Baumer
Passion for Sensors

Information on the Processing of Personal Data Sales

The Controller hereby informs the data subject about the processing of personal data in accordance with his obligations under Art. 13 GDPR

1. Information according to Art. 13 para. 1 GDPR

1.1 Contact details of the Controller and, if applicable, the Data Protection Officer (Art. 13 para. 1 a), b) GDPR)

Responsible for the processing of personal data pursuant to Art. 4 No. 7 is:

Baumer GmbH
General Managers: Oliver Vietze and Oliver Schleicher
Pfingstweide 28
DE - 61169 Friedberg
info@baumer.com

Data protection officer: datenschutz@m-consecom.de

1.2 Purpose and Legal Basis of the Processing of Personal Data (Art. 13 para. 1 c) GDPR)

The personal data are processed for advertising, marketing and sales purposes.

The following regulations form the legal basis for the processing of personal data:

According to Art. 6 para. 1 b) of the GDPR, processing is necessary for the performance of a contract to which the data subject is a party or for the implementation of pre-contractual measures taken at the request of the data subject.

According to Art. 6 para. 1 f) of the GDPR processing is necessary to safeguard the legitimate interests of the Controller or a third party, unless the interests or fundamental rights and freedoms of the data subject, which require the protection of personal data, prevail, in particular where the data subject is a child.

1.3 Legitimate Interests of the Controller or Third Parties (Art. 13 para. 1 d) GDPR)

The interests of the Controller for the processing of personal data are in particular the establishment of contacts for marketing purposes, the acquisition of customers and the retention of existing customers. Furthermore, the legitimate interest in the processing of personal data of contact persons is to process the contractual relationship with their employer.

1.4 Recipients or Categories of Recipients of the Personal Data (Art. 13 para. 1 e) GDPR)

Possible Recipients of personal data:

- Departments and internal departments involved in the execution of the respective business processes (e.g. marketing, sales)
- Group companies of the Baumer Group
- Shipping service provider (for shipping products, letters)
- Suppliers (e.g. in warranty cases)
- Processors (e.g. IT service providers, software manufacturers)
- Public authorities (e.g. tax authorities)
- Advertising agencies

1.5 Transfer to a Third Country (Art. 13 para. 1 f) GDPR)

The Controller intends to transfer the data to the following third countries outside the European Union:

Switzerland: an adequacy decision has been taken by the Commission pursuant to Art. 45 para. 1 GDPR (Abl. EG of 25.08.2000, No. L 215/1).

2. Information according to Art. 13 para. 2 GDPR

2.1 Period for which the Personal Data will be stored, or the Criteria used to determine that Period (Art. 13 para.2 a) GDPR)

The first storage (beginning of the storage period) of the data takes place with the first provision of the personal data of the data subject.

The personal data will be deleted after expiry of the legal storage obligations, unless the Controller has a legitimate interest in further storage. In any case, only those data will continue to be stored which are actually absolutely necessary to achieve the corresponding purpose.

2.2 Rights of Data Subjects (Art. 13 para. 2 b) GDPR)

The data subject has the following rights:

Right of access (Art. 15 GDPR)
The Controller shall, upon request, inform the data subject whether he or she is processing data concerning him or her. The Controller endeavours to process requests for information as quickly as possible.

Rectification of inaccurate data (Art. 16 GDPR)
The data subject shall have the right to request the Controller to rectify any inaccurate personal data concerning him or her without delay.

Erasure (Art. 17 GDPR)
The data subject has the right to demand from the Controller that personal data concerning him or her will be erased immediately and the operator is obliged to erase personal data immediately if one of the reasons stated in Art. 17 para. 1 a) - f) GDPR applies.

Restriction of processing (Art. 18 GDPR)
The data subject has the right to request the Controller to restrict the processing if one of the conditions of Art. 18 para. 1 a) – d) GDPR is met:

Right to data portability (Art. 20 GDPR)
The data subject has the right to receive the personal data concerning him or her that he or she has provided to the operator in a structured, current and machine-readable format and to transmit this data to another Controller without hindrance by the Controller to whom the personal data were provided, provided that the processing is based on a consent pursuant to Art. 6 para. 1 a) GDPR, Art. 9 para. 2 a) GDPR or on a contract pursuant to Art. 6 para. 1 b) GDPR and the processing is carried out using automated procedures.

Right to object to unacceptable data processing (Art. 21 GDPR)
The data subject shall have the right to object, on grounds relating to his or her particular situation, at any time to processing of personal data concerning him or her which is based on Art. 6 para. 1 e) or f) GDPR including profiling based on those provisions. The Controller shall no longer process the personal data unless the Controller demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

Where personal data are processed for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing, which includes profiling to the extent that it is related to such direct marketing.

Where personal data are processed for scientific or historical research purposes or statistical purposes pursuant to Art. 89 para. 1 GDPR, the data subject, on grounds relating to his or her particular situation, shall have the right to object to processing of personal data concerning him or her, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

2.3 Right to withdraw Consent (Art. 13 para. 2 c) GDPR)

The consent for processing can be withdrawn at any time. The lawfulness of the processing on the basis of the consent until withdrawal remains unaffected.

2.4 Right to lodge a Complaint with a Supervisory Authority (Art. 13 para. 2. d) GDPR)

The data subject has a right to lodge a complaint with a supervisory authority regarding illegal data processing pursuant to Art. 77 para. 1 GDPR.

2.5 Duty or Obligation to provide the Data (Art. 13 para.2 e) GDPR)

The provision of personal data is necessary for the initiation and processing of contractual relationships. Furthermore, the data is required by the Controller in order to contact the data subjects.

Without this information, no contractual relationship can be carried out or contact can be made with the data subject.