

8. Specification of your right of objection (see Art. 21 DS-GVO)**Case-specific right of objection**

You have the right, for reasons of your own particular situation, to object at any time to the processing of personal data relating to you pursuant to Article 6 (1) lit. f of the GDPR (data processing based on a balance of interests).

This also applies to a profiling based on this provision within the meaning of Art. 4 No. 4 GDPR, which, for. B. for customer service and support and for sales purposes. If you object, we will no longer process your personal information unless we can establish compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or the processing is for the purposes of asserting, exercising or defending legal claims.

Right to object to the processing of data for direct marketing purposes

We can also process your data for direct mail within the scope of the legal provisions. You have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising. This also applies to the profiling, as far as this is connected to direct advertising activities.

If you object to the processing for direct marketing purposes, we will no longer process your personal data for these purposes. The objection can be made free of form.

Please direct your objection to the responsible body mentioned above.

9. Legal or contractual obligation to provide personal data (Article 13 (2) lit. e GDPR)

The provision of personal data is regularly required for the initiation, conclusion, settlement and rescission of a contract. In the event that you do not provide the required personal data, we might be unable to conclude and fulfil a contract with you.

10. Data Protection Officer

We have named a data protection officer in our company. You can reach him under the following contact options:

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