

# DATA PRIVACY INFORMATION

## • CUSTOMERS & MARKETING

In accordance with Art. 13 & 14 GDPR, we are required to inform our customers about the personal data we process from them.

### Joint controllers for data processing:

HIRSCH Deutschland GmbH In den Kolonnaden 7 D- 61231 Bad Nauheim privacy@hirschag.com	HIRSCH Armbänder GmbH Hirschstrasse 5 A- 9020 Klagenfurt am Wörthersee privacy@hirschag.com
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No data protection officer is appointed, as this is not legally required.

HIRSCH Deutschland GmbH and HIRSCH Armbänder GmbH have entered into an **Agreement as Joint Controllers** according to Art. 26 GDPR.

**Purpose of the data processing:** The personal data provided by you is necessary for the fulfillment of the contract or for the execution of pre-contractual measures. Without this data, we cannot conclude or fulfill the contract with you.

**Legal basis for processing the data:** contract / pre-contractual measures

### Categories of recipients of personal data

- HIRSCH companies
- Banks
- Courts, administrative authorities, other authorities, tax office
- insurance companies
- tax consultants, auditors, lawyers
- credit bureaus
- debt collection companies, delegates of the Austrian Chamber of Commerce
- IT service provider

### Data collection from third parties

Additional data categories are collected from third parties: credit data  
Origin of the data: credit bureaus (eg. KSV1870, Creditreform, Bisnode, CRIF)

### Transmission to recipients in third countries:

customer personal data is usually not transmitted to recipients in third countries. Transfers to third countries are made only if the customer expressly agrees to a transmission of the data and only to the extent necessary.

For this data processing we use **contract processors**, with whom we have concluded a corresponding agreement to protect your data.

### Deletion periods

Customer data is kept until 10 years after the last contact.

### Your rights

In principle, you have the rights to information, correction, deletion, restriction, data portability, revocation and objection. If you believe that the processing of your data violates data protection law or if your data protection claims have otherwise been violated in a way, you can complain to the appropriate supervisory authority.

## ADDITIONAL PRIVACY NOTE ON MARKETING ACTIVITIES

**Purpose:** Marketing activities including sending of newsletters

### Legal basis:

Marketing in general: legitimate interest  
The legitimate interest is the interest of the company in establishing a business and intensifying the business relationship with existing and potential customers.

### Newsletter:

Existing customers: legitimate interest in informing customers about new products or changes in the product range; intensifying the customer relationship  
Potential customers: prior consent

### Data collection from third parties

The following data categories are collected from third parties: master data and contact details of potential customers

**Origin of the data:** publicly available information (such as the internet), in some countries also address list purchases

Your data is not transmitted to recipients in third countries for marketing purposes.

### Deletion periods

Data that is processed purely for marketing purposes and does not represent customer data will be deleted after 5 years.

### Your rights

In principle, you have the rights to information, correction, deletion, restriction, data portability, revocation and objection.

You can object to receiving our newsletter at any time:

**HIRSCH.Bracelets@hirschag.com**

If you believe that the processing of your data violates data protection law or your data protection claims have otherwise been violated in a way, you can complain to the appropriate supervisory authority.

## • OTHER BUSINESS CONTACTS, CONTRACT PARTNERS AND SERVICE PROVIDERS:

In accordance with Art. 13 & 14 GDPR, we are required to inform you about the personal data we process from you.

### Controller:

HIRSCH Deutschland GmbH  
In den Kolonnaden 7  
D- 61231 Bad Nauheim  
privacy@hirschag.com

No data protection officer is appointed, as this is not legally required.

### Purpose of the data processing:

The information you provide is either required to fulfill the contract or to perform pre-contractual actions or it is in the Company's legitimate interest to process that information.

### Legal basis for processing the data:

Contract / contract negotiations  
Legitimate interest

### Categories of recipients of personal data

- HIRSCH companies
- Courts, administrative authorities, other authorities, tax office
- Insurance companies
- Tax consultants, auditors, lawyers

### Transmission to recipients in third countries:

personal data is usually not transmitted to recipients in third countries. Transfers to third countries will only be made if you expressly agree to the transmission of the data and only to the extent necessary.

### Deletion periods

Personal data will only be stored by us for as long as the purpose of the use requires it or we are legally obliged to store it. Then we delete the data.

### Your rights

In principle, you have the rights to information, correction, deletion, restriction, data portability, revocation and objection. If you believe that the processing of your data violates data protection law or your data protection claims have otherwise been violated in a way, you can complain to the appropriate supervisory authority.