

# Privacy policy

(Information on the processing of personal data pursuant to Art. 13, 14 GDPR)

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# Privacy policy

We take the protection of your personal data very seriously and treat your personal data confidentially and in accordance with the statutory data protection regulations. This privacy policy provides you with details.

## 1. Responsible processors

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## 2. Data protection officer of the responsible processor s

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## 3. Processing procedures:

### 3.1. Data protection in the context of the implementation of pre-contractual measures or for the fulfilment of a contract

#### 3.1.1. Type of data

Relevant personal data that we process are

- Personal master data (name, address and other contact details)
- Communication data (e.g. telephone, e-mail)
- Contract master data (contractual relationship, product or contractual interest)
- Customer history
- Contract billing and payment data
- Planning and control data

#### 3.1.2. Purposes and legal basis of the processing

We process your data for the purpose of handling an enquiry from you or a contractual relationship with you (provision of goods and services).

Your personal data will be processed:

- for the fulfilment of a contract with you or for the implementation of pre-contractual measures taken at the request of the data subject (Art. 6 para. 1 lit. b GDPR)
- If the scope of the processing goes beyond this, we will ask you for your consent (Art. 6 para. 1 lit. a GDPR)

### 3.1.3. Sources

We only process personal data that we receive directly from you or from another person (e.g. a colleague) as part of your enquiry or a contractual relationship with you.

If necessary, we also process personal data that we legitimately receive from third parties (e.g. from courts, authorities, offices or insurance companies).

### 3.1.4. Recipients of personal data

Your data will be transferred to specialized departments within our company as well as within our group of companies or within affiliated companies, in individual cases to distributors or affiliated companies in third countries.

Furthermore, data may be transmitted outside our company to customers, suppliers, distributors, authorities, banks, service providers such as service data centers and remote maintenance.

If data is transferred to third countries, the transfer is either permitted by a condition of Art. 49 para. 1 and para. 2 EU GDPR on the basis of your informed consent or on the basis of a contract / pre-contractual measure at the request of the data subject or we have guarantees for the data protection-compliant processing of your data in third countries (Art. 46 para. 2 & 3 GDPR).

### 3.1.5. Storage

Data is stored for at least the duration of the business relationship (e.g. your enquiry / for the duration of the contractual relationship). In most cases, we are bound by the statutory retention periods. After this maximum storage period has expired, your data will be deleted unless there is another important reason to the contrary.

## 3.2. Data protection in the context of access restrictions

If access restrictions apply due to an infection situation, we process data, including special categories of your data if necessary.

### 3.2.1. Type of data

Relevant personal data that we process are

- Personal master data (name, address and other contact details)
- Communication data (e.g. telephone, e-mail)
- Health data
- Residence data
- Data on social contacts

### 3.2.2. Purposes and legal basis of the processing

We process your data in accordance with the applicable laws and regulations. These are primarily the Infection Protection Act and the regulations based on it.

Processing therefore takes place either

- for the implementation of protective measures (Art. 9 para. 2 lit. i GDPR)

### 3.2.3. Sources

We only process personal data that we receive from you during your visit.

#### 3.2.4. Recipients of personal data

Your data will be transmitted to specialized departments within our company and possibly within our group of companies as part of the processing.

If necessary, the data will be transmitted to the public health department within the framework of the statutory provisions.

#### 3.2.5. Storage

Storage takes place after completion for the duration provided for in the respective legal regulation.

### 3.3. Data protection in the context of trade show appearances

#### 3.3.1. Type of data

Relevant personal data that we process are

- Basic personal data (name, address, and other contact details, e.g., in the context of sweepstakes)
- Image data (photo and video data)
- Log data to ensure security and IT system integrity

#### 3.3.2. Purposes and legal basis of the processing

We process your data as part of concluded contracts when registering speakers or based on our legitimate interest in documenting trade show events.

- Processing is carried out either under Art. 6 para. 1 lit. b GDPR or
- Under Art. 6 para. 1 lit. f GDPR

For all other processing activities, we request your consent. These are carried out based on your consent, if obtained (Art. 6 para. 1 lit. a GDPR).

