

Data Protection –Form

DS022
Version: 1.0
25.05.2018
Confidentiality:
offen

Information about the processing of customer data

according to Section 13 und 14 GDPR



Mailing list: Departments

Data privacy notice for customers

1 Name and contact data of the party responsible

The responsible party as defined by the data protection law is

Zieher KG
Kulmbacher Straße 15
95502 Himmelkron

For more information about our company and about authorised representatives and other contact options, please go to: <https://www.zieher.com/en/legal-notice/legal-notice/>

2 Our data protection officer

We have appointed a data protection officer in our company. You can contact her as follows:

Dr. Marion Herrmann
Datenschutz Symbiose GmbH, Hundingstr. 10, 95445 Bayreuth
E-Mail: datenschutz@zieher.com

3 Collection and storage of personal data; type, purpose and use

If your order from us, the data you enter in the corresponding application form or order form will be

collected. In particular, this can include the following information:

- Form of address, title, first name, last name
- Address
- E-mail address
- Phone number (landline and/or cell phone)
- if applicable, fax number (if available & desired)
- if applicable, account data
- if applicable, date of birth
- if applicable, access data (if required for the cooperation)
- if applicable, Credit rating data

In addition, all the information required for performing the contract with you will be collected.

Erstellt am von	24.05.2018 mh	Geprüft am von	Letzte Änderung am von	Freigabe am von:	25.05.2018 DSB
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Processing for the purpose of contract initiation and settlement (Section 6 Para. 1 lit. b) GDPR)

The processing is required for initiation, processing and billing of orders.

The personal data is processed due to your request and is required for the mentioned purposes for the processing of your order and for meeting the obligations arising from the underlying contract.

Processing based on your compliance (Section 6 Para. 1 lit. a) GDPR)

If we have obtained your consent to processing of your data for specific purposes (e.g. advertising purposes), processing on this basis is legal.

Processing for legitimate interest (Section 6 Para. 1 lit. a) GDPR)

We process your data in a permissible manner in order to safeguard our legitimate interests.

This includes the following purposes:

- Individual customer service
- tailor-made design of our products
- Market and opinion research
- Advertising purposes for own deliveries and services
- Advertising purposes for other deliveries and services of our partner companies
- Consultation and data exchange with credit agencies (creditworthiness check)
- Execution of accounts receivable management
- Sales cooperations
- Assertion of legal claims
- Research for addresses
- Investigation and prevention of crime
- Analysis, statistics, system safety tests

The collected personal data will be saved until the legal retention period for merchants expires (6 or 10 years after the calendar year in which the contractual relationship was terminated) and then deleted. This does not apply if we are obligated to a longer storage period due to retention obligations under tax or commercial law (according to HGB (Commercial Code), StGB (Criminal Code) or AO (General Tax Code)) or if you have given consent to a continued storage.

4 Disclosure of data to third parties

Generally, the personal data will not be disclosed to a third party. Exceptions to this apply only if it is required for the execution of contractual relationships with you. This includes, in particular, the disclosure of data to service providers commissioned by us (so-called order processors) or other third parties whose activities are required for performing the contract (e.g. shipping companies or banks). The third parties may use the disclosed data exclusively for the named purposes.

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5 Your rights as a person concerned

As a person affected by the data processing, you have various rights:

- **Right to withdraw:** You can withdraw your consent at any time. The data processing based on the withdrawn consent may then no longer be continued.
- **Right to information:** You have the right to request information about the personal data processed by us. This will apply especially for the processing of data, the categories of personal data and, if applicable, the categories of recipients, the storage period, the origin of your data as well as to the existence of an automated decision-making system including profiling and, if applicable, meaningful information on their details
- **Right of correction:** You can request the correction or completion of incorrect personal data stored at our location.
- **Right to delete:** You can request the deletion of the personal data stored at our location unless their processing is required for executing the right to freedom of expression and information, for the compliance of a legal obligation, for reasons of public interest or for asserting, exercising or defending legal claims.
- **Right to restricted processing:** You can request to have the processing of your personal data restricted if you dispute the correctness of the data, if the processing is unlawful but you reject to their deletion. You have also this right if we no longer require the data but require them for the assertion, execution or defence of legal claims. Furthermore, you have this right if you filed an objection against the processing of your personal data;
- **Right to data portability:** You can request to receive your personal data that you provided to us in a structured, common and machine-readable format. Alternatively, you can request the direct transmission of your personal data to another responsible party if this is possible.
- **Right to appeal:** You can appeal to a data protection regulatory authority, for example, if you think that we process your personal data unlawfully. You have the right to appeal a regulatory authority for data protection about the processing of personal data by us.
Our competent data protection regulatory authority is:

Bayerisches Landesamt für Datenschutzaufsicht (BayLDA)
Promenade 27, 91522 Ansbach
Phone: +49 (0) 981 53 1300

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E-mail: poststelle@lda.bayern.de

6 Your right to object

If we process your personal data based on a legitimate interest, you will have the right to object to this processing. If you want to exercise your right to object, a notification in text form will be sufficient. You are welcome to write, send a fax or contact us by e-mail. Our contact data are listed under item 1 of this data privacy notice.

7 Data processing online

Certain personal data, including the IP address of the website visitors, are processed also via our website at <https://www.zieher.com/en/>. For additional information on privacy, please go to <https://www.zieher.com/en/legal-notice/data-privacy/>.

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