

Privacy information pursuant to Art. 13, 14 GDPR for customers, suppliers, business partners & their employees

1. Introduction

In the frame of our business relation or our contact in the interests of your employer, exchange of data, some of which may be personal data, with you takes place. With the following information, we want to give you as a “data subject” an overview of how we process your personal data in the context of our business relationship, and of your rights pursuant to German privacy laws.

We generally process your personal data, such as your name, address, or information from the contract, in compliance with the General Data Protection Regulation (GDPR), the German Data Protection Act (BDSG), and with the respective national data protection regulations applicable for our companies. This Privacy Notice intends to inform you of the scope and purpose of the personal data that we collect, use, and process.

2. Responsible

The controller within the meaning of the GDPR is:

KRAMER GmbH
Stöckmatten 2-10
D-79224 Umkirch
Phone: +49 (0)7665 9359 0
Email: info@kramer-gmbh.com

Legal representative of the controller: Mr Alexander Butsch

3. Data protection officer

Contact data of the data protection officer of the controller:

Jerome Drach
Computer Profi Welt OHG
Phone: +49 (0)7644 / 92260
Fax: +49 (0)7644 / 9226111
Email: jerome_drach@computer-profi-welt.com

Please feel free to contact our data protection officer directly if you have any questions or suggestions regarding privacy.



4. Processing activities and processing purposes

KRAMER GmbH saves your personal data in the frame of the following processing activities:

- **Invoicing and dunning in cooperation with the tax consultant**
Processing purpose: Invoicing in cooperation with the tax consultant incl. bookkeeping, sales tax, balance sheet, payment monitoring incl. dunning, monitoring of deadlines and dates of payment
- **Reply to inquiries**
Processing purpose: Reply to inquiries from customers and business partners in the frame of initiation and/or execution of contractual relationships.
- **Customer data management (CRM)**
Processing purpose: Management and administration of the master data of customers, prospects and partners, incl. task management
- **Credit check**
Processing purpose: Carrying out credit checks with credit agencies before concluding contracts in order to ensure the solvency of the potential contractual partner
- **Inventory control**
Processing purpose: Personal data are collected and processed in the frame of the utilisation of the ERP system. It is required for controlling and executing internal business processes, such as customer management, inventory management and warehouse control, order control, procurement workflow, and the creation of commercial documents for invoicing.
- **Data protection documentation**
Processing purpose: Ensuring documentation and verification obligations for compliance with the EU General Data Protection Regulation
- **Email archiving pursuant to GoBD**
Processing purpose: Archiving of emails in compliance with GoBD (Principles for Duly Maintaining, Keeping and Storing Books, Records and Documents in Electronic Form and for Data Access)
- **Guest WLAN**
Processing purpose: Logging of the data categories collected via the guest WLAN (e.g. websites in the content filter of the firewall) as well as MAC addresses of the end devices (DHCP servers)
- **Use of groupware systems (email, calendar, contacts etc.)**
Processing purpose: Use of group ware software and the associated processing of personal data in emails, calendars, contact books, task planning tools and Instant Messenger for the continuation of the business operation and the customised handling of the internal and external communication



- **Carrying out raffles**

Processing purpose: Carrying out raffles to increase the attractiveness of certain services/products or to win new customers or enhance the relationship with existing customers

- **Sending newsletters and promotion mailings**

Processing purpose: Sending newsletters and personalised promotion letters to advertise products / services and to win new customers

- **Carrying out video conferences**

Processing purpose: Carrying out audio/video meetings in the course of the business relation

- **IT: Telephone system**

Processing purpose: Personal data are collected and processed in the frame of the utilisation of the telephone system. The telephone system is (an IP phone system / a conventional phone system).

Your data will only be processed for other than the specified purposes as far as such processing is necessary for the implementation of the purpose, for a pending court proceeding or as a result of a change in the statutory requirements. Before processing your data further, we will inform you accordingly and, where necessary, procure your consent.

5. Legal basis of processing

- Art. 6 (1) (1) (b) GDPR on execution of concluded contracts
- Art. 6 (1) (1) (c) GDPR on compliance of statutory obligations to we as a company are subject. These comprise:
 - ✓ Email archiving pursuant to GoBD
 - ✓ Destruction of data media according to Art. 5 and Art. 17 GDPR
 - ✓ Data protection documentation (Art. 5 (2) GDPR)
 - ✓ Bookkeeping according to HGB (German Commercial Code), GoBD and tax law
- Art. 6 (1) (1) (f) GDPR as far as data processing is necessary for the purposes of legitimate interests pursued by us or a third party. This comprises the following processing activities:
 - ✓ Handling of operational contracts
 - ✓ Assertion of and defence against legal claims
 - ✓ Data maintenance in the CRM system
 - ✓ Inventory control
 - ✓ Dispatch of promotion mailings incl. Christmas cards & gifts
 - ✓ Dispatch of newsletters in the frame of § 7 (3) UWG [German Law against Unfair Competition]
 - ✓ Credit check
 - ✓ Guest WLAN
 - ✓ Use of groupware systems
- Art. 6 (1) (1) (a) GDPR as far as you have given us your consent to process the personal data concerning you for certain purposes. This comprises the following processing activities:
 - ✓ Dispatch of newsletters outside of the existing customer privilege pursuant to § 7 (3) UWG.
 - ✓ Carrying out raffles



6. Type of processed personal data

Which of your personal data we process depends on the respective processing purpose. Typically, these can be the following data types:

