



Herein we inform you about the processing of your personal data by Christian Maier GmbH & Co. KG and the claims and rights you are lawfully entitled to according to the data protection regulations.

#### 1. Who is Responsible for Data Processing and Who Can I Contact?

##### Responsible Body is:

Christian Maier GmbH & Co.KG  
Würzburger Str. 67-69  
89520 Heidenheim

Telephone: +49 7321 317-0  
Fax: +49 7321 317-129

Email:  
[info@maier-heidenheim.de](mailto:info@maier-heidenheim.de)

##### Contacting our

##### Data Protection Controller:

s.i.g. mbH – IT mit IQ system  
informations GmbH  
Mr Joachim Spranz  
Zeppelinstr. 5/2  
89231 Neu-Ulm

Telephone: +49 731 93596-0  
Fax: +49 731 93596-32

Email:  
[datenschutz@sig-ulm.de](mailto:datenschutz@sig-ulm.de)

#### 2. Which Sources and Data do We Use?

We process the personal data which we receive from you in the context of our business relationship. As far as this is required for providing our services, we also process data which we permissibly receive from subsidiaries of Christian Maier GmbH & Co. KG or other third parties. In addition, we process personal data which we permissibly obtained from publicly accessible sources (e.g. commercial registries, registers of associations, print and other media) and which we are allowed to process.

Relevant personal data may include in particular:

- personal details (name, date and place of birth, nationality, job/industry, and similar data)
- contact details (address, email address, phone number, and similar data)
- bank details (IBAN, BIC)
- information about your financial situation (credit rating including scoring as well as data for rating the credit risk)
- data from information given during consultations
- data about your utilization of our offers we provide online (e.g. time when our web pages, Apps, or the newsletter were viewed, clicks or entries on our pages, and similar data)

#### 3. What is the Legal Basis for Our Processing of Your Data?

We process personal data in accordance with the terms of the European General Data Protection Regulation (GDPR) and the Federal Data Protection Act (*Bundesdatenschutzgesetz; BDSG*):

##### 3.1 Concerning the Fulfillment of Contractual Obligations:

Processing of personal data is done in order to initiate, conclude or fulfill our contracts with you and to carry out your orders as well as all activities required as part of the business and for administration. Thus, processing serves in particular for conducting and arranging commercial transactions as well as for providing contractual services in connection with such transactions (for instance software or maintenance contracts). The purposes of data processing are thus predominantly determined by the products you selected and comprise the services required in this connection. For further details please see the respective contract documents and our general terms and conditions.

##### 3.2 For the Purpose of Weighing of Interests

If it is necessary in addition to the basic fulfillment of the contract, we essentially process your data to preserve our legitimate interests or those of third parties, as e.g.:

- consultation of and data exchange with credit agencies (e.g. Creditreform) and obtaining a credit report from a bank to rate the payment reliability or the risk of non-payment;
- exchange of documents and information with refinancing companies;
- verification and optimization of methods applied for demand analysis and direct customer approach;
- marketing or market and opinion research provided that you have not disagreed to such utilization of your data;
- assertion of legal claims and defense to legal disputes;
- ensuring IT security and IT operation at Christian Maier GmbH & Co. KG;
- prevention and investigation of criminal offenses;
- video surveillance in order to exercise the domiciliary right, to produce evidence in case of criminal offenses;
- measures taken to ensure building and plant security (e.g. access control);
- measures taken to assert the domiciliary right;
- communication with people directly in charge of our affairs at your company;
- communication with sales partners.

##### 3.3 Based on your Consent

If you have given your consent to our processing of your personal data for certain purposes, you can revoke this consent at any time. Please take note that your revocation will be effective only for future activities. Any processing done before you revoked your consent, is not affected and remains legitimate.

##### 3.4 Based on Statutory Provisions

Your personal data is disclosed to every internal office of Christian Maier GmbH & Co. KG and every person working for Christian Maier GmbH & Co. KG which / who require your personal data for fulfilling our contractual and legal obligations. Your personal data is transmitted to external parties **solely**

- within the context of processing the contract (for example to distributors, suppliers, etc.)
- in so far as Christian Maier GmbH & Co. KG is obliged by statutory requirements to disclose or report such data
- in so far as we commissioned external service providers to process the data of Christian Maier GmbH & Co. KG (e.g. postal service providers, document storing and management, IT service providers, or waste disposal companies, etc.);
- to lawyers if necessary;
- or if you have given your consent to our transmitting your personal data to third parties.