#### 3.3.3. Sources

We only process your personal data if we have received it directly from you during your visit to the trade show.

#### 3.3.4. Recipients of personal data

Your data is shared with relevant departments within our company, within our corporate group, or with affiliated companies.

Additionally, image and video data may be transmitted live or with a delay to various social media channels. This is always done in compliance with applicable legal requirements, particularly Section 22 of the German Art Copyright Act (*KunstUrhG*).

If data is transferred to third countries, such transfers are permitted under Art. 49 para. 1 and 2 GDPR based on your informed consent or as part of a contract/pre-contractual measure at your request. Alternatively, we ensure appropriate safeguards for the lawful processing of your data in third countries (Art. 46 para. 2 & 3 GDPR).

#### 3.3.5. Storage

Data is stored for at least the duration of the live broadcast. Data published with a delay and non-image-related data are stored until the processing purpose is fulfilled. After this maximum storage period has expired, your data will be deleted unless there is another important reason to the contrary.

### **3.4. Data protection in the context of marketing (also direct marketing)**

#### **3.4.1. Type of data**

Relevant personal data that we process are

- Personal master data (name, address and other contact details)
- Communication data (e.g. telephone, e-mail)
- Information (from third parties, for example credit agencies, or from public directories)
- Log data, to ensure the security of the IT systems

#### **3.4.2. Purposes and legal basis of the processing**

We process your data in the context of existing customer relationships or for acquisition purposes (direct marketing) if we wish to inform you about goods or services.

- Processing is carried out either on the basis of legitimate interest (Art. 6 para. 1 lit. f in conjunction with EC 47 sentence 7 GDPR), if we do not have consent or communicate for contractual reasons,
- for the fulfilment of a contract with you or for the implementation of pre-contractual measures taken at the request of the data subject (Art. 6 para. 1 lit. b GDPR), if we write to you in the context of a contractual relationship or a contract initiation or
- on the basis of your consent, if we have obtained it (Art. 6 para. 1 lit. a GDPR).

In any case, your personal data will be processed in compliance with the provisions of Section 7 (3) UWG.

#### **3.4.3. Sources**

We process your personal data if we receive it directly from you as part of your enquiry or a contractual relationship with you. In addition, the data may also have been acquired from an address dealer, in which case the dealer is responsible for ensuring that we are authorized to use the data for the purposes described above. This is contractually guaranteed.

#### **3.4.4. Recipients of personal data**

Your data will be transferred to specialized departments within our company as well as within our group of companies or within affiliated companies, in individual cases to group subsidiaries, distributors or affiliated companies in third countries.

Furthermore, data may be transmitted outside our company to service providers such as service data centers and marketing agencies.

If data is transferred to third countries, the transfer is either permitted by a condition of Art. 49 para. 1 and para. 2 EU GDPR on the basis of your informed consent or on the basis of a contract / pre-contractual measure at the request of the data subject or we have guarantees for the data protection-compliant processing of your data in third countries (Art. 46 para. 2 & 3 GDPR).

#### **3.4.5. Storage**

Data is stored for at least the duration of the business relationship (e.g. your enquiry / for the duration of the contractual relationship). In most cases, we are bound by the statutory retention periods. After this maximum storage period has expired, your data will be deleted unless there is another important reason to the contrary.

### **3.5. Data protection in the context of video surveillance**

Our site and its entrances, as well as the exterior of the buildings on it, are monitored by video cameras.

#### **3.5.1. Type of data**

Relevant personal data that we process are

- Image data
- Video data
- date
- Time of day
- Behavioral data

#### **3.5.2. Purposes and legal basis of the processing**

We process this data for the legitimate interest of protecting the premises and buildings. The aim is to protect against vandalism as well as burglary and related criminal offences. If we analyze the recordings and identify affected persons, they will be notified immediately.

Processing therefore takes place on the basis of

- Art. 6 para. 1 lit. f GDPR

#### **3.5.3. Sources**

We only process personal data that we receive from you during your visit.

#### **3.5.4. Recipients of personal data**

Your data will be transmitted to specialized departments within our company and possibly within our group of companies as part of the processing.

