

# Data Protection Information for Customers and Prospective Customers



In the following, we, Heidelberg Engineering GmbH, inform you about the processing of your personal data by our company and the rights to which you are entitled under data protection law.

## 1. Identity and contact details of the Controller

The controller for data processing is

Heidelberg Engineering GmbH  
Max-Jarecki-Straße 8  
69115 Heidelberg, Germany

E-mail: [info@HeidelbergEngineering.com](mailto:info@HeidelbergEngineering.com)  
Phone: +49 6221 64630  
Fax: +49 6221 646362

## 2. Contact details of the Data Protection Officer

Our external data protection officer can be reached at

CL Compliance und Datenschutz GmbH & Co KG  
Douglasstraße 11 – 15  
76133 Karlsruhe, Germany

E-mail: [HeidelbergEngineering@compliance-datenschutz.de](mailto:HeidelbergEngineering@compliance-datenschutz.de)

## 3. Personal data processed

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

Relevant personal data are in particular name, address and other contact data, but also contract data, data concerning products and services, payment data, communication data, authentication data for access to our web portals and data regarding the use of the websites and newsletters offered by us.

## 4. Purposes and legal basis of processing

We process personal data in accordance with the provisions of the EU General Data Protection Regulation (GDPR), the German Federal Data Protection Act (BDSG) and other applicable data protection regulations to the extent described below.

### 4.1. Performance of a contract / Performance of pre-contractual steps

We process personal data insofar as their processing is necessary for the performance of our contracts with you and for the execution of your orders as well as for the performance of pre-contractual steps carried out at your request. The legal basis is Article 6 paragraph 1 s. 1 lit. b GDPR.

Not providing the required personal data may result in a contract with you not being concluded or not being fulfilled.

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**Managing Directors**  
Arianna Schoess Vargas  
Christoph Schoess

Mannheim HRB 334163

## 4.2. Safeguarding legitimate interests

To the extent necessary, we also process personal data to safeguard our legitimate interests. The legal basis is Article 6 paragraph 1 s. 1 lit. f GDPR.

This applies to the following purposes:

- Administration of our IT systems.  
Our legitimate interest is the maintenance of IT operations. Insofar as IT systems contain customer and prospective customer data, it cannot be ruled out that this data will be accessed in the course of administration.
- Tracking the download of brochures, manuals, software and other information from our web portals:  
We have a legitimate interest in being able to contact you specifically if necessary, if the downloaded files are defective and, in particular, if damage may result from their use.
- Data aggregation for a more targeted approach.  
In addition to targeted information about contract-relevant matters such as software updates, we have a legitimate interest in informing you as a contractual partner as specifically as possible about new software features, new modules or new training offers. In order to send you only the information that is actually of interest to you, we consolidate the personal data that we collect from you in the course of the contractual relationship, your visit to our websites if you have consented to website tracking, and your participation in training courses and events.
- Direct marketing, unless you have objected to the use of your data for this purpose (see section 8.4 of this data protection information).  
Our legitimate interest is to inform you in a targeted manner about products and services as well as about relevant events in connection with the products and services you have purchased or requested.
- Organization of events and trade fairs.  
Our legitimate interest is the planning and smooth carrying out of our events, in particular the possibility to send you further necessary information about the event and to inform you about any changes.
- Assertion of legal claims and defense in legal disputes.  
We have a legitimate interest in being able to access the documents necessary for the assertion or defense in the event of a legal dispute.

## 4.3. Consent

If you give us consent to process your personal data for specific purposes, the lawfulness of this processing is based on your consent pursuant to Article 6 paragraph 1 s. 1 lit. a GDPR.

Purposes for which we process your personal data based on your consent include:

- answering your requests when you contact us through our websites,
- the verification of your authentication and the user management for our web portals,
- the website tracking for evaluation for marketing purposes,
- the sending of the newsletters you have selected,
- your participation in sweepstakes.

Any consent given can be withdrawn by you at any time with effect for the future (see section 8.3 of this data protection information).

