

# Information on the processing of customer / supplier data

## 1 Allgemeines

ADLON Intelligent Solutions GmbH takes the protection of your personal data very seriously. Your privacy is important to us. We process your personal data in accordance with the respective applicable legal data protection requirements for the purposes stated below. In this data protection policy, personal data refers to all information with references to your person.

In the following, we explain how we handle your data. To provide an easier overview, we have divided our data protection policy into sections.

### The data controller is

ADLON Intelligent Solutions GmbH  
Albersfelder Straße 30  
88213 Ravensburg  
Tel.: 0751 7607-0

Please do not hesitate to contact our **Data Protection Officer** should you have any questions or comments regarding data protection (such as information on and updates of your personal data).

Maximilian Musch  
Deutsche Datenschutzkanzlei  
Richard-Wagner-Straße 2, 88094 Oberteuringen, Germany  
E-mail: [datenschutz@adlon.de](mailto:datenschutz@adlon.de)

## 2 Processing scope

### 2.1 Data collection source

We process personal data which we have collected from you directly.

If required for the provision of our services, we process personal data obtained legitimately from other companies and third parties (such as credit agencies and address publishers). We also process personal data which we have legitimately taken, received, or purchased from publicly accessible sources (such as telephone registers, trade and association registers, resident registers, debtor registers, land registers, the press, internet, and other media) and which we are permitted to process.

### 2.2 Data origin and categories that has not been collected directly from you

If required for the provision of our services, we process personal data obtained legitimately from other companies and third parties. We also process personal data which we have legitimately taken, received, or purchased from publicly accessible sources (the press, internet, and other media) and which we are permitted to process. Relevant personal data categories may include:

- Personal data (name, date of birth, place of birth, nationality, marital status, occupation / industry, and similar data)

- Contact data (address, e-mail address, telephone number, and similar data)
- Payment / account balance confirmation from bank and credit card customer histories
- data according creditworthiness
- Details on your use of the telemedia offered by us (such as time of accessing our website, apps, or newsletter, our pages / links that you have clicked on and/or entries, and similar data)

## 2.3 Purpose and legal bases for the processed data

We process personal data in accordance with the provisions of the General Data Protection Regulations (GDPR), Federal Data Protection Act (Bundesdatenschutzgesetz - BDSG), new version, and other applicable data protection regulations (details below). Which data is processed in each case and the manner in which it is used is primarily based on the services requested and/or agreed. For further details or addendums on the purposes of data processing, please refer to the respective contractual documents, forms, consent form and/or other information provided to you (e.g. as part of your use of our website or our general terms and conditions of business).

### **Purposes for the fulfillment of an agreement or pre-contractual measures (Art. 6 para. 1 b GDPR)**

Personal data is processed for the performance of our agreements with you and your orders and for the implementation of measures and activities within the scope of pre-contractual relationships, e.g. with interested parties. This primarily includes the contractual communication with you, corresponding invoicing and related payment transactions, verifiability of orders and other agreements as well as quality check by way of corresponding documentation, goodwill actions, measures for controlling and optimizing business processes and for the fulfillment of the general obligations to act with due care, management and control by affiliated companies, statistical analyses for managing the company, cost accounting and controlling, reporting, internal and external communication.

Emergency management, invoicing and tax assessment of operational performance, risk management, assertion of legal claims and defense in legal disputes, assuring IT security (including system and/or plausibility tests) and general security, ensuring and enforcing domiciliary rights (e.g. by implementing entry checks), ensuring the integrity, authenticity, and availability of the data, prevention and resolution of criminal offenses, and checks by the supervisory bodies or controlling instances (e.g. audit).

