

## **PRIVACY POLICY**

### **for customers, suppliers and other affected parties**

#### **Privacy Policy**

**Of Busch Microsystems GmbH,**

Managing Director: Winfried Busch; Nicola Baumdicker-Busch

- An der Altnah 34, D-55450 Langenlonsheim
- In den Zehn Morgen 27, D-55559 Bretzenheim

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#### **1. Name and contact details of the data controller**

This privacy policy applies to

Busch Microsystems GmbH

An der Altnah 34  
D-55450 Langenlonsheim

In den Zehn Morgen 27  
D-55559 Bretzenheim

Tel.: +49 (0)671-201 331 0  
Fax: +49 (0)671-201 331 99  
E-mail: [info@busch-microsystems.de](mailto:info@busch-microsystems.de)

Data privacy officer is heyData GmbH, Schützenstraße 5, 10117 Berlin, [www.heydata.eu](http://www.heydata.eu),  
[datenschutz@heydata.eu](mailto:datenschutz@heydata.eu)

#### **2. General information**

We would like to inform you about which personal data is collected by Busch Microsystems GmbH and for which purposes we process this data.

The privacy policy applies to all designated or identifiable natural persons (hereinafter: "data subjects") who are in contact with us and not employees in the sense of the GDPR.

These include in particular the following data subjects:

- Customers and prospects
- Suppliers and service providers

Busch Microsystems GmbH only uses data that we have obtained from a publicly available source or as part of business contacts with your company to the extent permitted by law.

This data is stored electronically in our EDP system. Our service providers also receive data as part of commissioned data processing. These include, for example, IT service providers, shipping service providers, etc. Transmission of the data takes place in accordance with legal regulations and for the fulfillment of the contractual obligations. Data and purposes not mentioned in this document require separate information or consent, depending on the legal basis.

### **3. Collection and storage of personal data; Nature, purpose and use**

When you commission us, the following information is collected:

- General personal data:
  - Name and title, salutation
  - Business address
  - Business telephone no. (Landline and/or mobile), fax number, e-mail Address
  
- Other data:
  - Business account information
  - Inquiry and information data
  - Ordering, commissioning and contract data
  - Billing information

In addition, all information is collected that is necessary for the fulfillment of the contract with you.

The collection of personal data takes place

- To identify you as a customer;
- To be able to advise/serve you appropriately;
- To fulfill our contractual obligations to you;
- To comply with our legal obligations;
- For correspondence with you;
- For invoicing or, if necessary, in the context of a dunning process;
- For the purposes of permissible direct advertising;
- To assert any claims against you;
- To observe secrecy obligations towards our customers.

The processing of the personal data takes place on the occasion of your inquiry with us and is necessary for the mentioned purposes for the processing of your order and for the fulfillment of obligations from the underlying contract.

The personal data collected will be stored until the end of the statutory retention period for merchants (6, 8 or 10 years after the end of the calendar year in which the contractual relationship was terminated) and then deleted. By way of exception, this does not apply if we are obliged to retain data for a longer period due to tax or commercial retention requirements (in accordance with HGB, StGB or AO) or if you have consented to storage beyond that.

### **4. Transfer of data to third parties**

Transfer of your personal data to third parties will not take place. Exceptions to this apply only to the extent necessary for the execution of contractual relationships with you. This includes, in particular, transfer to service providers commissioned by us (so-called

commissioned data processors) or other third parties whose activity is necessary for the fulfillment of the contract (e.g. shipping companies or banks). Transferred data may only be used by the third parties for the stated purposes.

## **5. Your rights as a data subject**

You, the data subject, have various rights. Please contact our data protection officer regarding these rights.

- **Right of revocation (Art. 21 GDPR):** You can revoke your consent at any time. The data processing, which is based on the revoked consent, may then no longer be continued in the future.

- **Right to information (Art. 15 GDPR):** You can request information about your personal data processed by us. This applies in particular to the purposes of data processing, the categories of personal data, if applicable the categories of recipients, the duration of storage, if applicable the origin of your data and, if applicable, the existence of automated decision-making including profiling and if applicable meaningful information about the details of this automated decision-making.

- **Right of rectification (Art. 16 GDPR):** You may request the correction of incorrect personal data or completion of incomplete personal data stored with us.

- **Right to deletion (Art. 17 GDPR):** You may request the deletion of your personal data held by us, provided that its processing is not required to exercise the right to freedom of expression and information, to fulfill a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims.

- **Right to restriction of processing (Art. 18 GDPR):** You may request the restriction of the processing of your personal data, as far as the accuracy of the data is disputed by you, or the processing is unlawful, but you reject its deletion. You also have this right if we no longer need the information, but you need it to assert, exercise or defend your rights. In addition, you have this right if you have objected to the processing of your personal data.

- **Right to data portability (Art. 20 GDPR):** You may request that we provide you with the personal data you provide to us in a structured, common and machine-readable format. Alternatively, you may request, as far as possible, the direct transfer of personal data you have provided us to another data controller.

- **Right of appeal (Art. 77 GDPR)** to the competent supervisory authority (Art. 77 GDPR)

## **6. Your right of objection**

If we process your personal data on the basis of a legitimate interest, you have the right to object to this processing. If you would like to exercise your right of objection, a notice in written form is sufficient. You are welcome to write us a fax or e-mail us for this purpose. Our contact details can be found under point 1 of this privacy policy.

## **7. Data processing online**

NO processing of particular personal data takes place via our website [www.busch-microsystems.de](http://www.busch-microsystems.de).