

Initial information on the use of personal data of our business partners

Geltungsbereich	<input checked="" type="checkbox"/>	Z
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Prozess

Weisung

Formular

Purposes of data processing

Our organization (address can be found in the email [hereinafter "we"]) uses personal data of business partners for the purpose of establishing and conducting business relationships with customers and suppliers. The processing of the personal data collected is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract pursuant to Art. 6 (1) sentence 1 lit. b) EU General Data Protection Regulation (GDPR). For contact persons of our customers and business partners, we process the professional contact data for contacting and customer communication. If we have received the email addresses of the data subjects in connection with the sale of goods or services, we may also use these email addresses for direct marketing purposes. The legal basis is our legitimate interest in establishing and maintaining a lasting customer relationship and direct marketing in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR. If necessary in the context of the business relationship, we may also pass on the contact details of the data subjects to other affiliated Group companies. The legal basis for the data transfer is our legitimate interest or the legitimate interest of a third party in a group-wide exchange of information in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR.

Transfer to third countries

At your request, we will pass on your contact details to our sales partners and local dealers. The purpose of this transfer is to process your enquiries about products and orders. This may also include the transfer of your data to dealers outside the European Union. The transfer takes place on the basis of your voluntary consent.

Duration of data storage

Unless otherwise provided for in the data protection information for business partners, personal data is deleted when it is no longer required for the purposes for which it was collected. We retain personal data for a period of 6 or 10 years, e.g. in the case of retention obligations under commercial or tax law in accordance with Section 257 (1) HGB and Section 147 (1) AO.

Further information

Detailed information on how we process the personal data of business partners, how you can exercise your rights as a data subject and how you can contact the data protection officer can be found in the "Information on data processing for business partners" on our homepage under the heading Data protection.

Der Benutzer hat sich bei Nutzung einer Kopie der Konformität mit der aktuellen Version in ELO zu vergewissern

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