

Data protection is very important to us.

This Declaration of Transparency notifies the public about the way we collect and process personal data, and inform people concerned about their rights.

## 1. Data processor

Controller as defined in GDPR Article 4 (7)

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## 2. Data Protection Officer

Manfred Engelhardt	Phone +49 7943 4309805
Consultant Data Protection	Fax +49 7943 5339966
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## 3. Processing purpose / Data categories

Personal data is processed (data collecting, processing and utilizing) to fulfill our business purpose, preserve legal conformity, and for our own legitimate interest with regard to the welfare of our employees and proprietors.

Processing concerns especially these categories of data subjects:

### Customers

Personal data is processed for the performance of contracts, for compliance with legal obligations, and because of our own legitimate interest. Legal basis: GDPR Article 6 (1) b, c and f.

*Categories of personal include:*

- Personal identifiable data, contact information, function/position in company, contract data, billing data, bank details, purchasing data

### Suppliers / Service providers

Personal data is processed for the performance of contracts, for compliance with legal obligations, and because of our own legitimate interest. Legal basis: GDPR Article 6 (1) b, c and f.

*Categories of personal include:*

- Personal identifiable data, contact information, function/position in supplier company, contract data, billing data, bank details

## Potential Buyers / General Business and Network Contacts

The majority of personal data is processed to answer questions, prepare contracts, and because of our own legitimate interest.. Legal basis: GDPR Article 6 (1) b and f.

### *Categories of personal data:*

- Personal identifiable data, contact information, function/position in company

## Recipient of personalized information

Personal data is processed to provide general business information (e.g. company and industry brochures), seasonal information (e.g. summer mailing, end-of-the-year mailing), event information (e.g. trade shows, expert talks), communication on special occasions (e.g. Condolences), and specific technical information (e.g. new trends in industry, new technological developments). This information is provided by electronic means, by mail, phone, or personally.

Legal basis: To safeguard our own legitimate interest pursuant to GDPR Article 6 (1) f to continuously improve customer service, enhance service quality, and strengthening customer loyalty with regard to the welfare of our business and employees.

## Recipient of personalized advertising

Based on consent, personal data are processed to provide personalized advertising. Contact is made via e-mail, phone, fax, SMS, post, social networks, or visits in person.

Personalized advertising is provided, e.g. as a newsletter.

Legal basis: GDPR Article 6 (1) a

## 4. Duration of storage

Personal data is stored for as long as necessary for the processing purpose (point 3) or as dictated by a legal obligation to retain data or provide proof.

Based on our legitimate interest, we store data relating to offers without order placement for 12 months, lead forms without order placement for 6 months, credit rating information for 3 years. Our legitimate interest is the enhancement of our service quality with regard to customers and potential customers, and in minimizing internal work load.

### *Consent has been given*

The duration of storage depends on the purpose of consent. After consent is withdrawn, processing is limited and data erased after 30 days unless there is a legal obligation to retain data.or provide proof.

## 5. Categories of recipients

If necessary, personal data will be disclosed to the following categories of recipients:

- IT service providers (providing information and telecommunication services)
- Marketing service providers (creating and consulting marketing strategies)
- Mail service providers (sending advertising e-mails)
- Logistics service providers (shipping goods and documents)
- Customer service providers (contact for your questions)
- Suppliers (purchasing good/services with regard to customers)
- Subcontractors (service or work contract work)
- Record and data shredders (professional disposal of records and data storage media)
- Authorities (e.g. revenue service)
- Tax advisors, auditors, consultants
- Financial service providers (e.g. banks, SCHUFA (General Credit Protection Agency))
- Lawyers (e.g. defense or enforcement of claims)
- Insurance (e.g. Liability insurance)

## 6. Data subject rights

Data subjects may use the contact details provided to request information regarding the personal data stored at any time. Furthermore, there is the right to rectification, to erasure, restriction of processing, and data portability.

You are under no obligation to provide us with personal data. However, this would entail that we won't be able, or only partially be able to fulfill the purposes listed under 3).

We do not conduct automated decision-making nor profiling.

In addition, data subjects may contact the data protection officer or supervisory authority.

## 7. Right of objection

Where there is processing due to our legitimate interest pursuant to GDPR Article 6 (1) f, you may object to this processing. This especially applies to processing with regard to direct marketing.

## 8. Right to withdraw consent

At any time you may withdraw your consent for the future collection and storage of your personal data pursuant to Article 6 (1) a or Article 9 (2) a by contacting us using the contact data given above. The lawfulness of processing data because of consent given until it is withdrawn is unaffected by this.