

Data Privacy Notice of DeDeNet GmbH on the handling of your personal data and on your data privacy rights in accordance with the EU General Data Protection Regulation (GDPR)

Thank you for your interest in our company and our software solutions. In addition to company-related data, we also process personal data as part of customer acquisition, customer management and order processing. The protection of your personal data is very important to us here. Your personal data are therefore processed exclusively on the basis of the statutory provisions of the European General Data Protection Regulation and in compliance with the applicable country-specific data protection provisions. Our transparency notice below informs you about the most important aspects of how we process your personal data within our company. To this end, please find below information concerning the processing of your personal data within our company (Articles 13 and 14 GDPR) and which forms the basis for exercising your rights as data subject (Article 15 et seq. GDPR).

1. Data controller

- a. Name and contact details of the data controller
DeDeNet GmbH
Am Erlengraben 8
76275 Ettlingen
Telefon +49 (0)5551/91405-0
E-Mail: info@dedenet.de
- b. Name and contact details of the Data Protection Officer
Silke Dähne-Eigenstetter
DeDeNet GmbH
Am Erlengraben 8
76275 Ettlingen
Telefon +49 (0)5551/91405-16
E-Mail: datenschutz@dedenet.de

2. Processing framework

- a. Categories of personal data processed:
Company master data and contact data, contact partners and contact data, where applicable position, department, interest in products, offer documents, order data, contract documents, correspondence, user data (user name, access data), invoice data, payment data, bank account data, and other data comparable with the specified categories.
- b. Source of the personal data:
The personal data stored by us originate firstly from the direct collection of data as a result of you making contact with our company, in the process of which you provide us with your data within the context of an enquiry, order placement, for the purpose of processing orders, invoicing, etc
The aforementioned data which are stored by us may also be the result of collection from industry directories and/or publicly accessible directories.
In addition, the aforementioned data which are stored by us may originate from collection via distribution partners, who notify us of the specified data where you have expressed an interest in products.
- c. Purposes for which the personal data are processed:
The object of our company is the provision of IT and software services in the fields of distribution, service, telematics and telecommunications costs analysis. Your personal data are collected and processed for the purposes of customer management, order processing and order fulfilment, for the purpose of customer acquisition, for processing your enquiry, for making offers or for contacting you if we have subsequent questions with regard to steps prior to entering into a contract and also for direct advertising purposes (advertising measures to provide customers with information and to promote customer loyalty).
Your personal data will only be collected and processed if this is necessary for these purposes and only to the extent necessary for these purposes.

d. Duration for which the personal data are stored:

Your personal data will only be stored and processed for the purposes stated in 2.c. Once the purpose no longer applies your personal data will be erased, provided that no obligations concerning their retention stand in the way of this. If your personal data are to be processed for another purpose, we will inform you of this change of purpose.

e. Legal basis for processing:

- i. The legal basis for processing your personal data consists, pursuant to Article 6 (1) b GDPR, in the performance of a contract (order processing, order fulfilment, etc.) or, pursuant to Article 6 (1) b GDPR, in taking steps prior to entering into a contract (e.g. sending of an offer).
- ii. In addition, the legal basis for processing is provided by a legitimate interest in processing pursuant to Article 6 (1) c GDPR. For us, a legitimate interest in processing your personal data consists in identifying the requirements of interested parties, carrying out advertising measures in order to inform potential interested parties about the product portfolio, and also the initiation of business in order to maintain and expand business activity and thereby secure jobs.
- iii. The legal basis for processing your personal data can also be your consent pursuant to Article 6 (1) a GDPR, where you have given us your consent to process your personal data for certain purposes.

3. Forwarding

a. Recipients of the personal data:

Data are forwarded internally to the relevant departments where these departments require the data in order to fulfil contractual obligations (order processing, order fulfilment and order management, etc.), or in order to take steps prior to entering into a contract (e.g. sending of offers, etc.). Service providers and vicarious agents used by us (contract data processors, Article 28 GDPR) may also receive data within the context of executing orders, if they guarantee compliance with the requirements of the General Data Protection Regulation (GDPR). Data are only otherwise forwarded where a corresponding statutory obligation exists.

b. Transmission to third countries:

Data are not transmitted to third countries.

4. Data privacy rights for data subjects

a. Right of access, right to rectification, right to erasure, right to restriction of processing:

You have a right of access pursuant to Article 15 GDPR, a right to rectification pursuant to Article 16 GDPR, a right to erasure pursuant to Article 17 GDPR, a right to restriction of processing pursuant to Article 18 GDPR, and a right to data portability under Article 20 GDPR.

b. Right to revoke consent:

Where your personal data are processed on the basis of consent (e.g. newsletter), you have the right to revoke this consent at any time for the future.

c. Right to lodge a complaint with a supervisory authority:

You also have the right to lodge a complaint with the responsible supervisory authority if you are of the opinion that your personal data are not being lawfully processed.

Information on your right to object to processing in accordance with Art. 21 GDPR

1. Individual right of objection

In accordance with Art. 21 GDPR, you have the right to object, on grounds relating to your particular situation, at any time to the processing of your personal data if your personal data are processed on the basis of Art. 6 (1) lit. f GDPR (on the grounds of our legitimate interests).

Following your objection, processing will be stopped unless we can demonstrate legitimate grounds for processing that override your interests, rights and freedoms, or if processing serves to assert, exercise or defend legal claims.

2. Right to object to processing of data for direct marketing purposes

If we process your personal data for direct marketing purposes, you have the right to object to the processing of your personal data for this purpose at any time in accordance with Art. 21 (2) GDPR.

If you object to processing for direct marketing purposes, your personal data will no longer be processed for such purposes.

To exercise your right of objection, please contact us using the contact details provided under point 1.

5. Obligation to provide personal data

You are not obliged to provide your personal data: However, the provision of personal data is necessary when they are required, among other things, for the establishment and implementation of a business relationship (e.g. for communication, business initiation and contract processing) and the fulfilment of associated contractual obligations. We would therefore like to point out that we cannot establish or continue a business relationship with you without the provision of the data required for this purpose.

6. Automated decision-making

Automated decision making or profiling is not carried out.

You are welcome to contact our Data Protection Officer for additional information concerning data privacy. You can find the contact details in point 1.b of this Data Privacy Notice.

As at September 2022