

KARL KRONER KG

Business Consulting

(nachstehend KKUB genannt)

PRIVACY DECLARATION

(Release: 2021-01-01)

KARL KRONER KG (hereinafter referred to as KKUB) processes personal data in accordance with the European Data Protection Basic Regulation (GDPR), the German Federal Data Protection Act (BDSG) and, where applicable, project-specific regulations with our customers.

Data protection declaration according to Art. 13 GDPR

1. Basics
2. Data processing in connection with the KKUB website
3. Processing of personal data in the context of contact
4. Sending information (e.g. newsletters, invitations, events, etc.)
5. Processing of personal data in the context of projects
6. Ordering of printed products
7. Data processing in connection with other applications
8. Events, press and public relations
9. Right of data subjects (your rights)

In order to inform you about data processing and your rights and to comply with our information obligation (Art. 13 and 14 GDPR), we will inform you below about the processing of personal data when using our Website, as well as when contacting us (via the contact form, by e-mail, by telephone or by post) with regard to all other services of the KKUB.

1. Basics

1.1 Responsible person and data protection officer

Responsible for the processing of personal data according to art. 4 no. 7 GDPR

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You can reach the data protection officer of KKUB at:

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1.2 Personal data

Personal data is any information relating to an identified or identifiable natural person. An identifiable natural person is deemed to be a natural person who can be identified directly or indirectly - in particular by means of assignment to an identifier such as a name, an identification number, location data, an online identifier (Art. 4 No. 1 DPA).

1.3 Legal basis of the processing

KKUB processes your personal data on the basis of:

- Art. 6 para. 1 letter a) GDPR, insofar as you as a data subject have given your consent to the processing of personal data concerning you for one or more specific purposes (e.g. sending of information),
- Art. 6 para. 1 lit. b) GDPR, insofar as the processing is necessary for the performance of a contract or pre-contractual measures,
- Art. 6 para. 1 lit. c) GDPR, insofar as the processing is necessary to fulfil a legal obligation incumbent on KKUB,
- Art. 6 para. 1 lit. d) FADP, in cases where vital interests of the data subject or another natural person require the processing of personal data.

2. Data Processing in Connection with Visiting the KKUB Website

2.1 Data collection

Every time a user accesses the KKUB website and every time a file is retrieved, data about this process is temporarily stored and processed in a log file.

The tracking tool used for usage analyses is configured in such a way that no personal data of the visitor is collected.

Furthermore, your IP address is anonymised so that visitors cannot be tracked.

The tracking tool is operated on servers of Telekom Deutschland GmbH in a secure network zone so that no tracking data is passed on to the outside.

Technical features

(source: declaration Telekom Deutschland GmbH; status: 2020.06.10)

When you visit our web pages, the web server temporarily records the domain name or IP address of your computer, the file request of the client (file name and URL), the http response code and the web page from which you are visiting us. The logged data is used exclusively for the purposes of data security, in particular to defend against attempts to attack our web server (Art. 6 para. 1 f GDPR). They are neither used for the creation of individual user profiles nor passed on to third parties and are deleted after 7 days at the latest. We reserve the right to carry out statistical evaluation of anonymous data records.

Furthermore, you can adjust the settings in your browser so that your visit to the website is not registered and evaluated at all (do-not-track setting). The transmission of a browser variable signals to a website whether visitors want to be registered by tracking or not.

To find out how to do this with your browser, enter the following into a search engine: "Activate Do not track [name of your browser]". The following data is collected via JavaScript tracking:

- Request (file name of the requested file), date and time of the request
- Browser type / version (e.g. Internet Explorer 11)
- Browser language (e.g. German)
- Operating system used (e.g. Windows 10)
- Device type, device model, device brand
- Screen resolution
- Plugins used: (e.g. Flash, Java)

- Referrer URL (the previously visited page)
- Anonymized IP address
- Country and region from which the request was made
- Downloads
- Clicks
- Number of forms sent (depending on target definitions)

2.2 Session cookies

When individual pages are called up, so-called temporary cookies are used to make navigation easier.