#### **3.5.5. Storage**

The data is stored for 72 hours. If further clarification is required during the evaluation, the data will be stored until the purpose of the recording has been fulfilled.

### **3.6. Data protection in the context of online events**

#### **3.6.1. Type of data**

Relevant personal data that we process are

- Personal master data (name, address and other contact details)
- Communication data (e.g. telephone, e-mail)
- Log data, to ensure the security of the IT systems
- Participation dates
- Registration data

#### **3.6.2. Purposes and legal basis of the processing**

We process your data in the context of existing and prospective customer relationships when we give you the opportunity to register for an online event.

- The processing therefore takes place either on the basis of legitimate interest (Art. 6 para. 1 lit. f GDPR) or
- for the fulfilment of a contract with you or for the implementation of pre-contractual measures taken at the request of the data subject (Art. 6 para. 1 lit. b GDPR) or

- on the basis of your consent (Art. 6 para. 1 lit. a GDPR).

#### 3.6.3. Sources

We only process personal data that we receive directly from you as part of your registration or a contractual relationship with you.

#### 3.6.4. Recipients of personal data

Your data will be transmitted to specialized departments within our company as part of the processing.

Furthermore, data may be transmitted outside our company to service providers such as service data centers.

If data is transferred to third countries, the transfer is either permitted by a condition of Art. 49 para. 1 and para. 2 EU GDPR on the basis of your informed consent or on the basis of a contract / pre-contractual measure at the request of the data subject or we have guarantees for the data protection-compliant processing of your data in third countries (Art. 46 para. 2 & 3 GDPR).

#### 3.6.5. Storage

The data will be stored at least until the purpose is fulfilled (participation in the online event) or, in the case of consent, until the purpose of the consent expires. After this maximum storage period has expired, your data will be deleted unless there is another important reason to the contrary.

### 3.7. Data protection in the context of correspondence

We would like to point out that data transmission when communicating by e-mail security vulnerabilities and the transmission is usually only transport-encrypted. If you do not want this, more powerful encryption methods must be used.

#### 3.7.1. Type of data

Relevant personal data that we process are

- Personal master data (name, address and other contact details)
- Communication data (e.g. telephone, e-mail)

Furthermore, all data that is the content of the communication, which may include the following:

- Contract master data (contractual relationship, product or contractual interest)
- Customer history
- Contract billing and payment data
- Planning and control data

#### 3.7.2. Purposes and legal basis of the processing

We process your data within the scope of the legal basis of the correspondence. This may be, for example, an enquiry, an order, project reference or similar.

Processing therefore takes place either

- on the basis of legitimate interest (Art. 6 para. 1 lit. f GDPR),
- for the fulfilment of a contract with you or for the implementation of pre-contractual measures taken at the request of the data subject (Art. 6 para. 1 lit. b GDPR) or



- on the basis of your (possibly implied) consent (Art. 6 para. 1 lit. a GDPR).

#### 3.7.3. Sources

We only process personal data that we receive in the course of correspondence.

#### 3.7.4. Recipients of personal data

Your data will be transferred to specialized departments within our company as well as within our group of companies or within affiliated companies, in individual cases to distributors or affiliated companies in third countries.

Furthermore, data may be transmitted outside our company to service providers such as service data centers and marketing agencies.

If data is transferred to third countries, the transfer is either permitted by a condition of Art. 49 para. 1 and para. 2 EU GDPR on the basis of your informed consent or on the basis of a contract / pre-contractual measure at the request of the data subject or we have guarantees for the data protection-compliant processing of your data in third countries (Art. 46 para. 2 & 3 GDPR).

#### 3.7.5. Storage

Data is stored for at least the duration of the business relationship (e.g. your enquiry / for the duration of the contractual relationship). In most cases, we are bound by the statutory retention periods. After this maximum storage period has expired, your data will be deleted unless there is another important reason to the contrary.

### 3.8. Data protection in the context of telephony

We would like to point out that data transmission during communication by telephone security vulnerabilities and the transmission is usually only transport-encrypted.

