

# Data protection information for customers and interested persons

in accordance with Art. 13, 14 and 21 of the DSGVO (German Data Protection Act)

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Data protection is an important concern for us. In this document we will provide information about how we process your data and what rights you have.

## 1. Who is responsible for data processing and who can you contact?

Alfred Becht GmbH  
Carl-Zeiss-Str. 16  
D-77656 Offenburg  
Telephone: (0781) 60586-0  
E-mail: [datenschutz@becht-online.de](mailto:datenschutz@becht-online.de)  
Website: [www.becht-online.de](http://www.becht-online.de)

## 2. Contact details for the data protection officer

Sandra Stahn  
E-mail: [datenschutz@becht-online.de](mailto:datenschutz@becht-online.de)

## 3. Purpose of the processing and legal basis

Your personal data is processed in accordance with the provisions of the DSGVO (German Data Protection Act), the BDSG (Federal Data Protection Act) and other relevant data protection regulations. The processing and use of individual pieces of data depends on the agreed services or services provided.

### 3.1 Consent (Art. 6 Section 1 (a) DSGVO (German Data Protection Act))

If you have given us consent to process personal data, the respective consent is the legal basis for the processing mentioned there. You can withdraw consent at any time, with effect for the future.

### 3.2 Fulfilment of contractual obligations (Art. 6 Section 1 (b) DSGVO (German Data Protection Act))

We will process your personal data to implement our contracts and agreements with you. In addition, your personal data is processed for the implementation of measures and actions in the course of pre-contractual relations.

### 3.3 Fulfilment of legal obligations (Art. 6 Section 1 (c) DSGVO (German Data Protection Act))

We will process your personal data, if this is necessary for the fulfilment of legal obligations (e.g. commercial and taxation laws). In addition we will process your data, if necessary, in order to fulfil

monitoring and reporting obligations for tax reasons as well as the archiving of data for the purpose of data protection and data security as well as audits by tax and other authorities. In addition, the disclosure of personal data may be necessary as part of regulatory/judicial measures for the purposes of gathering evidence, criminal proceedings or enforcement of civil claims.

### **3.4 Legitimate interest on our part or third parties (Art. 6 Section 1 (f) DSGVO (German Data Protection Act))**

We can also use your personal on the basis of balancing of interests to safeguard the legitimate interest by us or a third party. This can be carried out for the following purposes:

- for testing and optimisation of procedures for requirements analysis and direct supplier relations.
- for advertising or market research, in the case that you have not objected to the use of your data for this.
- for the restricted storage of your data, in the case that, due the particular type of storage, deletion is not possible or only possible at a disproportionately high cost.
- for the further development of services and products as well as existing systems and processes.
- for statistical analysis or market analysis.
- for internal and external investigations.
- for certification of private or official matters of law.
- for exercising legal claims and defence during legitimate disputes, which are not directly attributable to the contractual relationship.
- for assuring and exercising our domiciliary rights through appropriate measures.
- for customer surveys

## **4. Categories of personal data which we will process**

The following data will be processed:

- Personal data (name, sector, position in the company and comparable data)
- Contact details (address, e-mail address, telephone number and comparable data)
- Supplier history

We will also process personal data from public sources (e.g. internet, media, press). Should it be required to provide our services, we will process personal data, which we have obtained legitimately from third parties (e.g. address publishing companies, credit agencies).

## **5. Who will receive your data?**

Within our company, we will pass your personal data on to the areas which require this data to be able to fulfil the contractual and legal obligations or to be able to use the data for our legitimate interest.

In addition, the following bodies may receive your data:

- order processors employed by us (Art. 28 DSGVO (German Data Protection Act), service providers for auxiliary tasks and other responsible individuals in line with the DSGVO

(German Data Protection Act), in particular in the areas of IT services, logistics, courier services, print services, external data centres, support/maintenance of IT applications, archiving, document processing, bookkeeping and controlling, data destruction, purchasing/procurement, customer administration, letter shops, marketing, telephony, website management, tax consultancy, auditing services, financial institutions and safety checks.

