

Information for our customers and business partners in accordance with Article 13 of the General Data Protection Regulation (GDPR)

Last updated: 9 July, 2018

Dear customers and business partners,

with the following information, we would like to inform you on why we collect certain personal data about our customers and business partners and on how we process and use this data. We will also inform you of your rights.

Most of this information will already be known to you, since you supplied us with the relevant details yourself. If you have any questions about this topic, please get in touch with your contact in our company or contact our Data Protection Officer.

Who is responsible for the handling of data and whom can I contact?

SchuF-Armaturen und Apparatebau GmbH
An der Guldenmühle 8-10
65817 Eppstein
Germany
Tel: +49 6198 571 100
Fax: +49 6198 571 200
datenschutz@schuf.de

What categories of personal data do we collect?

We collect the name and contact details of our business contacts as well as data pertaining to their company and their position within the company. Furthermore, depending upon the contractual relationship, we collect details on the field of activity of the contact, appointments, contacts with our customers (reports on visits, meetings, telephone conversations) in our CRM system.

How long do you keep my data?

The data of our customers and business contacts remain saved for the duration of the commercial relationship or for as long as you express interest in our products. Under German law (AO / HGB) we are legally required to keep data about contractual agreements and for bookkeeping purchases for up to 10 years.

For what purposes do you process my data?

We process data in order to answer enquiries, to prepare offers, to fulfil contractual obligations and for billing purposes. In our marketing activities, we process data for the purpose of acquiring new customers.

On which legal basis do you process my data?

We collect and keep customer data on the basis of contractual or pre-contractual relationships (Art. 6 lit. b GDPR).

For marketing activities aimed at potential customers, we refer to a weighing of interests in accordance with Art. 6 lit. f GDPR. We have a legitimate interest in acquiring new customers. We only communicate with our contacts in their professional role of representatives of their company. The data originates from publicly accessible sources and therefore there is no recognisable infringement of the rights or freedoms of the affected persons.

Who receives my data?

We never pass on customer data to third parties.

Is there any obligation to provide this data?

If you have not entered a contractual relationship with us, you have no obligation to share your data with us.

Do you use automated individual decision making or profiling?

We do not use your personal information for automated individual decision making which produces legal effects concerning you or similarly significantly affects you (Art.22 GDPR).

Your rights as a data subject

In accordance with Chapter III of GDPR, you have the right to information about the personal data we have saved, the right to rectification of inaccurate information, the right to erasure of your information or restriction of processing, the right to object to processing, the right to data portability, and the right to withdraw any permissions, that you might have granted.