#### 3.8.1. Type of data

Relevant personal data that we process are

- Personal master data (name, address and other contact details)
- Communication data (contents)

Furthermore, all data that is the content of the communication, which may include the following:

- Contract master data (contractual relationship, product or contractual interest)
- Orders
- Enquiries
- Offers
- Other sales content

Due to the openness of telephone communication, the types of data cannot be conclusively determined.

#### 3.8.2. Purposes and legal basis of the processing

We process your data within the scope of the legal basis for telephone communication. This may be, for example, an enquiry, an order, project reference or similar.

We also process the data in telesales for employee training.

Processing therefore takes place either

- on the basis of legitimate interest (Art. 6 para. 1 lit. f GDPR),
- for the fulfilment of a contract with you or for the implementation of pre-contractual measures taken at the request of the data subject (Art. 6 para. 1 lit. b GDPR) or
- on the basis of your (possibly implied) consent (Art. 6 para. 1 lit. a GDPR).

#### 3.8.3. Sources

We only process personal data that we receive in the course of telephone communication.

#### 3.8.4. Recipients of personal data

Your data will be transferred to specialized departments within our company as well as within our group of companies or within affiliated companies, in individual cases to distributors or affiliated companies in third countries.

As part of the training in telesales, telephone calls are listened to by the internal trainers at set times; they are not recorded or passed on to third parties.

#### 3.8.5. Storage

The telephone system only saves the metadata, content data is not saved. Metadata is deleted after 90 days.

### 3.9. Data protection in the context of applications

We process all data that you make available to us as part of an application.

#### 3.9.1. Type of data

Relevant personal data that we process are

- Personal master data (name, address and other contact details)
- Communication data (e.g. telephone, e-mail)
- Qualification data
- Data of the curriculum vitae
- If applicable, special categories of personal data (religion, trade union membership)
- other data that your application contains
- Dates

#### 3.9.2. Purposes and legal basis of the processing

We process your data as part of the application process in preparation for your contractual relationship with us.

Processing therefore takes place either

- to take steps at the request of the data subject prior to entering into a contract (Art. 6 (1) (b) GDPR in conjunction with Art. 88 GDPR in conjunction with Section 26 BDSG)

#### 3.9.3. Sources

We only process personal data that we receive as part of your application.

#### 3.9.4. Recipients of personal data

Your data will be transmitted to specialized departments within our company and possibly within our group of companies as part of the processing.

#### 3.9.5. Storage

Once the application process has been completed, your data will be stored either for the duration of your employment contract or, if your application is unsuccessful, for 6 months after rejection. If we wish to store your data for longer, we will ask you for your consent. After this maximum storage period has expired, your data will be deleted. The metadata of the application will be stored for a further 3 years.

### 4. Rights of data subjects

The processing of your personal data by the responsible processor results in the following rights for you:

- The right to information (if we process your personal data, you will receive information on the exact circumstances upon request)
- The right to erasure of the data (under certain circumstances that may need to be clarified)
- The right to be forgotten (if data has been transmitted, we must request the recipient to delete it)
- The right to data portability (if you wish, we must transfer the data to a third party in machine-readable form)
- The right to rectification of the data category (if this is incorrect)
- The right to object to the processing activity (under certain circumstances that may need to be clarified)
- The right to rectification if the data is incorrect.
- The right to lodge a complaint with the supervisory authority. (Complaints are accepted by the supervisory authority responsible for you as part of the so-called "one-stop-shop" principle. This is either the supervisory authority of your country or, in the Federal Republic of Germany, your federal state. You can find a list by federal state here:  
[https://www.datenschutz-wiki.de/Aufsichtsbehörden\\_und\\_Landesdatenschutzbeauftragte](https://www.datenschutz-wiki.de/Aufsichtsbehörden_und_Landesdatenschutzbeauftragte)

### 5. Reasons for the provision

As part of our business relationship, you only have to provide us with the personal data that is necessary for the processing of the legal transaction. If you do not provide this data, a business relationship is not possible.

### 6. Other

There is no automated decision-making. We also do not process your data with the aim of evaluating certain personal aspects (profiling).