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## **Data protection: Information obligation according to Articles 13 & 14 GDPR**

### **Handling personal data of business contacts and contact persons**

Data protection is a matter of trust, and your trust is important to us. The protection and lawful handling of your personal data ("processing") is therefore an important concern for us. Personal data refers to all personal information (name, address, telephone number, email address, IP address, etc.) and all information that can be traced back to you.

We want you to know when we collect what data and how we use it. We have taken technical and organizational measures to ensure that our own data protection rules and those of potential third party service providers with whom we have concluded an agreement for order processing according to Article 28 GDPR are respected.

We use the information we have received about you from our **business contacts and contact persons** exclusively in accordance with the General Data Protection Regulation (GDPR) of the European Union (EU), which has been in force since May 25, 2018, and the new German Federal Data Protection Act (BDSG).

### **Information obligations according to Articles 13 & 14 GDPR**

Under the General Data Protection Regulation in accordance with Articles 13 & 14 GDPR, whenever we collect personal data directly from the person concerned, we are required to provide corresponding information

#### **Data protection officer:**

Thomas Schneider, DSB Baden GmbH  
(Please include our company name in the subject line when contacting us)  
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#### **Purposes of the processing**

- Processing your request
- Establishment, performance or termination of the business relationship with you or your employer
- Promotion of additional services and products

#### **Legal basis for the processing**

Your data will be processed as follows:

- For persons acting on their own behalf (e.g., "end customers"): in accordance with Article 6(1)(b) GDPR (establishment and implementation of a "contractual relationship")
- For persons representing a company (e.g., employees of a GmbH): in accordance with Article 6(1)(f) GDPR ("balancing of interests").
- If we promote additional services and products, this is also done on the basis of the balancing of interests pursuant to Article 6(1)(f) GDPR.

#### **Legitimate interests**

If we promote additional services and products, we will contact you on the basis of Article 6(1)(f) because we have a legitimate interest in expanding and deepening our business relationship. For this purpose, we will only use the contact data you have provided, taking into account legal restrictions (e.g., no newsletter without consent). You can object to this at any time.

Insofar as the processing of your request has to do with a business relationship with your employer, we are of course also interested in "exercising" this business relationship. We received your business contact information (e.g., at a trade fair) for this purpose. We may also have received your data via a third party because this third party forwarded your request to us on your behalf, we provide implementation support as a business partner or you gave your consent to this third party with regard to the transfer of your contact data. In the interests of a joint business relationship, we consider it reasonable to use this data in accordance with the purposes stated above.

**Data categories**

We generally process your business contact information that we have received. Some of these are already supplemented by a specified purpose (e.g., request from you) and therefore include business concerns.

**Data sources**

In most cases, we collect personal data directly from the data subject (e.g., via a trade fair stand or when you contact us). However, we may also receive your personal data from third parties (e.g., as subcontractors or in individual cases from industry-specific address databases).

**Recipient of the personal data**

In principle, we only pass on your personal data for the purposes stated above (including to subcontractors where applicable). If in individual cases data is to be shared with other departments (e.g., the group of companies), we will inform you of this in advance.

How long is the data stored?

We generally assume a permanent business relationship. Therefore, we store the personal data provided in our systems. Deletion will only take place if you expressly request it and legal retention periods have expired. In individual cases, we will also delete information (e.g., for specific inquiries) after the situation has been resolved.

**Third-country transfer**

We do not transfer your personal data to any agencies outside the EU. However, if this should occur in the future for the purpose of fulfillment, we shall ensure that a GDPR-compliant security system is provided in the recipient country (e.g., Switzerland by means of an "adequacy decision" in accordance with Article 45 GDPR

**Your rights – rights of the data subject under the GDPR**

Articles 12 - 23 GDPR regulate the rights of the data subject, i.e. your rights regarding the handling of your personal data. With regard to us, the most important of these are:

Right to information at the latest at the time of the collection in accordance with Article 13 GDPR, which we comply with through this data protection statement.

- Right of access to information according to Article 15 GDPR
- Right to correction according to Article 16 GDPR
- Right to deletion according to Article 17 GDPR
- Right to restriction of the processing according to Article 18 GDPR
- Where applicable: Right to data portability according to Article 20 GDPR
- Right to object to the processing according to Article 21 GDPR
- Right to lodge a complaint:

If you would like to assert your rights with us (see the following), please contact our data protection officer.

**Security note**

By using all technical and organizational methods available, we strive to store your personal data in such a way that it cannot be accessed by third parties. In case of communication via an unencrypted email, we cannot guarantee complete data security. We recommend encryption or sending us a letter by mail for confidential information.

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