- public bodies and institutions in the case of a legal or official obligation, where we are obliged to provide data for information, notification or transfer data or the data transfer is in the public interest.
- bodies and institutions due to our legitimate interest or the legitimate interest of a third party (e.g. to authorities, credit agencies, debt collection agencies, lawyers, courts, consultants and monitoring authorities)
- other bodies, for which you have given your consent to us for data transfer.

## **6. Transfer of your data to a third country or to an international organisation**

Data processing outside the EU or the EEA will not take place.

## **7. How long do we store your data?**

When required, we will process your personal data for the duration of the business relationship, this also covers the initiation and implementation of a contract.

Furthermore, we are subject to different storage and documentation obligations, which stem from the HGB (German commercial code) and AO (German fiscal code). The time limits specified there for storage or documentation last up to ten years after the end of the business relationship or the pre-contractual legal relations.

In the end, the storage period is also judged in accordance with the legal limitation periods, which are, for example, in accordance with §§ 195 ff. of the BGB (German civil code) usually three years, but in certain cases, can last up to thirty years.

## **8. To what extent is there an automated decision-making procedure in individual cases?**

We do not use any purely automated decision-making procedures in accordance with Article 22 DSGVO (German Data Protection Act). If we should use this procedure in individual cases, then you will be informed about this separately, if this is a legal requirement.

## **9. Your data protection rights**

You have the right to information in accordance with Art. 15 DSGVO (German Data Protection Act), the right to rectification in accordance with Art. 16 DSGVO (German Data Protection Act), the right to deletion in accordance with Art. 17 DSGVO (German Data Protection Act), the right to restriction of the processing in accordance with Art. 18 DSGVO (German Data Protection Act) as well as the right to data portability from Art. 20 DSGVO (German Data Protection Act). Furthermore, you have the right to appeal to a data protection authority (Art. 77 DSGVO (German Data Protection Act)). In principle, in accordance with Article 21 DSGVO (German Data Protection Act) there is a right to object to the processing of personal data by us. However this right to object only applies if there are very particular circumstances in your personal situation, whereby our

company rights may be opposed to your right to object, if appropriate. If you want to assert one of these rights, please contact our Data Protection Officer ([datenschutz@becht-online.de](mailto:datenschutz@becht-online.de))

## **10. Scope of your obligation to provide us with your data**

You only need to provide those pieces of data which are required for the establishment and implementation of a business relationship or for pre-contractual relationship with us or data which we are legally obliged to collect. Without this data, we will usually not be in a position to conclude or carry out the contract. This can also refer to data which is required later during the course of the business relationship. If we request additional data from you, it will be pointed out to you that the submission of this information is voluntary.

## **11. Information about your right to object Art 21 DSGVO (German Data Protection Act)**

You have the right, at any time, to file an objection to the processing of your data, which occurs on the basis of Art. 6 Section 1 (f) DSGVO (German Data Protection Act) (data processing based on balancing of interests) or Art. 6

Section 1 (e) DSGVO (German Data Protection Act) (data processing in the public interest), if there are reasons for this, which stem from your particular situation. As a responsible company, we have waived profiling in line with Art. 4 No. 4 DSGVO (German Data Protection Act).

If you file an objection, we will no longer process your personal data, unless we can prove compelling legitimate reasons for the processing, which outweigh your interests, rights and liberties, or the processing is used for the assertion, exercise or defence of legal claims. We will process your personal data, if necessary, also to conduct direct marketing. If you do not wish to receive marketing material, you have the right to file an objection at any time. We will take this objection into account for the future.

Your data will no longer be processed for the purpose of direct marketing if you object to the processing for these purposes.

The objection can be made informally to the address shown under point 1.

## **12. Your right to appeal to the responsible regulatory authority**

You have the right to appeal to a data protection authority (Art. 77 DSGVO (German Data Protection Act)).

The responsible regulatory authority for us is:

State Representative for Data Protection and Freedom of Information, Baden-Württemberg  
Königstrasse 10 a  
70173 Stuttgart  
Telephone: 0711/615541-0  
[poststelle@fdi.bwl.de](mailto:poststelle@fdi.bwl.de)