

Implementation of information obligations under the GDPR for data collection

Data protection information in accordance with Articles 13 and 21 of the GDPR

Responsible party:

Fahrzeugwerk Bernard KRONE GmbH & Co. KG is responsible for data collection and processing.

Voluntary information:

We only collect data that is necessary for the conclusion of a contract. The provision of additional information is voluntary. However, data may be collected through many different channels (more on this below).

You can find out exactly what data this includes in the relevant form (e.g. the contact form on the website or the order form for placing an order). Mandatory information is usually marked with an asterisk (*). There are no negative consequences associated with not providing this data. However, in individual cases, not providing this data may complicate or delay subsequent communication.

Data processing for contract fulfilment:

If you are a customer or supplier or a contact person there, we process your name, company, address, telephone/fax/mobile number, email address and preferred language in accordance with Art. 6 (1) (b) GDPR for the purpose of fulfilling the contract. This also includes the associated customer service and, in particular, the following tasks:

- Creating quotations and invoices
- Processing repair orders
- Providing spare parts
- Executing financing transactions

We also process the aforementioned data if you contact us as a visitor to a trade fair or KRONE Drivers' Club event.

If necessary, personal data will be passed on to companies involved in the processing of this contract, e.g.

- Credit institutions for payment processing and refinancing of receivables
- Carriers/freight forwarders/shipping companies for the delivery of goods
- Credit agencies, trade credit insurers, banks and leasing / finance companies

The data will only be retained for as long as required for the respective purpose of the contract. The data will not be deleted if there are still outstanding claims after the contract has ended and these are to be collected. If there are statutory retention periods, the data concerned will be archived for the duration of these periods.

Data processing to safeguard legitimate interests:

We may process your data for other purposes related to an existing business relationship. Data processing is carried out on the basis of Art. 6 (1) (f) GDPR and in the interest of maintaining personal contact with you. The data covers the following purposes:

- Issuing VIP tickets for sponsored events
- Use of publicly available information about you (e.g. on public websites or in press articles)
- Storing additional personal information, if you have provided it to us (e.g. which events you have attended with us so far)
- Use of telematics data (Smart Telematics) to coordinate workshop enquiries and optimise our own services

If the data is used for internal purposes (e.g. in the case of Smart Telematics), it will be anonymised or pseudonymised as soon as technically possible. Regardless of this, you have the right to object to data processing at any time. For more information, please refer to the section entitled "Rights of the data subject" at the end of this information sheet.

Data processing based on consent:

If you have given your separate consent to be informed by us by telephone or email about our company's products and services, the corresponding processing will be carried out on the basis of Art. 6 (1) (a) GDPR. This also includes conducting satisfaction surveys after completing a service activity such as a repair, maintenance or insurance claim.

Your consent can be revoked at any time without affecting the lawfulness of the processing carried out to date. If consent is revoked, we will no longer process the corresponding data.

Data processing for the fulfilment of legal obligations:

In individual cases, we pass on your data to TÜV, the Federal Motor Transport Authority and any registration authorities in order to comply with legal obligations relating to the road safety of our vehicles. Data processing is carried out on the basis of Art. 6 (1) (c) GDPR. The legal obligation arises from the respective national approval regulations and export provisions. The data will be stored for the duration of the statutory retention periods.

Data processing for direct marketing:

We process your data for the purpose of direct marketing, in particular for sending our magazine "trailerforum", invitations to in-house events or public trade fairs such as the IAA Commercial Vehicles, and other advertising by post. Data processing is carried out on the basis of Art. 6 (1) (f) GDPR and in the interest of informing you about new products and services. Every customer has the right to object to this processing, the exercise of which will result in the termination of processing for the purpose of direct marketing. If data is stored exclusively for direct marketing purposes, it will be deleted after an objection has been lodged.

Automated decision-making and profiling:

If we make advance payments to customers, we may use data by obtaining automated credit information. To do this, we transmit the necessary personal data (usually company name, surname, first name, address) and use the information received about the statistical probability of default to decide on the payment terms under which we will provide a vehicle – e.g. prepayment or on account.