- *Personnel master data* (name, address, sex)
- *Contact data* (phone, email address, street address)
- *Creditworthiness data* (scoring values, payment history)
- *Information on qualification and career* (jobs, certifications, qualifications and certifications acquired)
- *Contract data* (information on ordered products/booked consulting services, details on payment and handling,)
- *Image and video data* (text, audio and video data: data on the microphone and if applicable video camera of the end device during the course of the web meeting for rendering the audio and if applicable video; if applicable, text input if the chat function is used)
- *Meta data on the meeting* (participant's IP addresses, device / hardware information)
- *Connection data* (Information on incoming/outgoing call number, country, start and end time, additional connection data (e.g., IP address of the device), if applicable).
- *Business contact and communication data incl. log and historic information*

Possibly, other data may be collected in the course of contract initiation. The type of these data results from the communication between you and the responsible persons in the respective office.

7. Data source

The majority of the processed personal data have been collected directly from you as data subject, for example in the frame of contract conclusion, communication to the responsible person, via submitted forms etc.

The following categories of data come from another source:

- **Creditworthiness data**
Data source: Provided by information bureaus following a credit inquiry by the controller

8. Recipient and persons authorised to access

Your personal data have been disclosed to the following recipients, if required:

- **Internal employees & departments** as far as they need these data to fulfil their respective processing purpose
- **Professional secrecy holders, financial service providers & authorities** (e.g. tax advisers, auditors, banks, credit institutions, tax authorities, credit agencies)
- **Processors** (e.g. data processing centres, IT service providers, disposal companies etc.) whose services we use

Data is only transferred to third countries (countries outside the European Economic Area – EEA) if this is necessary for the execution of the contract (e.g. payment orders), if you have given us your consent or if this is otherwise permitted by law. In this case, we take measures to protect your data, for example by implementing contractual regulations. We transmit data only to recipients who ensure the security of your data pursuant to the GDPR specifications on transmission to third parties (Art. 44 to 49 GDPR).

9. Storage period for your personal data

Your personal data will be stored for as long as necessary for fulfilling the respective processing purpose. The following erasure deadlines have been defined:

- 10 years for all data relevant for tax and commercial law, plus a waiting period of another 2 years to cover cases of potential suspension of limitation. After expiry of 12 years, we check whether there are reasons to store the data longer.
- For contract documents, etc. 3 years after the end of the contractual relationship, if the statutory period for asserting claims has elapsed.
- For data processing based on consent or legitimate business interest, until revocation of consent or objection to processing or end of the business relationship at the latest. If processing beyond the termination of the business relation is specified in case of processes requiring consent, this fact will be stated in the privacy information presented in the context of the declaration of consent.

The storage period may be extended if the data are required for pending court proceeding or if the statutory requirements change (e.g. extension of mandatory record retention). In this case, the data will be saved until the final conclusion of the proceeding, or in compliance with the new statutory requirements.

10. Obligation to provide personal data

You are generally not obliged to provide your data. However, contract conclusion will not be possible if you do not disclose certain data to us.

11. Automated decision making / profiling

We do not use automated decision making or profiling.

12. Your further rights as a data subject

Right to obtain confirmation Art. 15 GDPR

You have the right to obtain from the controller confirmation as to whether or not personal data concerning you are being processed.

Right to obtain information Art. 15 GDPR

You have the right to obtain from us at any time free of charge information on the personal data concerning you saved by us, and a copy of these data.

Right to rectification Art. 16 GDPR

You have the right to obtain from us the rectification of inaccurate personal data concerning you. The data subject furthermore has the right to demand having incomplete personal data completed in consideration of the purpose of processing.

Erasure pursuant to Art. 17 GDPR

You have the right to obtain from us the erasure of personal data concerning you without undue delay if one of the reasons specified in the law applies, and if processing is not required.

Data portability pursuant to Art. 20 GDPR

You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format. You furthermore have the right to transfer, without hindrance from us, these data to another controller to whom the personal data has been provided, provided that the processing is based on consent pursuant to Art. 6 (1)(a) GDPR or Art. 9 (2)(a) GDPR or on a contract pursuant to Art. 6 (1)(b) GDPR and the processing is carried out with the aid of automated procedures, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

Also, in executing your right to data portability pursuant to Art. 20 (1) GDPR, you have the right to have the personal data transmitted directly from one controller to another, where technically feasible, and provided this does not impair other persons' rights and freedom.

Right to object, Art. 21 GDPR

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you that is carried out on the basis of Art. 6 (1)(f) (data processing on the basis of a balance of interests) GDPR.

If you lodge an objection, we will no longer process your personal data, unless we are in a position to demonstrate compelling legitimate grounds for the processing of your data that override your interests, rights and freedoms or if processing takes place for the establishment, exercise or defence of legal claims.

Withdrawal of a data protection consent

If we process your personal data based on the consent we received from you, you have the right to withdraw your consent to our processing of the respective personal data at any time with effect for the future. The withdrawal will not result in any disadvantages for you within the scope of the employment relationship and the corresponding data processing will be discontinued accordingly. For detailed information, refer to the respective consent.

Complaint to a supervisory authority

You have the right to lodge a complaint about our processing of personal data with a supervisory authority responsible for data protection. The contact data of the supervisory authority responsible for us:

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Baden-Württemberg
Lautenschlagerstraße 20
70173 Stuttgart
Phone: 0711/61 55 41 – 0
Email: poststelle@lfdi.bwl.de