

Data protection information for customers and suppliers on the processing of your personal data

The protection of your privacy is of the utmost importance to us. We collect and use your data only for our own purposes in accordance with the General Data Protection Regulation (GDPR).

Who is responsible?

The controller for data processing is

Lorenz Messtechnik GmbH
Obere Schlossstrasse 127/129/131
D-73553 Alfdorf
Phone: +49 7172 93730-0
Telefax: +49 7172 93730-22
E-Mail: info@lorenz-messtechnik.de

Our data protection officer

If you have any questions about the collection, processing or use of your personal data, or if you wish to request information, correct, block or delete data, please contact our data protection officer:

datenschutz@lorenz-messtechnik.de

Purpose and legal basis of the processing

We collect and process your personal data for the initiation and execution of the contractual relationship in question. The data processing takes place on the legal basis of Art. 6 (1) sentence 1 lit. b) GDPR.

We will only process your data for electronic advertising purposes by email or telephone if you consent to this. In this case, your consent is the legal basis for data processing in accordance with Art. 6 (1) sentence 1 lit. a) GDPR. You can withdraw your consent at any time with effect for the future. However, revocation does not affect the legality of the data processing carried out on the basis of the consent until revocation. In this case, we will store your data until you withdraw your consent.

Recipient

Personal data will not be transferred to third parties for purposes other than those listed below. Insofar as this is necessary for the execution of the contract in accordance with Art. 6 (1) lit. b) GDPR, your personal data will be passed on to third parties.

This includes in particular the transfer to external service providers who work on our behalf.

We use external domestic service providers to process our business transactions (e.g. for IT, logistics, marketing).

They will only act in accordance with our instructions and have been contractually obliged to comply with data protection regulations within the meaning of Art. 28 GDPR.

Insofar as we pass on your personal data to our service providers, this is done on the basis of existing order processing relationships.

To check your creditworthiness, we process your personal data through SCHUFA Holding AG, Kormoranweg 5, 65201 Wiesbaden ("SCHUFA"). This credit check is carried out in order to check your creditworthiness and thus minimize our business risk. The legal basis for this is Art. 6 para. (1) lit. b) GDPR (fulfillment of a contract) and Art. 6 para. (1) lit. f) GDPR in conjunction with § 31 para. (2) BDSG (legitimate interest).

We transmit the following personal data to SCHUFA to carry out the credit check:

- Name
- Address
- Date of birth
- Contact details
- Contract data (e.g. credit limit, installment payment behavior).

This data will also be transmitted to SCHUFA if you fail to meet your payment obligations in the event of a breach of contract.

The recipient of the data is exclusively SCHUFA. Your data will not be passed on to third parties unless otherwise required by law.

SCHUFA stores the data received for as long as is necessary to fulfill the purpose of processing. The duration of storage depends on the statutory provisions and the periods specified by SCHUFA.

Further information on data processing by SCHUFA can be found at: <https://www.schufa.de/global/daten-schutz-dsgvo/index.jsp> and at <https://www.schufa.de/global/datenschutz/index.jsp>.

Transmission

Your personal data will not be transferred to a country outside the EU.

Data categories

The following data categories are affected: Name and contact details such as address, e-mail address and telephone number and other business contact details.

How long will your personal data be stored?

We store your data for as long as this is necessary for order processing, including invoicing, and/or if statutory retention obligations prevent your data from being deleted.

We store your data for advertising purposes as long as our legitimate interest pursuant to Art. 6 (1) sentence 1 lit. f) GDPR continues to exist in contacting you for direct marketing purposes and as long as you have not objected to the processing of your personal data for direct marketing purposes pursuant to Art. 21 GDPR.

Rights of data subjects

Under the GDPR, you are also entitled to the following statutory data subject rights, provided that their requirements are met:

- Right to information about your data stored by us in accordance with Art. 15 GDPR,
- Right to rectification of inaccurate data pursuant to Art. 16 GDPR,
- Right to erasure of the data stored by us in accordance with Art. 17 GDPR,
- Right to restrict the processing of data stored by us in accordance with Art. 18 GDPR,
- Right to data portability pursuant to Art. 20 GDPR,
- Right to object pursuant to Art. 21 GDPR,
- Right to lodge a complaint with a competent supervisory authority pursuant to Art. 77 GDPR if you consider that the processing of personal data relating to you infringes the provisions of the GDPR.
- Right to revoke at any time pursuant to Art. 7 para. (3) GDPR any consent given to us pursuant to Art. 6 para. (1) lit. a) GDPR; this has the consequence that we may no longer continue the data processing based on this consent in the future.

Right of objection

In accordance with Art. 21 GDPR, you have the right to object at any time to the processing of your personal data for the purpose of direct marketing. If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes. The objection can be addressed informally to the controller, e.g. to the e-mail address:

info@lorenz-messtechnik.de.

Automated decision making

Your personal data will not be used for automated decision-making.

This data protection information is currently valid as of June 2024.