The credit rating report contains probability values (score values) that are calculated on the basis of scientifically recognised mathematical-statistical methods. The score value is based on the respective business data for companies or data on age, gender and address for individuals, whereby we also take our own payment experience data into account. This data is included in the score value calculation with different weightings. Data processing is carried out on the basis of Art. 6 (1) (f) GDPR and in the interest of assessing the possible risk of payment default.

We categorise our customer data according to company size and turnover in order to be able to provide you with offers tailored to your needs on the one hand, and to improve our strategic business orientation and carry out effective personnel planning on the other. In the latter case, data processing is carried out on the basis of Art. 6 (1) (b) GDPR, and otherwise in accordance with Art. 6 (1) (f) GDPR.

You have the right to request that the automated decision be reviewed by one of our employees and, in this context, you can also state your own point of view or contest the decision.

Data recipients:

We only transfer your data to third parties who may be based both domestically and in other European or non-European countries, provided that there is a transfer authorisation under data protection law in accordance with the above-mentioned legal provisions. This applies in particular to:

- Credit institutions / leasing and financing companies for payment processing
- Lawyers for enforcing outstanding claims
- Workshop service partners for carrying out repairs or maintenance

We may also pass on your data to external service providers (e.g. IT service providers, companies that destroy or archive data, printing service providers) who support us in data processing within the scope of order processing and are strictly bound by our instructions.

If we transfer your data to an IT service provider outside the EU within the scope of order processing, we have concluded an EU standard contract in accordance with Art. 46 (2) (c) GDPR with the order processor as a suitable guarantee for the legality of the data transfer. Beyond this, no data processing takes place outside the EU.

We will neither sell your personal data to third parties nor market it in any other way.

Contact details of the data protection officer:

datenschutz nord GmbH, Konsul-Smidt-Straße 88, 28217 Bremen,
email: office@datenschutz-nord.de

Rights of the data subject:

Data subjects have the right to obtain from the controller information about the personal data concerning them, as well as the right to have inaccurate data corrected or deleted if one of the reasons specified in Art. 17 GDPR applies, e.g. if the data is no longer required for the purposes pursued. There is also the right to restriction of processing if one of the conditions specified in Art. 18 GDPR applies and, in the cases specified in Art. 20 GDPR, the right to data portability. If data is collected on the basis of Art. 6 (1) (f) GDPR (data processing to safeguard legitimate interests), the data subject has the right to object to the processing at any time for reasons arising from their particular situation. We will then no longer process the personal data unless there are demonstrably compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

You can exercise your data protection rights here:

CONTACT DETAILS

Julia Keuter

Address: Heinrich-Krone-Straße 10
48480 Spelle

Tel.: +49(0)5977/935-0

Fax: +49(0)5977/935-339

Email: Datenschutz@krone.de

Right to lodge a complaint with a supervisory authority:

As a data subject, you have the right to lodge a complaint with a supervisory authority if you believe that the processing of your data violates data protection regulations. The right to lodge a complaint can be exercised in particular with a supervisory authority in the Member State of your place of residence or the place of the alleged infringement. In Lower Saxony, the competent supervisory authority is the State Commissioner for Data Protection of Lower Saxony, Prinzenstraße 5, 30159 Hannover.

Reference to the right to object under Art. 21 GDPR

If data is collected on the basis of Art. 6 (1) (e) (data processing for the fulfilment of official tasks or for the protection of the public interest) or (f) GDPR (data processing for the protection of legitimate interests), you have the right to object to the processing at any time for reasons arising from your particular situation. We will then no longer process the personal data unless there are demonstrably compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims. Please address your objection to: Datenschutz@krone.de

Reference to the right to object to direct marketing

We process your data for the purpose of direct marketing. You have the right to object to this processing, which will result in the termination of processing for the purpose of direct marketing. Please address your objection to: Datenschutz.@krone.de