

Privacy policy for business contacts

Controller:

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Contact details of the data protection officer:

Phone: +49 5246 7090-0
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Purposes and legal bases of processing:

We process your data for the following purposes:

- **Processing for the performance of contractual obligations (Art. 6(1)(b) of the EU General Data Protection Regulation – GDPR)**
Your personal data is processed in order to offer you our products and services, to process sales, support, and service requests, to carry out pre-contractual measures, and to execute your orders and perform contracts.
- **Processing for the performance of legal obligations (Art. 6(1)(c) of the GDPR)**
The processing of personal data may be necessary to perform and fulfill various statutory obligations to which we as a company are subject, in particular within the EU.
Examples of this are reports to statistical offices, customs authorities, or export control authorities.
- **Processing based on your consent (Art. 6(1)(a) of the GDPR)**
If you have granted us your consent to process your personal data for specific purposes, the processing is carried out exclusively in accordance with the purposes defined in and to the extent agreed in the declaration of consent.
You have the right to withdraw your consent at any time with effect for the future.
- **Processing for the purposes of legitimate interests (Art. 6(1)(f) of the GDPR)**
Your personal data may be processed beyond the mere performance of the contract for the purposes of the legitimate interests pursued by us or by third parties. These legitimate interests include the following purposes:
 - Carrying out analyses and optimizing the processes for determining requirements and addressing customers directly in order to better understand your needs and provide you with targeted offers.
 - Use for direct marketing purposes if the data was collected in the context of the sale of our products or services and you have not objected to it being used to offer you similar products and services.
You can object to this use at any time without incurring any costs other than the transmission costs at the basic rates.

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- Passing on your data within our group of companies in order to coordinate our business processes efficiently.

Retention period:

Where necessary, your personal data will be processed for the entire duration of the business relationship. This includes all phases from the initiation to the performance and termination of a contract.

In addition, your data will be stored and processed in accordance with the statutory retention and documentation obligations that may arise from various applicable laws, such as the German Commercial Code, the German Fiscal Code, or specific tax regulations.

After the purpose of the processing has ceased to apply, your data will be erased if it is no longer required to fulfill contractual or statutory obligations.

Categories of personal data:

Depending on the respective purpose of the processing, we process the following categories of personal data in particular:

- Contact details: these include, for example, your address, email address, phone number, and other means of communication used to contact and correspond with you.
- Identity data: this includes information such as your name, date of birth, title, and, if applicable, data from identity documents that serve to uniquely identify a person.
- Business data: this includes professional information such as your position, department, and the company you work for.
- Marketing and sales data: information relating to your preferences, interests, and interactions with our marketing materials or surveys in order to improve our services and products.
- Technical data: data generated through the use of our electronic and online services, such as IP addresses, cookies, device information, and user behavior.
- Image and sound recordings: photos, videos, or audio recordings that are captured during events, for example.

Categories of recipients:

The employees who require your data in order to process it for the purposes listed above will receive your data. In particular, your data regarding your inquiries about products and services will be forwarded to the Sales, Support, Service, and Training departments.

Smyczek GmbH is part of the Beckhoff Group. Your personal data may therefore also be passed on to other companies in the Beckhoff Group. You can find a list of the companies here: <https://www.beckhoff.com/en-en/company/global-presence/>

In addition, service providers (in particular IT service providers) who are bound by contracts will receive your data from us.

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If there is a statutory obligation, public bodies and institutions as well as our auditors may be recipients of your personal data.

In order to enforce and defend our legal claims, we reserve the right to forward your personal data to external law firms and competent courts. This disclosure only takes place if it is necessary to protect our legal interests or in the context of legal disputes.

Source of the data:

As part of the business relationship or its initiation, we process personal data that you provide to us ("direct collection").

In addition, we process data that we receive from legally accessible public sources, such as the company register, commercial register, or media, as well as from credit agencies and debtor registers, such as Dun & Bradstreet, Creditreform, and SchuFa. We also process data transmitted to us by other companies within the Beckhoff Group.

Data transfer to a third country:

Due to our international business activities, your personal data may be transferred to countries outside the EU and the EEA. This happens in particular when we forward your data to other companies in the Beckhoff Group or to external service providers in third countries, as described above.

In these cases, this takes place on the basis of an adequacy decision of the European Commission or the standard contractual clauses of the European Commission, or in accordance with the provisions of Art. 49 of the GDPR.

You can view both the existing adequacy decisions and the standard contractual clauses on the European Commission's web pages:

Adequacy decisions: https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en

EU standard contractual clauses: <https://eur-lex.europa.eu/legal-content/DE/TXT/?uri=CELEX:32021D0915>

Rights of data subjects:

You have the right to:

- access information (Art. 15 of the GDPR)
- rectification (Art. 16 of the GDPR)
- erasure (Art. 17 of the GDPR)
- restriction of processing (Art. 18 of the GDPR)
- data portability (Art. 20 of the GDPR)
- lodge a complaint with a supervisory authority (Art. 77 of the GDPR)

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In addition to the rights listed above, you also have the right to object in accordance with Art. 21 of the GDPR. Separate information about this right is provided below:

Right to object pursuant to Art. 21 of the GDPR

You have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data which is based on Art. 6(1)(e) or (f) of the GDPR. This also applies to profiling in accordance with Art. 4(4) of the GDPR, if applicable. In the event of an objection, we will no longer process your personal data further 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. If you object to the processing of your personal data for marketing purposes, we will no longer process this data for such purposes, including any associated profiling in the context of direct marketing.

To exercise your rights, please contact the data protection officer.

Obligation to provide personal data / consequences if data is not provided:

The provision of your personal data is always on a voluntary basis. However, if you do not provide the data required to conclude the contract, this may prevent a contract being concluded.

In certain cases, however, there may be a statutory obligation for you to provide your data. If the provision of your data is required by law and you decide not to provide us with the required information, this may mean that we are unable to establish or continue our business relationship with you. Specifically, this means that we may be forced to refuse to provide our services or to terminate existing contractual agreements, as we are unable to fulfill our legal and contractual obligations without the relevant data.

Profiling / Automated decision-making:

Profiling or automated decision-making does not take place.