### **Purpose within the scope of a legitimate interest of us or third parties (Art. 6 para. 1 f GDPR)**

Further to the actual fulfillment of the agreement and/or pre-contract, we may process your data if it is required for maintaining the legitimate interests of us or third parties, and particularly for purposes of:

- advertising or market and opinion research, unless you have objected to the use of your data,
- reviewing and optimizing demand analysis methods,
- further developing products and services as well as existing systems and processes,
- supplementing our data, including by using or researching publicly accessible data,
- statistical analyses or market analysis,
- benchmarking,
- asserting legal claims and defending legal disputes that are not directly linked to the contractual relationship,
- restricted data storage, if erasure is not possible or would incur unreasonable costs and effort due to the special type of storage,
- developing scoring systems or automated decision-making processes,

- preventing and resolving criminal offenses, unless such activities exclusively serve to meet legal requirements,
- building and plant security (e.g. by implementing entry checks) if they exceed the general duties to act with due diligence,
- obtaining and maintaining private or official certifications,
- ensuring and enforcing domiciliary rights by implementing corresponding measures (such as video monitoring) and for securing evidence of criminal offenses and their prevention.

### **Purpose within your consent (Art. 6 para. 1 a GDPR)**

Your personal data may also be processed for certain purposes (such as the use of your e-mail address for marketing purposes) based on your consent. You can usually revoke your consent at any time. This also applies to the revocation of declarations of consent which have been issued prior to the effective date of the GDPR, in other words prior to May 25, 2018. You shall be informed separately about the purposes and consequences of a revocation or non-issuance of consent in the respective wording of the consent. As a general rule, all revocations of consent only apply with future effect. Such revocation does not affect processing activities prior to the revocation and the latter remain legitimate.

### **Purposes in public interest (Art. 6 para. 1 e GDPR) or Purposes to fulfil legal requirements (Art. 6 para. 1 c GDPR)**

Like all other entities that engage in business transactions and relationships, we also have numerous legal obligations. They are primarily legal requirements (such as trading and tax laws) as well as any demands placed on us by supervisory and other authorities. The processing purposes include the fulfillment of potential controlling and reporting obligations under tax law, the archiving of data for the purpose of data protection and data security, as well as audits by tax and other authorities. It may also become necessary to disclose personal data within the scope of official / court measures for the purpose of collecting evidence, criminal prosecution, or enforcement of civil claims.

### **Scope of your obligations to provide us with data**

You only have to provide data that is required for commencing and performing a business or pre-contractual relationship with us or data that we are obliged to collect by law. Without this data, we are usually unable to conclude or fulfill the agreement. This may also refer to data required at a later date within the scope of the business relationship. If we request additional data from you, you shall be reminded that you are providing it on a voluntary basis.

### **Existence of automated decision-making processes in individual cases (including profiling)**

We do not use fully automated decision-making processes in accordance with Art. 22 GDPR. Should we use such processes in future individual cases, we shall notify you of this separately, if such notification is required by law. We may process some of your data with the aim to assess certain personal attributes (profiling).

We may use analysis tools to enable us to provide you with information and advice about relevant products. This facilitates tailored product design, communication, and advertising, including market and opinion research. Information on nationality and special personal data categories in accordance with Art. 9 GDPR are not processed for this purpose.

## 2.4 Consequences in the case of lacking data supply

Within the scope of the business relationship, you must provide personal data that is required for the justification, performance, and termination of the legal transaction and fulfillment of the related contractual obligations or which we are obliged to collect by law. Without this data, we shall not be able to conclude the legal transaction with you.

## 2.5 Data recipients in the EU

Your data is forwarded to internal departments and/or organizational units in our company that require it for fulfilling our contractual and legal obligations or for processing and implementing our legitimate interests.

Your data is transferred to third parties only

- in connection with the processing of the agreement,
- in purpose of fulfilling legal requirements according to which we are obliged to provide information on, report, or forward data, or if the data transfer is in the interest of the general public (see Section 2.4); if we commission external service providers to process data as order processors or because they have assumed functions (e.g. computer centers, support / maintenance of EDP / IT applications, archiving, receipt processing, call center services, compliance services, controlling, data validation and/or plausibility checks, data destruction, purchasing / procurement, customer management, lettershops, marketing, media technology, research, risk controlling, invoicing, telephony, website management, auditing services, credit institutions, print shops or data disposal companies, courier services, logistics),
- on the grounds of our company's legitimate interests or third parties for the purposes stated (e.g. to authorities, credit agencies, debt collection companies, lawyers, courts, experts, subsidiaries, bodies, and controlling instances),
- if you have given us your consent to transfer the data to third parties.