These session cookies do not contain any personal data and expire after the session has ended. Cookies are also used when using the shopping cart. These also expire at the end of the session.

Techniques that make it possible to understand the access behavior of users are not used.

2.3 Use of social media plug-ins

KKUB currently use the following social media plug-ins: Facebook, LinkedIn, Twitter, Xing. We use the so-called two-click solution.

This means that when you visit our site, no personal data is initially passed on to the providers of the plug-ins.

Only if you click on the activation button of the social networks, personal data will be transmitted from you to the respective plug-in provider and stored there (in the case of US providers in the USA).

KKUB use the social media plug-ins to make our information offer more interesting through interaction with you and other users.

KKUB explicitly points this out: that the social networks store the data of their users (e.g. personal information, IP address etc.) according to their data usage guidelines and use them for business purposes. You can find out about the processing of data by the social networks by clicking on the following links:

- [Facebook](#),
- [LinkedIn](#)
- [Twitter](#)
- [Xing](#)

KKUB has no influence on the data collection and its further use by the social networks. It is not possible for KKUB to determine to what extent, where and for

how long the data is stored, to what extent the networks comply with existing deletion obligations, what evaluations and links are made with the data and to whom the data is passed on.

KKUB therefore asks you to check carefully which personal data you make available to the social networks through the use of our site. If you do not want the social networks to obtain personal data through your communication via our site, you should contact us by other means, for example by using the KKUB contact form on this website.

2.4 Use of map material from other providers

KKUB intends to use the map service "Google Maps" of the provider "Google" on its websites.

When using the service (by clicking on the map), Google will process personal data, in particular IP addresses and location data of users, which, however, will not be collected without your consent (usually in the context of the settings of your mobile devices).

Provider of the service:

Google Ireland Limited,
Gordon House,
Barrow Street,
Dublin 4, Irland

Website: <https://maps.google.de>

Privacy declaration: <https://policies.google.com/privacy>

Possibility of objection (Opt-Out-Plugin):
<http://tools.google.com/dlpage/gaoptout?hl=de>

3. Processing of Personal Data in Context of Contact

When you contact us, the data provided by you: name, first name, address, e-mail address and, if applicable, phone- and fax-number as well as the transmitted content information will be processed for the purpose of establishing contact and processing your request.

After completion of the processing, a retention period of 1 year is set for the written material of the contact.

4. Sending information (e.g. newsletter, information on events, etc.)

You can subscribe to the sending of information. By sending out information, KKUB sends newsletters to interested parties with information, methodological knowledge, evaluations, or information on events.

For the dispatch of information we use the so-called double-opt-in procedure. This means that after your registration we will send you an e-mail to the e-mail address you have provided, in which we ask you to confirm that you wish to receive the newsletter.

Only after confirmation of the link in the e-mail will your e-mail address be saved for the duration of your use of our offer for the purpose of sending information.

If you do not confirm your registration within 24 hours, your information will be automatically deleted.

You can revoke your consent to the sending of information at any time and cancel the sending of information.

You can declare the revocation by clicking on the link provided.

After acceptance of the offer to send information from KKUB, the period of storage of personal contact data and shipping records is set to 5 years.

5. Processing of Personal Data in the Framework of Projects

As a rule, permission to use employee data is granted for the purpose of carrying out the employment relationship (e.g. address and account data).

This is more difficult, however, if data is to be collected that is not necessarily required to carry out the employment relationship (e.g. performance data, measures of organizational and corporate development).

The express consent of the employee is required for this. Strong conditions are attached to the transparency of such consent.

It is not sufficient to have a general passage on data processing at the end of an employment contract. The employee must be given a clear and unambiguous explanation of the purpose and necessity of the collection and must be promised data minimization if the necessity no longer applies. A separate side letter to the employment contract is recommended.

Company agreements have been expressly recognized as suitable legal elements for the processing of personal data. However, only if:

All requirements to be complied with are fulfilled and the aforementioned principles of consent are also taken into account in works agreements.

