

# Privacy Information – Clients and other Contractors

Following the new privacy regulation (GDPR) we would like to inform you as our customer or contractor about the purposes and means of data processing as we are collection personal data regarding you as we are performing contracts with you or the company you work for. The upcoming information is given according to Art. 13 GDPR.

## 1. Controller and data protection officer

The controller of the processing of your data is the Peter Kröner GmbH, Kirchstr. 1h, 56412 Stahlhofen, represented by Mrs. Ute Kröner and Mr. Peter Kröner. The controller can be contacted under: Phone: +49 (0) 2602 - 5278, Fax +49 (0) 2602 - 17992, E-Mail: info@peter-kroener.de.

The controller does not fall under the obligation to appoint a data protection officer.

## 2. Scope and Processing of Personal Data, Legal Basis and Provision of Data

### 2.1 Contracts

Your personal data are processed for the following purposes: Preparation and conclusion of contracts, communication in the context of the contractual relationship with the controller, invoicing and payment services.

The legal justification for this data processing is based on Art. 6 Para. 1 b) GDPR, under which processing is lawful when it is necessary for fulfilling a contract to which the data subject is party or to take steps at the request of the data subject prior to entering into a contract. The legal justification for this data processing may also be based on Art. 6 para. 1 f) GDPR, under which processing is lawful when it is necessary to safeguard the legitimate interests of the controller or a third party, so long as these interests are not overridden by the fundamental rights or freedoms of the data subject, which require the protection of personal data. Those legitimate interests involve the initiation of contracts in the context of sales relations as well as the communication in this regard. Furthermore, the legitimate interest of the controller involves the automated processing of your provided data in order to organise work processes more efficiently. Provision of data is contractually necessary if it is processed in the context of contracts. Failure to provide will then result in the controller refusing to conclude a contract with you.

### 2.2 Direct Marketing

Personal data are used to inform you about special offers such as catalogues and therefore processed.

In order to follow a largely individual approach in direct marketing we use personal data for internal evaluation purposes.

The legal justification for this data processing is based on Art. 6 para. 1 f) GDPR, under which processing is lawful when it is necessary to safeguard the legitimate interests of the controller. The legitimate interest of the controller involves the personalisation of marketing campaigns.

The provision of data is neither legally required, nor contractually necessary. Failure to provide will not result in any negative consequences.

In individual cases, those processings might also be based on Art. 6 para 1 a) GDPR (consent) and § 7 UWG (German "Gesetz gegen unlauteren Wettbewerb"). Those cases appear if you have consented to promotional approaches by the controller.

The provision of data is neither legally required, nor contractually necessary. Failure to provide will not result in any negative consequences.

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## 2.3 Credit checks

The controller reserves the opportunity to perform credit checks. This may occur prior to the conclusion of a contract or on the event that indications for the loss of your creditworthiness exist. If that check turns out to be negative, the controller may refuse to conclude a contract with you.

The legal justification for the mentioned processing is based on Art. 6 para 1 f) GDPR, as for that it is necessary to safeguard the legitimate interests of the controller. Those interests involve the protection against payment defaults.

Provision of data is neither legally required, nor contractually necessary. However, it is necessary to perform credit checks.

## 3. Recipients

Transmission of personal data to internal or external bodies will occur to internal departments (sales, customer service). Personal data may also be transmitted to third party recipients, such as it-service-providers, contractors, tax consultant.

Those transmissions are either legally permitted or part of a data processing on behalf of the controller.

The controller does not intend to transfer personal data to third party countries.

## 4. Duration of storage

Your personal data are stored into the controller's customer resources system after the first contact in the context of the trade fair. We deleted personal data once the applicable statutory retention periods are expired and any mutual claims are fulfilled. Your home or business address may be used for post-advertising regardless of the expiration of any contractual relationship between you and the controller, if you do not appeal.

In the case that no contract was concluded between the controller and you, your personal data will be deleted until the date of the respective next trade fair. If no next trade fair will be held, your personal data will be stored for no later than 10 years after the trade fair, where the contact with the controller was made, if no further statutory obligations set out a further obligation to store your personal data.

If your personal data was anonymised, it will be stored with no retention periods.

## 5. Your Rights

As the data subject, you have the following rights:

You have the right to access (Art. 15 GDPR); the right to rectification (Art. 16 GDPR); the right to erasure (Art. 17 GDPR), the right to restriction of processing (Art. 18 GDPR); and the right to objection according to Art. 21 GDPR.

The controller will respond to any inquiry regarding your rights without undue delay.

If you have objected to the processing, the controller will refrain from promotional approaches via phone or email.

## 6. Revocation of your Consent

If you have provided your consent to the processing of your personal data and withdraw this consent, processing that has taken place until the time of withdrawal remains unaffected.

## 7. Right to appeal

You have, at any time, the right to appeal to the competent supervisory authority.