

## **DATA PROTECTION INFORMATION FOR CUSTOMERS, OTHER CONTRACTUAL PARTNERS, AND INTERESTED PARTIES**

(Information on data protection regarding our processing of customer and interested party data in accordance with Articles 13, 14, and 21 of the General Data Protection Regulation (GDPR))

Dear Customer, Dear Interested Party, Dear Contractual Partner,

in accordance with Articles 13, 14, and 21 of the General Data Protection Regulation (GDPR), we hereby inform you about the processing of your personal data and your corresponding data protection rights. The specific data that is processed and the way it is used depend primarily on the requested or agreed-upon services. To ensure that you are fully informed about the processing of your personal data in the context of contract fulfillment or pre-contractual measures, please read the following information carefully.

### **1. RESPONSIBLE ENTITY IN TERMS OF DATA PROTECTION LAW**

PRO DESIGN Electronic GmbH  
Albert-Mayer-Straße 14-16  
83052 Bruckmühl  
08062/8080  
[info@prodesign-europe.com](mailto:info@prodesign-europe.com)  
<https://www.prodesign-europe.com/start>

### **2. CONTACT DETAILS OF OUR DATA PROTECTION OFFICER**

Proliance GmbH  
Dominik Fünkner  
Datenschutzbeauftragter  
Leopoldstr. 21  
80802 München  
[datenschutzbeauftragter@datenschutzexperte.de](mailto:datenschutzbeauftragter@datenschutzexperte.de)

### **3. PURPOSES AND LEGAL BASES OF PROCESSING**

We process your personal data in accordance with the provisions of the European General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG), provided this is necessary for contract initiation, execution, fulfillment, and for conducting pre-contractual measures. If personal data is required for initiating or fulfilling a contractual relationship or for pre-contractual measures, processing is lawful according to Article 6(1)(b) GDPR.

If you grant us explicit consent to process personal data for specific purposes (e.g., sharing data with third parties, marketing evaluation, or promotional contact via email), the

processing is lawful based on your consent under Article 6(1)(a) GDPR. You may revoke your consent at any time with future effect (see Section 9 of this data protection notice). If necessary and legally permissible, we process your data beyond contractual purposes to fulfill legal obligations in accordance with Article 6(1)(c) GDPR. Additionally, data processing may occur to protect legitimate interests of our company or third parties or for asserting or defending legal claims under Article 6(1)(f) GDPR. If legally required, we will inform you separately of our legitimate interest.

#### **4. CATEGORIES OF PERSONAL DATA**

We only process data that is relevant to contract initiation or pre-contractual measures. This may include general information about you or your company (name, address, contact details, etc.), as well as any other data you provide in the course of contract initiation.

#### **5. SOURCES OF DATA**

We process personal data that we receive from you during contact initiation, contract formation, or pre-contractual measures.

#### **6. RECIPIENTS OF DATA**

Within our company, your personal data is only shared with departments and individuals who require it to fulfill contractual and legal obligations or to implement our legitimate interests.

Your personal data is processed on our behalf based on data processing agreements in accordance with Article 28 GDPR. In such cases, we ensure that personal data processing complies with GDPR regulations. The categories of recipients in such cases include internet service providers and providers of customer management systems and software.

Otherwise, personal data is only shared with external recipients if legally permitted or required, necessary for contract fulfillment, requested by you for pre-contractual measures, or if you have given your consent. Potential recipients include:

- External accountants
- Public authorities and institutions (e.g., law enforcement agencies, regulatory bodies, tax authorities) if required by law
- Recipients necessary for contract initiation or fulfillment

#### **7. DATA TRANSFER TO THIRD COUNTRIES**

A transfer to third countries is not intended.

Personal data is only transferred to countries outside the European Economic Area (EEA) or to an international organization if required for contract execution, requested by you for pre-contractual measures, legally mandated, or if you have given your consent.

## **8. DATA RETENTION PERIOD**

We process and store your personal data as long as necessary for our business relationship or for contractual purposes. This includes contract initiation and execution.

Additionally, we are subject to various retention and documentation obligations under the Commercial Code (HGB) and the Tax Code (AO). The legally required retention periods range from two to ten years.

Furthermore, retention periods depend on statutory limitation periods, which typically range from three to thirty years under Sections 195 ff. of the Civil Code (BGB).

## **9. YOUR RIGHTS**

Every affected person has the following rights:

- Right to access (Article 15 GDPR)
- Right to rectification (Article 16 GDPR)
- Right to erasure (Article 17 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to notification (Article 19 GDPR)
- Right to data portability (Article 20 GDPR).

Additionally, you have the right to lodge a complaint with a data protection authority under Article 77 GDPR if you believe that your personal data is being processed unlawfully.

If processing is based on your consent, you have the right to revoke your consent at any time under Article 7 GDPR. Please note that revocation is only effective for the future and does not affect processing carried out before revocation.

### **Right to Object:**

**If your personal data is processed based on Article 6(1)(f) GDPR for legitimate interests, you have the right under Article 21 GDPR to object at any time for reasons related to your specific situation. We will no longer process your personal data unless we can demonstrate compelling legitimate grounds that override your interests, rights, and freedoms or for the establishment, exercise, or defense of legal claims.**

If we process your personal data for direct marketing, you have the right to object at any time. This also applies to profiling related to direct marketing. If you object to processing for direct marketing, we will no longer process your data for this purpose.

To exercise your rights, please contact us using the details provided in Section 1.

#### **10. NECESSITY OF PROVIDING PERSONAL DATA**

Providing personal data for contract decisions, fulfillment, or pre-contractual measures is voluntary. However, we can only make a decision within contractual measures if you provide the necessary personal data.

#### **11. AUTOMATED DECISION-MAKING**

We do not use automated decision-making under Article 22 GDPR for establishing, fulfilling, or executing a business relationship or pre-contractual measures. If we use such procedures in specific cases, we will inform you separately and obtain your consent where legally required.