A review and adaptation of existing works agreements is necessary.

IMPORTANT: the employees must be made aware of their comprehensive information, revocation, transfer and deletion rights.

In practice, this legal situation will prove difficult if an employee later revokes a declared consent and the employer is no longer allowed to use the data collected (e.g. in time recording).

It may result in the need for different treatment within employee groups, which must be approved by the works council.

KKUB processes personal data in projects in accordance with the European Data Protection Basic Regulation (GDPR), the Federal Data Protection Act (BDSG) and, if applicable, project-specific regulations of the client.

6. Ordering of Printed Products

KKUB intends to handle print products via its internet presence.

If you order brochures, leaflets and other products via our website, we require the following personal data to process your order:

- Name, first name,
- Street, number,
- Postcode and town
- E-mail address

As far as the order cannot be finally processed by us, the data provided by you will be passed on to third parties (shipping company, print shop).

The legal basis for the processing of your data is your consent according to article 6 paragraph 1 letter a GDPR). As far as the above mentioned data are not available, the processing of the order cannot take place.

The data transmitted by you will be deleted 90 days after processing your order.

7. Data Acquisition by other Applications

If you follow a link to a website of another provider, the data protection regulations stated there apply to this access.

8. Events, Press and Public Relations

Within the scope of its tasks, the KKUB acts as organizer or co-organizer of various events.

In case of an invitation to or participation in an event, KKUB processes personal data (name, address etc.).

This can be done through various communication channels, for example by filling out a form, a web form, by e-mail, by phone or by handing over a business card.

Which personal data is transmitted to KKUB is determined by the respective form, the respective input mask or the data requested in a possible conversation.

8.1 Data Collection from Accompanying Persons

For the proper handling of the event, data of persons accompanying the invited participants will also be collected and processed.

These persons, as well as all other persons affected by the data collection, are entitled to the rights of data subjects listed under item 9.

8.2 Data Collection from Publicly Available Sources

KKUB also collects and processes data from publicly accessible sources, for example from the homepages of the persons concerned or from publicly accessible directories.

8.3 Transfer of Personal Data

Personal data will not be transferred to third parties without authorisation, but will be stored and processed for our internal use and for the purpose of organising and handling events (e.g. creating guest lists, enabling access controls, etc.).

KKUB may arrange for the data to be passed on to one or more processors who will use the personal data on our behalf only for internal use attributable to us.

KKUB can act as a co-organiser alongside a cooperation partner. In these cases, the data collected for event purposes will be transferred to our cooperation partners, who may also use the data exclusively for this purpose of the proper handling of the event.

Which cooperation partners these are in individual cases will be communicated separately in the context of the organisation of the event.

The data will only be stored for as long as necessary for the organisation and processing of the event and for the performance of the task. As a recipient of cover letters/invitations, you can object to the sending of further cover letters/invitations at any time.

8.4. Image Recording

For the purposes of press and public relations work, images may be taken and published at events and dates, on which you may be recognizable.

You can object to the recording and/or publication. Please contact the photographer directly or use the contact data of KKUB for your objection. Please note that we have no influence on photographs taken by representatives of the press and media. They are responsible themselves in terms of the GDPR.

9. Right of Data Subjects (Your Rights)

9.1. Rights towards the KKUB

You have the following rights vis-à-vis the KKUB with regard to your personal data:

- Right to information, Art. 15 GDPR
- Right to rectification, Art. 16 GDPR
- Right to cancellation (“right to be forgotten”), Art. 17 GDPR
- Right to restriction of processing, Art. 18 GDPR
- Right to data portability, Art. 20 GDPR
- Right to object to processing, Art. 21 GDPR

9.2. Right of revocation

In so far as the processing of your personal data is based on your consent, you have the right to withdraw it at any time without giving reasons.

The withdrawal of consent does not affect the legality of the processing carried out on the basis of the consent up to the withdrawal (Art. 7 Para. 3 GDPR).

Further Questions?

If you have any further questions, please call us or send us an e-mail. We will contact you immediately.

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