

Fahrzeugwerk Bernard KRONE GmbH & Co. KG  
2026

## Privacy Notice pursuant to Article 13 of the GDPR

### Data controller:

Fahrzeugwerk Bernard KRONE GmbH & Co. KG, Bernard-Krone-Str. 1, 49757 Werlte, is responsible for the collection and processing of data.

### Voluntary information:

We generally only collect the data required to conclude a contract. You can see exactly which data this includes in the relevant form (e.g. the contact form on the website or the order form for placing an order). As a rule, the information we require is marked with an asterisk (\*).

The provision of any additional information is voluntary. However, data may be collected via many different channels (see below for more details). There are no negative consequences associated with not providing this data. However, in individual cases, failure to provide such data may complicate or delay subsequent communication.

### Data processing for the performance of a contract:

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

- Preparing quotations and invoices
- Processing repair orders
- Supplying spare parts
- Carrying out financing transactions

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

If you are a **dealer** or a contact person at one of our dealers, we process your aforementioned contact details in order to provide you with training offers and similar information material for the processing of the underlying business transactions.

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

- banks for payment processing and the refinancing of receivables
- Freight forwarders/carriers/shipping companies for the delivery of goods

- Credit reference agencies, trade credit insurers, banks and leasing /financing companies

The data will only be retained for as long as required by the respective purpose of the contract. The data will not be deleted if, following the termination of the contract, there are still outstanding claims to be collected. Where statutory retention periods apply, the relevant data will be archived for the duration of these periods (usually ten years).

#### **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 Article 6(1)(f) of the GDPR and in the interest of maintaining personal contact with you. The data is used for 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, provided you have shared this with us (e.g. which events you have attended with us to date)
- Use of telematics data (Smart Telematics) to coordinate workshop enquiries and to optimise our own services

Where data is used for internal purposes (e.g. in the case of Smart Telematics), the data is anonymised or pseudonymised as soon as this is technically possible. Irrespective of this, you have the right to object to data processing at any time. You can find further details under the heading 'Rights of the data subject' at the end of this information sheet.

#### **Data processing based on consent:**

If you have given separate consent to be informed by us by telephone or email about our company's own products and services, the corresponding processing takes place on the basis of Article 6(1)(a) of the GDPR. This also includes conducting satisfaction surveys following the completion of a service operation, such as a repair, maintenance or a settled insurance claim.

You may withdraw your consent at any time without this affecting the lawfulness of the processing carried out to date. If consent is withdrawn, we will cease the relevant data processing.

#### **Data processing to fulfil legal obligations:**

We may pass on your data in specific cases to TÜV, the Federal Motor Transport Authority and any relevant registration authorities in order to comply with legal obligations regarding the road safety of our vehicles. Data processing is carried out on the basis of Article 6(1)(c) of the GDPR. The legal obligation arises from the relevant national

registration regulations and export provisions. The data is retained for the duration of the statutory retention periods (usually ten years).

#### **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, as well as for other advertising by post. Data processing is carried out on the basis of Article 6(1)(f) of the 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 cessation of processing for the purposes of direct marketing. Where data is stored exclusively for direct marketing purposes, it will be deleted once an objection has been lodged.

#### **Automated decision-making and profiling:**

Where we provide advance payment to customers, we may use data by obtaining an automated **credit check**. To this end, we transmit the necessary personal data (usually company name or surname, first name, address) and use the information received regarding the statistical probability of default to decide on the payment terms under which we provide a vehicle – for example, by prepayment or on account.

The credit report contains probability values (score values) calculated on the basis of scientifically recognised mathematical and statistical methods. For companies, the score value incorporates the relevant business data; for individuals, it incorporates data on age and gender, as well as address details, whilst we also take our own payment history data into account overall. This data is incorporated into the score calculation with varying weightings. The data processing is carried out on the basis of Article 6(1)(f) of the GDPR and in the interest of assessing the potential risk of non-payment.

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

You have the right to request that the automated decision be reviewed by one of our employees, and in this context you may also present your own point of view or challenge 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 legal basis for such transfer under the data protection legislation mentioned above. This applies in particular to:

- Credit institutions/leasing and finance companies for payment processing
- Solicitors for the enforcement of 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 framework of commissioned processing and are strictly bound by our instructions.

Where we transfer your data to an IT service provider outside the EU under a data processing agreement, we have concluded an EU standard contract pursuant to Article 46(2)(c) of the GDPR with the data processor as an appropriate safeguard for the lawfulness of the data transfer. Furthermore, 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](mailto:office@datenschutz-nord.de)

### **Rights of the data subject:**

Data subjects have the right to obtain from the controller information regarding the personal data concerning them, as well as the right to have inaccurate data rectified or erased, provided that one of the grounds set out in Article 17 of the GDPR applies, e.g. if the data is no longer required for the purposes for which it was collected. There is also a right to restriction of processing if one of the conditions set out in Article 18 of the GDPR applies, and, in the cases covered by Article 20 of the GDPR, a right to data portability. Where data is collected on the basis of Article 6(1)(f) (data processing to safeguard legitimate interests), the data subject has the right to object to the processing at any time on grounds relating to their particular situation. We will then no longer process the personal data unless there are demonstrable compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or the processing serves to establish, 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](mailto: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 personal data infringes data protection regulations. In particular, you may exercise this right to lodge a complaint with a supervisory authority in the Member State of your residence or in the Member State where the alleged infringement occurred. In Lower Saxony, the competent supervisory authority is the State Commissioner for Data Protection of Lower Saxony, Prinzenstraße 5, 30159 Hanover.

#### Notice regarding the right to object under Article 21 of the GDPR

Where data is collected on the basis of Article 6(1)(e) (data processing for the performance of official tasks or for the protection of the public interest) or (f) (data processing to safeguard legitimate interests), you have the right to object to the processing at any time on grounds relating to your particular situation. We will then no longer process the personal data unless there are demonstrable compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or the processing serves to establish, exercise or defend legal claims. Please address your objection, if possible, to: [Datenschutz@krone.de](mailto:Datenschutz@krone.de)

#### Notice regarding the right to object to direct marketing

We process your data for the purposes of direct marketing. You have a specific right to object to this processing, the exercise of which will result in the cessation of processing for the purposes of direct marketing. Please address your objection, if possible, to: [Datenschutz@krone.de](mailto:Datenschutz@krone.de)