**In addition to the above, we won't transmit your personal data to third parties.** If we commission service providers, your personal data will be subject to the same security standards as with our company.



#### 4. How Long will Your Personal Data usually be Stored?

As far as required, we process and store your personal data for the duration of our commercial relationship which also comprises initiation, conclusion, and processing of a contract.

In addition, we are subject to various obligations to preserve records as well as duties of documentation which arise from the German Commercial Code (*Handelsgesetzbuch, HGB*)<sup>1</sup> and the German Fiscal Code (*Abgabenordnung, AO*)<sup>2</sup>. The periods indicated therein for the retention of records and/or documentation is two to ten years.

We will inform you about the details separately.

Finally, the storage period is also rated according to the statutory periods of limitation which can be three years or up to 30 years as per the German Civil Law Code (*Bürgerliches Gesetzbuch, BGB*) §§ 195 ff., for instance.

#### 5. Is Data Transmitted to a Third Country or an International Organization?

Any data transmission to third countries (countries outside the European Economic Area (EEA)) is only done insofar as this is required for the execution of your orders or if it is required by law or if you have given your consent to do so.

#### 6. Which Data Privacy Rights do I Have?

You have the following rights in your dealings with us:

- the right of access to your personal data as per GDPR art. 15 as well as under certain prerequisites
- the right to rectification as per GDPR art. 16 if your personal data is inaccurate, or
- the right to erasure as per GDPR art. 17 if erasure is not in conflict with any statutory obligations for storage and retention, or
- the right to restriction of processing as per GDPR art. 18, or
- the right to object to the processing of your personal data, and
- the right to data portability as per GDPR art. 20, that is the right to receive your data in a structured, commonly used and machine-readable format and to transmit it to a third party.

In addition, you have the right to file a complaint with a supervisory authority for data protection (GDPR art. 77). You can send your complaint to the supervisory authority for data protection, which is relevant for our affairs:

#### Landesbeauftragte für den Datenschutz in Baden-Württemberg

Königstraße 10a  
70193 Stuttgart  
Telephone: +49 711 615541 -0

#### 7. Am I Obligated to Provide Data?

In the context of our business connection you only have to provide such personal data as is required for establishing and conducting a commercial relationship or such data which we are obliged by law to collect. As a rule, without these data we will have to refuse to enter into a contract or to carry out the order or we won't be able to fulfill an existing contract and will probably have to cancel it.

<sup>1</sup> HGB §§ 238(257)(4)

<sup>2</sup> AO § 147(3, 4)

#### 8. Is there any Individual Automated Decision-Making (including Profiling)?

We process your personal data in a partially automatized way with the objective of evaluating certain personal aspects (profiling).

We apply these methods in order to - for instance - determine your purchasing behavior. The profiling is based on following types of data about your person which we store:

- payment history (e.g. balances and similar data)
- details about the turnover
- customer details (length of customer relationship and similar data)
- corporate name
- industry
- current contractual relationships

We do not process any particularly sensitive data as per GDPR art. 9.

#### Information about your Right of Objection

- 1) If reasons arise from your particular situation which contradict the processing of your personal data due to GDPR art. 6(1)(f) (Data Processing Based on Weighing of Interests, subparagraph 3.2), you have the right to object to such processing at any time; this also applies to any profiling supported by these regulations within the meaning of GDPR art. 4(4). We will not process your personal data for any purposes after your objection unless we can demonstrate compelling legitimate grounds for such processing which override your interests, rights, and freedoms, or serve for the establishment, exercise or defense of legal claims.
- 2) We also process your personal data for the purpose of direct advertising. If you do not want to receive any advertising you have the right to object to it at any time; this also applies to any profiling related to such direct advertising. We will observe your objection for future activities.

If you object to the processing of your personal data for the purposes of direct advertising we will not process your personal data for such purposes anymore.

#### Please address any objection to:

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Würzburger Str. 67-69  
89520 Heidenheim  
Telephone: +49 7321 317-0  
Fax: +49 7321 317-129  
Email: [info@maier-heidenheim.de](mailto:info@maier-heidenheim.de)