We will not transfer your data to third parties for any other purposes. If we assign service providers within the scope of order processing, these companies protect your data with the same security standards as ours. In all other cases, the data recipients may only use the data for the purposes for which it was transferred to them.

## 2.6 Data recipients outside the EU

No data is transferred to instances in countries outside the European Union (EU) and/or European Economic Area (EEA) (so-called third countries).

## 2.7 Storage periods

We process and store your data for the duration of our business relationship. This includes the initiation of an agreement (pre-contractual legal relationship) and processing of an agreement.

We are further subject to various storage and documentation obligations arising from the German Commercial Code (Handelsgesetzbuch - HGB), German Tax Code (Abgabenordnung - AO), etc. The storage and/or documentation periods stated therein are up to ten (10) years at the end of the calendar year from the end of the business relationship and/or pre-contractual legal relationship.

Special legal provisions may further require a longer storage period, such as the retention of evidence within the scope of the statutory statutes of limitation. In accordance with Sections 195 et seqq. of the German Civil Code (Bürgerliches Gesetzbuch - BGB), the regular statutes of limitation are three years. However, statutes of limitation of up to 30 years may also be applicable.

If the data is no longer required for fulfilling contractual or legal obligations and rights, they are regularly deleted, unless they have to be processed further - on a temporary basis - for fulfilling the purposes arising from a prevailing

legitimate interest. Such prevailing legitimate interest also occurs, for instance, if data cannot be deleted or such deletion would incur unreasonable costs due to the special type of storage and processing for other purposes through suitable technical and organizational measures is excluded.

## 2.8 Your Rights

You can assert your data protection rights against us under certain conditions.

- You have the right to obtain information from us on your data stored by us in accordance with the provisions of Art. 15 GDPR (possibly with restrictions in accordance with Section 34 Federal Data Protection Act -new).
- Upon receipt of your application, we shall correct any of your data that is inapplicable or incorrect in accordance with Art. 16 GDPR.
- On your request, we shall delete your data in accordance with the principles of Art. 17 GDPR, unless this is opposed by other legal provisions (such as legal storage periods or restrictions in accordance with Section 35 BDSG-new) or a prevailing interest of our company (e.g. defending our rights and claims).
- Taking into consideration the requirements of Art. 18 GDPR, you may request that we restrict the processing of your data.
- You may further object to the processing of your data in accordance with Art. 21 GDPR so that we must stop processing your data. However, your right to object only applies in the event of special circumstances regarding your personal situation and may be opposed by rights of our company.
- You further have the right to obtain your data under the conditions of Art. 20 GDPR in a structured, standard, and machine-readable format or transfer it to a third party.
- You also have the right to withdraw a previously issued consent for the processing of personal data at any time from us with future effect (see Section 2.3).
- You may further complain to a data protection authority (Art. 77 GDPR). However, we recommend to always address your initial complaint to our data protection officer.
- Your requests to exercise your rights should ideally be mailed as a written document or e-mailed to the above address or directly to our data protection officer.

### **Special notice of your right to object in accordance with Art. 21 GDPR**

You may, at any time, object against the processing of your data in accordance with Art. 6 para. 1 f GDPR (data processing based on the weighing up of interests) or Art. 6 para.1 e GDPR (data processing in the public interest) if such request is based on reasons arising from your specific situation.

The same applies to profiling based on this provision within the meaning of Art. 4 no. 4 GDPR. If you raise an objection, we shall stop processing your personal data, unless we have proof of compelling protectable reasons for such processing which outweighs your interests, rights, and freedoms, or the processing serves to enforce, exercise, or defend legal claims.

We may also process your personal data for direct advertising purposes. If you do not wish to receive any advertising, you may, at any time, object against it. The same applies to any profiling related to such direct advertising. We shall comply with such objection in the future. We shall no longer process your data for direct advertising purposes if you object to the processing for such reasons.

You can send an informal objection to:

ADLON Intelligent Solutions GmbH - E-Mail: [datenschutz@adlon.de](mailto:datenschutz@adlon.de)

You can also address a complaint to the above data protection officer or data protection authority.  
The data protection authority responsible for us is:

## **Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit**

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Königstraße 10 a  
70173 Stuttgart, Germany

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