

Herewith we want to inform you about the processing of your data in our company and the data protection claims and rights to which you are entitled within the meaning of Art 13 General Data Protection Regulation (EU DSGVO).

1. Who is responsible for data processing and who can you contact?

Responsible is:

Bock 1 GmbH & Co. KG
An der Heide 17-19
92353 Postbauer-Heng
E-Mail: datenschutz@bockonline.de
Tel.: 0049-9180-1890

The company data protection officer is:

Christian Volkmer
Projekt 29 GmbH & Co. KG
Ostengasse 14
93047 Regensburg
E-Mail: c.volkmer@projekt29.de
Tel.: 0049-941-2986930

2. Which data is processed and from what sources does this data come from?

We process the data that we have received from you within the framework of contract initiation or contract execution, on the basis of consents or as part of your application with us or within the framework of your workforce.

Personal data includes:

Your master/ contact data, for **Customers** this includes e.g. first and last name, address, contact data (e-mail address, telephone number, fax), bank details.

For **applicants and employees** this includes, for example, first and last name, address, contact details (e-mail address, telephone number, fax), date of birth, data from CV and job references, bank details, religious affiliation, pictures.

In the case of **business partners** this includes, for example, the name of their legal representatives, company name, commercial register number, sales tax identification number, company number, address, contact person details (e-mail address, telephone number, fax), bank details.

For **trade fair visitors** this includes, for example, first and last name, address, contact details (email address, telephone number, fax).

For **visitors** to our company this includes the name and signature.

For **journalists** this includes first and last name, email address and fax number.

In addition, we also process the following other personal data:

- Information about the type and content of contract data, order data, sales and receipt data, customer and supplier history and consulting documents,

- advertising and sales data,
- information from your electronic communication with us (e.g. IP address, log-in data),
- other data that we have received from you as part of our business relationship (e.g. in customer meetings),
- data that we generate ourselves from master / contact data as well as other data, e.g. by means of customer demand and customer potential analyses,
- the documentation of your declaration of consent for the receipt of e.g. newsletters,
- pictures taken during events.

3. For what purposes and on what legal basis is the data processed?

We process your data in accordance with the provisions of the General Data Protection Regulation (DSGVO) and the Federal Data Protection Act 2018, as amended:

- **for the fulfilment of (pre-) contractual obligations (Art. 6 para. 1 lit. b DSGVO):**
The processing of your data for the contract processing takes place online or in one of our branches, for the contract execution of your work force in our enterprise. The data is processed in particular when the business is initiated and when the contracts with you are executed.
- **for the fulfilment of legal obligations (Art. 6 (1) lit. c DSGVO):** Processing of your data is necessary for the purpose of fulfilling various legal obligations, e.g. from the Commercial Code or the Tax Code.
- **for the protection of legitimate interests (Art. 6 (1) lit. f DSGVO):**
Due to a balancing of interests, data processing beyond the actual fulfilment of the contract may take place in order to safeguard legitimate interests of us or third parties. Data processing for the protection of legitimate interests takes place, for example, in the following cases:
 - advertising or marketing (see no. 4),
 - measures for business management and further development of services and products,
 - running a group-wide customer database to improve customer service,
 - in the context of legal action,
 - sending of non-sales-promoting information and press releases.
- **in the context of your given consent (Art. 6 (1) a) DSGVO):**
If you have given us consent to process your data, e.g. to send our newsletter, publish photos, competitions, etc.

4. Processing of personal data for advertising purposes

You may object to the use of your personal data for advertising purposes at all times as a whole or for individual measures without incurring any costs other than the transmission costs according to the basic rates.

Under the legal requirements of § 7 (3) UWG, we are entitled to use the e-mail address you provided when signing the contract for direct advertising for similar goods or services. These product recommendations are provided by us, regardless of whether you have subscribed to a newsletter or not. If you do not wish to receive such recommendations by e-mail from us, you may object to the use of your address for this purpose at any time without incurring any costs other than the base rate transmission costs. A communication in text form is sufficient. Of course, every e-mail always includes an unsubscribe link.