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#### 4.4. Compliance with legal obligation

If necessary and legally permissible, we process your data beyond the actual contractual purposes to comply with legal obligations. These are in particular the legal requirements of commercial law and tax laws. The legal basis is Article 6 paragraph 1 s. 1 lit. c GDPR.

#### 5. Recipient of the data

When we deliver products to you, we pass on your personal data to the contracted shipping company to the extent that this data is required for delivery.

We engage service providers in particular in the areas of IT services, telecommunications, service and support, sales and marketing. Insofar as our service providers come into contact with your personal data, the data processing is carried out on our behalf. The service providers act as processors only in accordance with our instructions and we ensure contractually and through supplementary controls that these service providers use the necessary technical and organizational measures to ensure adequate protection of your personal data.

If necessary, we transfer your personal data to our subsidiaries or affiliated companies for the purpose of carrying out a business relationship with you or for safeguarding our legitimate interests.

Beyond this, we do not pass on any data to third parties unless you have expressly consented to this, the transfer is recognizably necessary for the processing of an offer requested by you or for the performance of services, or this is required by law.

#### 6. Data transfer to third countries

The transfer of personal data to a third country only takes place if the special requirements of Art. 44 et seq. GDPR are fulfilled.

When transferring personal data to our subsidiaries or affiliated companies located in a third country, we will ensure by way of guarantees that the subsidiary or affiliated company has been committed by us to an adequate level of data protection.

If necessary, your data will be stored by our service providers on servers in third countries as part of data processing on our behalf. In this case, too, we ensure that the service provider has been committed by us to an appropriate level of data protection by means of suitable guarantees.

Any further transfer of your data to a third country or an international organization does not take place.

#### 7. Duration of storage

We store your personal data for as long as this is necessary for the duration of our business relationship or for the fulfillment of contractual purposes, including the initiation and execution of contracts.

If you have given us your consent for the processing of your personal data, we will store this data for as long as specified in the relevant consent or until you withdraw your consent.

Furthermore, we are subject to various storage and documentation obligations, which result, among other things, from the German Commercial Code and the German Fiscal Code. The periods prescribed there for storage and documentation are up to ten years.

In addition, personal data may have to be stored for the period during which claims can be asserted against us. Here, the storage period is based on the statutory limitation periods, which, for example, according to §§ 195 et seq. of the German Civil Code are generally three years, but in certain cases can be up to thirty years.

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## 8. Your rights

### 8.1. Rights of the data subject

You can request information about the personal data stored about you in accordance with Article 15 GDPR. In addition, you may, under certain conditions, obtain the rectification of your personal data (Article 16 GDPR) or the erasure of your personal data (Article 17 GDPR). Furthermore, you may have the right to restriction of processing of your personal data pursuant to Article 18 GDPR, the right to object pursuant to Article 21 GDPR (see section 8.4 of this data protection information) and the right to receive the personal data you have provided, in a structured, commonly used and machine-readable format pursuant to Article 20 GDPR.

### 8.2. Right of complaint

Pursuant to Article 77 GDPR, you have the right to lodge a complaint with a data protection supervisory authority if you believe that your personal data is not being processed lawfully. The right of complaint is without prejudice to any other administrative or judicial remedy.

### 8.3. Withdrawal of consent

You can withdraw your consent to the processing of your personal data at any time in accordance with Article 7 GDPR. Please note that the withdrawal is only effective for the future. Processing that took place before the withdrawal is not affected.

### 8.4. Right of objection

Insofar as the processing of your personal data is based on Article 6 paragraph 1 s. 1 lit. f GDPR to safeguard legitimate interests, you have the right pursuant to Article 21 GDPR to object to the processing of this data at any time on grounds relating to your particular situation. If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims.

In individual cases, we process your personal data for direct marketing purposes. You have the right to object at any time to processing for such marketing. If you object to the processing of your personal data for direct marketing purposes, we will no longer process your data for these purposes.

To exercise your rights, you can contact us using the contact details provided in section 1 of this data protection information.

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