

OUR HANDLING OF CUSTOMER DATA - INFORMATION BY TYPE. 13, 14 AND 21 OF THE GENERAL DATA PROTECTION REGULATION (GDPR)



With the following information we would like to give you an overview of the processing of your personal data by us and your rights arising from it. Which data are processed in detail and how they are used depends largely on the services requested or agreed in each case. Therefore, not all statements contained herein may apply to you.

In addition, this privacy information may be updated from time to time. You can always find the latest version on our website at: <https://www.territory-influence.com/en/privacypolicy/>

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

You will find important information on **the responsible authority for processing your data**, on our **data protection officer** and on **contact details** in our imprint: <https://www.territory-influence.com/en/imprint/>

Type of personal data collected

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

- Company name with legal form and address
- Titles and names
- Phone numbers
- Fax numbers
- Email addresses
- Field of activity or position

We process your data for the following purposes and on the following legal basis

We process personal data in accordance with the provisions of the European Data Protection Ordinance (GDPR) and the Federal Data Protection Act (BDSG).

For the fulfilment of contractual obligations (Art. 6 para. 1 b GDPR)

Data is processed for execution:

- of our contract

- of ancillary contractual services

On the basis of legal requirements (Art. 6 para. 1 c GDPR)

We are subject to various legal obligations which entail data processing. These include, for example:

- tax laws and legal accounting
- the fulfilment of inquiries and requirements of supervisory or law enforcement authorities
- the fulfilment of control and reporting obligations under tax law

Furthermore, the disclosure of personal data within the framework of official/judicial measures may become necessary for the purposes of taking evidence, prosecution or enforcement of civil law claims.

Within the framework of the balancing of interests (Art. 6 para. 1 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 of such cases are:

- Processing in the CRM system
- Enforcement of legal claims
- and defence in legal disputes

Who gets my data?

In house

Employees for contact with you and contractual cooperation (including the performance of pre-contractual measures).

Within the scope of order processing

Your data may be passed on to service providers who work for us as contract processors:

- Support and/or maintenance of EDP or IT applications
- accounts department
- data destruction
- Logistics partner, if mail or parcels are sent to you
- Print shop, if personalised printing is used

All service providers are contractually bound and in particular obliged to treat your data confidentially.

Other third parties

Data will only be passed on to recipients outside our company in compliance with the applicable data protection regulations. Recipients of personal data can be, for example:

- Public bodies and institutions (e.g. financial or law enforcement authorities) in the event of a legal or official obligation
- Credit and financial service providers (processing of payment transactions)
- Tax consultant or accountant (statutory audit mandate)

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

Your data will only be processed within the European Union and countries within the European Economic Area (EEA).

How long will my data be stored?

We process and store your personal data as long as this is necessary for the fulfilment of our contractual and legal obligations. If the data are no longer required for the fulfilment of contractual or legal obligations, they are regularly deleted.

There are exceptions,

- insofar as statutory storage obligations are to be fulfilled, e.g. German Commercial Code (HGB) and Fiscal Code (AO). The periods for storage and documentation specified there are generally six to ten years;
- for the preservation of evidence within the framework of the statutory statute of limitations. According to §§ 195 ff of the German Civil Code (BGB), these limitation periods can be up to 30 years, whereby the regular limitation period is 3 years.
- Others, if necessary.

If the data processing is carried out in the legitimate interest of us or a third party, the personal data will be deleted as soon as this interest no longer exists. The exceptions mentioned above apply here.

What data protection rights do I have?

They have the right of access under Article 15 GDPR, the right to correction under Article 16 GDPR, the right to cancellation under Article 17 GDPR, the right to limitation of processing under Article 18 GDPR, the right of opposition under Article 21 GDPR and the right to data transfer under Article 20 GDPR.

With regard to the right to information and the right of cancellation, restrictions according to §§ 34 and 35 BDSG may apply.

In addition, there is a right of appeal to a competent data protection supervisory authority (Article 77 GDPR in conjunction with § 19 BDSG). The supervisory authority responsible for us is:

Bavarian State Office for Data Protection Supervision (BayLDA)
Promenade 27
91522 Ansbach

Is there an obligation to provide data?

As part of the contractual relationship, you must provide the personal data required for the commencement, execution and termination of the contractual relationship and for the fulfilment of the associated contractual obligations or which we are legally obliged to collect. Without this information we will usually not be able to conclude or execute the contract with you.

Information on your right of objection under Article 21 of the General Data Protection Regulation (GDPR)

Right of objection on a case-by-case basis

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(1)(f) GDPR (data processing on the basis of a balance of interests), including profiling within the meaning of Article 4(4) GDPR based on this provision.

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.

Recipient of an appeal

The objection can be made form-free with the subject "objection" stating your name, your address and your date of birth and should be addressed to:

trnd International GmbH
To the data protection officer
Winzererstr. 47d-e
80797 Munich, Germany

dataprotection@trnd.com