5. Who receives my data?

If we use a service provider in the sense of order processing, we still remain responsible for the protection of your data. All processors are contractually obliged to treat your data confidentially and to process it only in the context of the provision of services. The processors commissioned by us will receive your data if they need the data to fulfil their respective services. These are e.g. IT service providers that we need for the operation and security of our IT system as well as advertising and address publishers for our own promotions.

Your data will be processed in our customer database/ERP-System. The customer database/ERP System supports the enhancement of data quality of existing customer data (doublet clean up, warped / deceased flag, address correction), and allows enrichment with data from public sources.

This data is provided to group companies if necessary for the execution of the contract. The storage of customer data is company-related and separate, whereby our parent company acts as a service provider for the individual participating companies.

If there is a legal obligation and in the context of legal action, authorities and courts as well as external auditors may be the recipients of your data. In addition, insurance companies, banks, credit agencies and service providers may be recipients of your data for the purpose of contract initiation and fulfilment.

6. How long will my data be stored?

We process your data until the end of the business relationship or until the expiry of the applicable statutory retention periods (e.g. from the Commercial Code, the Tax Code, or Working Time Act); in addition, until the end of any legal disputes in which the data is required as evidence.

7. Are any personal data transmitted to a third country?

Basically, we do not transmit any data to a third country. In individual cases, transmission will only take place on the basis of an adequacy decision by the European Commission, standard contractual clauses, appropriate guarantees or your express consent.

8. What privacy rights do I have?

You have the right of information, correction, deletion or restriction of the processing of your stored data, a right of objection to the processing as well as a right to data portability and to a complaint in accordance with the requirements of data protection law.

Right of information:

You can ask us for information as to whether and to what extent we process your data.

Right to rectification:

If we process any of your data that is incomplete or incorrect, you may at any time ask for correction or completion.

Deletion right:

You may request that we delete your data if we process it unlawfully or if the processing disproportionately interferes with your legitimate protection interests. Please note that there may be reasons opposing an immediate deletion, for example in the case of legally regulated storage requirements.

Regardless of whether you exercise your right to deletion, we will immediately and completely erase your data, as long as there is no a legal or statutory duty of retention in this regard.

Right to restriction of processing:

You may request that we restrict the processing of your data if

- you dispute the accuracy of the data for a period of time that allows us to verify the accuracy of the data.
- the processing of the data is unlawful, but you reject a deletion and instead require a restriction of data usage
- we no longer need the data for the intended purpose, but you still need this data to assert or defend legal claims, or
- you have objected to the processing of the data.

Right of data portability:

You can request that we provide you with the data you have provided to us in a structured, common and machine-readable format and that you may transmit this data to another person in charge without hindrance from us, provided that

- we process this data on the basis of a revocable consent given by you or to fulfill a contract between us, and
- this processing is carried out using automated procedures.

If it is technically feasible, you can request that we transmit your data directly to another person responsible.

Right of objection:

If we process your data for legitimate interest, you can object to this data processing at any time; this would also apply to a profiling based on these provisions. We will then no longer process your data unless we can demonstrate compelling legitimate reasons for the processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims. You can object to the processing of your data for the purpose of direct marketing at any time without giving reasons.

Right of complaint:

If you are of the opinion that we violate German or European data protection laws when processing your data, we ask you to contact us to clarify questions. Of course, you also have the right to contact the supervisory authority responsible for you or the respective state office for data protection supervision. If you want to assert one of the above mentioned rights against us, please contact our data protection officer. If in doubt, we may request additional information to confirm your identity.

9. Am I obliged to provide data?

The processing of your data is necessary to conclude or fulfill your contract with us. If you do not provide us with this data, we will generally have to refuse to conclude the contract or we will no longer be able to carry out an existing contract and therefore have to terminate it. However, you are not obliged to give your consent to the processing of data that is not relevant or legally required for the fulfilment of the contract.