

Information pursuant to Articles 13, 14 and 21 of the General Data Protection Regulation (GDPR)

Dear business partners (suppliers, service providers, intermediaries, etc.) and their contacts,

herewith we inform you according to art. 13, 14 and 21 GDPR about the processing of your personal data by us and the claims and rights to which you are entitled according to the data protection regulations.

1. Who is responsible for data processing and to whom can I contact?

Responsible for data processing at Adelholzener Alpenquellen GmbH is:
Adelholzener Alpenquellen GmbH, St. Primus Str. 1-5, D-83313 Siegsdorf: +49 (0)8662 / 62-0, fax: +49 (0)8662 / 62-199, info@adelholzener.de

Data protection officer: Attorney Dr. Modlinger, postal address as above;
Email: datenschutz@adelholzener.de; Phone: +49 (0)8662 / 62-0.

2. What sources and data do we use?

We process personal data that we receive from you in the course of our business relationship.

In addition, we process personal data that we have legitimately received from other companies or from other third parties (e.g. for the execution of orders, for the fulfilment of contracts or on the basis of a consent given by you).

On the other hand, we process personal data that we have legitimately obtained and may process from publicly accessible sources (e.g. debtor registers, land registers, commercial and association registers, press, media).

Relevant personal data of contact persons are name, contact and communication data (telephone number, e-mail address etc.). In the case of business partners, this can also include personal details (name, address and other contact details, birthday and place of birth and nationality), legitimation data (e.g. ID card data) and authentication data (e.g. specimen signature). This can also include order data (for example supply contract, service contract), data from the performance of contractual obligations (e.g. sales data, credit lines, product data, etc.), advertising and sales data,

contract and documentation data (e.g. order data, business letters), register data, payment transaction data (account number, bank details), data about your use of our offered telemedia (e.g. time of accessing our websites, apps or newsletters, pages clicked on by us or entries) and other data comparable to the categories mentioned.

3. For what purpose we process your data (purpose of processing) and on what legal basis?

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

a) To fulfil contractual obligations (Art. 6 para. 1 lit. b) GDPR)

The processing of personal data (Art. 4 No. 2 GDPR) takes place in particular for the execution of our contracts with you and the execution of your orders, as well as all activities necessary with the operation and administration of a company.

The purposes of data processing are primarily based on the specific products or services.

Further details for the purpose of data processing can be found in the respective contract documents and terms and conditions.

b) On the basis of interest balancing (Art. 6 para. 1 lit. f) GDPR)

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

- Review and optimization of procedures for needs analysis and direct customer approach;
- advertising or market and opinion research, unless you have objected to the use of your data;
- Enforcement of legal claims and defence in legal disputes;
- Ensuring IT security and operation;
- Prevention and investigation of criminal offences;
- video surveillance to collect evidence in the event of criminal offences. They thus serve to protect customers and employees.
- measures for the security of buildings and systems (e.g. access controls);
- measures to secure the domiciliary rights;

- measures for business control and further development of services and products.

c) On the basis of your consent (Art. 6 para. 1a GDPR)

If you have given us your consent to process personal data for certain purposes (e.g. passing on data to third parties, evaluation of data for marketing purposes), the legality of this processing is given on the basis of your consent. A given consent can be revoked at any time.

Please note that the revocation will only take effect in the future. Processing that took place before the revocation is not affected by this.

d) Due to legal requirements (Art. 6 para. 1 lit. c) GDPR) or in the public interest (Art. 6 para. 1 lit. e GDPR)

In addition, we are subject to various legal obligations, i.e. legal requirements (e.g. commercial law, tax laws, etc.). As far as data are processed in this respect, this is done exclusively on the basis of these regulations.

4. Who gets my data?

Within the company, those departments receive the data they need to fulfil our contractual and legal obligations. Contractors used by us (Art. 28 GDPR) may also receive data for these purposes. These are companies in the categories of IT services, logistics, printing services, telecommunications, debt collection, consulting and sales and marketing and address determination.

With regard to the transfer of data to recipients outside the company, please note that we only pass on your data if legal regulations permit or require this, or you have given your consent, or we are authorized to provide information. Under these conditions, recipients of personal data may be, for example:

- Public authorities and institutions (e.g. tax office, public prosecutor's office, police, supervisory authorities) in the event of a legal or official obligation.
- Other companies to which we transfer personal data in order to conduct the business relationship with you (depending on the contract: e.g. banks, credit agencies, suppliers).

Other recipients of data may be those bodies for which you have given us your consent to the transfer of data.

5. How long will my data be stored?

If necessary, we process and store your personal data for the duration of our business relationship, which also includes, for example, the initiation and execution of a contract or to fulfil the contractual purposes.

In addition, we are subject to various storage and documentation obligations, which result, among other things, from the German Commercial Code (HGB) and the Tax Code (AO). The periods for storage and documentation specified there range from two to ten years.

Finally, the storage period is also assessed according to the statutory limitation periods, which, for example, according to §§ 195 et seq. of the German Civil Code (BGB) can generally amount to three years, but in certain cases also up to thirty years.

6. Is data transferred to a third country or to an international organisation?

Data will only be transmitted to third countries (countries outside the European Economic Area (EEA)) if this is necessary for the execution of your orders (e.g. payment orders), if required by law or if you have given us your consent. We will inform you separately about details, if required by law.

7. What data protection rights do I have?

Any data subject has the right of access under Article 15 GDPR, the right to rectification under Article 16 GDPR, the right to erasure under Article 17 GDPR, the right to restriction of processing under Article 18 GDPR and the right to data portability under Art. 20 GDPR. The restrictions according to §§ 34 and 35 BDSG apply to the right of access and the right of erasure. In addition, there is a right to lodge a complaint with a supervising authority (Art. 77 GDPR with § 19 BDSG).

8. Is there an obligation for me to provide data?

In the context of our business relationship you only have to provide those personal data which are necessary for the establishment, execution and termination of a business relationship or which we are legally obliged to collect. Without these data we will usually have to refuse the conclusion of the contract or the execution of the order or we will no longer be able to execute an existing contract and may have to terminate it.

9. To what extent is there automated decision making in individual cases?

In principle, we do not use fully automated decision making in accordance with 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, insofar as this is required by law.

10. To what extent is my data used for profile development (scoring)?

We do not process your data with the aim of processing certain personal aspects of your data (profiling).

Information about your right to object
according to Art. 21 General Data Protection Regulation (GDPR)

1. Right to object in individual cases

You have the right to object at any time for reasons arising from your particular situation to the processing of personal data concerning you under Article 6 para. 1 lit e) GDPR (Data Processing in the Public Interest) and Article 6 para. 1 lit f) GDPR (Data Processing on the Basis of a Balance of Interests), including profiling based on this provision within the meaning of Article 4 para. 4 GDPR.

If you object, we will no longer process your personal data, unless we can prove compelling reasons worthy of protection for the processing, which outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

2. Right to object to the processing of data for direct marketing purposes

In individual cases we process your personal data for direct marketing purposes. You have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising; this also applies to profiling, insofar as it is associated with such direct advertising.

If you object to the processing for direct advertising purposes, we will no longer process your personal data for these purposes.

The objection can be made form-free and should be addressed to:

Adelholzener Alpenquellen GmbH, St. Primus Str. 1-5, D-83313

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