

**BÄDER**[®]Technologie mit Bestimmung
Technology with purpose

Date 07/2021

Privacy Statement

Lackfabrik Bäder GmbH & Co. KG

With the following privacy statement, we would like to give you an overview of the processing of your personal data by Lackfabrik Bäder GmbH & Co. KG and your rights under data protection law.

1. Responsible body

Responsible body is: Lackfabrik Bäder GmbH & Co. KG, Dieselstraße 34, 73734 Esslingen, Germany

2. Origin of the data

We process personal data which we receive from our customers within the scope of our business relationship. In addition, we process - to the extent necessary for the provision of our services - personal data which we obtain from publicly accessible sources (e.g. debtor directories, land registers, commercial and association registers, press, internet) or which is transmitted to us by third parties (e.g. a credit agency).

Personal data are for example name, address and other contact data, date and place of birth and nationality and identification data (e.g. identity card data). In addition, this may also include order data (e.g. payment order), data from the fulfilment of our contractual obligations (e.g. turnover data in payment transactions), information about your financial situation (e.g. creditworthiness data, scoring/rating data, origin of assets) and other data comparable with the categories mentioned.

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Steuernr.: 59364-03025

We are certified according
to DIN EN ISO 9001:2015



Our products are produced
entirely in Germany

Made in Germany



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3. Purpose of the processing

We process personal data in accordance with the provisions of the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG):

a. For the fulfilment of contractual obligations (Art. 6 para. 1 b GDPR)

The processing of personal data is carried out to provide the contractually agreed services within the framework of the execution of our contracts with our customers or to carry out pre-contractual measures, which are carried out on request. The purposes of data processing depend primarily on the concrete contractual service.

b. Within the framework of the weighing of interests (Art. 6 para. 1 f GDPR)

If necessary, we process your personal data beyond the actual fulfilment of the contract to protect the legitimate interests of us or third parties. Examples:

Consultation of and data exchange with credit agencies to determine creditworthiness and default risks,

Assertion of legal claims and defence in legal disputes,

Ensuring IT security and IT operations,

Prevention and investigation of criminal offences, and

Risk control within Lackfabrik Bäder GmbH & Co. KG.

c. Based on your consent (Art. 6 para. 1 a GDPR)

If you have given us permission to process personal data for certain purposes (e.g. processing for marketing purposes), the legality of this processing is given on the basis of your consent. You may revoke your consent at any time. This also applies to the revocation of declarations of consent given to us before the GDPR came into force, i.e. before 25 May 2018. The revocation of the consent does not affect the legality of the personal data processed until the revocation.



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d. On the basis of legal requirements (Art. 6 para. 1 c GDPR) or in the public interest (Art. 6 para. 1 e GDPR)

In addition, we are subject to various legal obligations (e.g. from money laundering law and tax laws). The purposes of processing your personal data on the basis of such legal requirements include, but are not limited to, creditworthiness checks, fraud and money laundering prevention, compliance with control and reporting obligations under tax law and the assessment and control of risks at Lackfabrik Bäder GmbH & Co. KG.

4. Data transfer to third parties

Within our company, those departments that need your personal data to fulfil our contractual and legal obligations will have access to it. Service providers and vicarious agents employed by us may also receive data for these purposes if they commit themselves to confidentiality. These are, for example, companies in the categories IT services, logistics, telecommunications, debt collection, consulting as well as sales and marketing.

With regard to the transfer of personal data to recipients outside our company, it should first be noted that we treat all customer-related facts and evaluations of which we gain knowledge confidentially. We may only disclose information about you if this is required by law and the legal requirements for disclosure are observed, you have consented or we are authorized to disclose your data. Under these conditions, recipients of personal data may be, for example, public authorities and institutions (e.g. tax authorities and criminal prosecution authorities) where there is a legal or official obligation.

5. Data transfer to a third country or to international organisations

A data transfer to states outside the European Union (so-called third states) only takes place if it is necessary for the execution of your orders, it is legally prescribed (e.g. tax reporting obligations) or you have given us your consent to this.





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6. Storage period

We process and store your personal data as long as it is necessary for the fulfilment of our contractual and legal obligations.

7. Your Rights

Every data subject has the right to information pursuant to Art. 15 GDPR, the right to rectification pursuant to Art. 16 GDPR, the right to cancellation pursuant to Art. 17 GDPR, the right to limitation of processing pursuant to Art. 18 GDPR, the right to opposition pursuant to Art. 21 GDPR and the right to data transfer pursuant to Art. 20 GDPR. In addition, there is a right of appeal to a competent data protection supervisory authority (Art. 77 GDPR in conjunction with § 19 BDSG). The competent data protection supervisory authority is: The State Commissioner for Data Protection and Freedom of Information, Königstraße 10a, 70173 Stuttgart, poststelle@lfdi.bwl.de, Telephone 00497116155410.

If you wish to assert the aforementioned rights, please send an e-mail to [info@lackfabrik-baeder.de] or write to the address given under 1.

You can revoke your consent to the processing of personal data at any time. This also applies to the revocation of declarations of consent given to us prior to the application of the Basic Data Protection Regulation, i.e. before 25 May 2018. Please note that the revocation will only take effect in the future. Processing that took place before the revocation is not affected.

8. Obligation to provide data

As part of our business relationship, you must provide the personal data that is necessary to establish and conduct a business relationship and to fulfill the contractual obligations associated therewith, or that we are required by law to collect. Without this information, we will generally not be able to enter into or perform the contract with you.



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9. Profiling and automated decision-making

In principle, we do not use fully automated decision-making pursuant to Art. 22 GDPR for the establishment and implementation of the business relationship. Should we use these procedures in individual cases, we will inform you separately if this is required by law.

10. Data security

We maintain current technical measures to ensure data security, in particular to protect your personal data from the risks of data transmission and from third parties gaining knowledge. These will be adapted to the current state of the art.

11. Amendments

As part of the technical development of our range of services and the legal framework, we will also continuously adapt our data protection declaration. Changes to the data protection declaration will be published for this purpose. Please therefore regularly read the current version of this data protection declaration under [\[https://baederlacke.eu/en/downloads/\]](https://baederlacke.eu/en/downloads/). Subject to the applicable legal provisions, all changes to the data protection declaration shall take effect as soon as the updated data protection declaration is published. If we have already collected data about you and/or are required to do so by law, we will also inform you of any material changes to our privacy policy and ask for your consent should this be required by law.

