

Information on data protection for business partners

In order to create more transparency in the processing of personal data by companies, the European legislator has introduced a new information obligation. As a business partner (customer, supplier or other business partner), you should know what happens to your personal data and for what purposes it is processed. The following information is provided pursuant to Art. 13 GDPR.

1. Controller and data protection officer

The controller for processing your personal data is HWI development GmbH, Strassburger Str. 77, 77767 Appenweier, Germany, represented by the management: Dr. Stefan Wissel. You can reach the controller at the following contact details: phone: +49 (0) 7805 401-500, fax +49 (0) 7805 401-510, e-mail: info@hwi-group.de. You can contact the company data protection officer at: contact@morgenstern-privacy.com

2. Purposes, legal bases and provision of your data

2.1 Contracts

Your personal data will be processed for the initiation and conclusion of contracts, communication within the framework of contract processing, invoicing/receipt of invoice and payment processing.

The admissibility of the processing is based on Art. 6 para. 1 b) GDPR (performance of a contract or a pre-contractual measure).

In addition, the admissibility of the processing is based on Art. 6 para. 1 f) GDPR (legitimate interest). Our legitimate interests lie, e.g. in electronic and more efficient data processing and the optimisation of the workflows that take place.

The provision of your personal data is necessary for the conclusion of a contract with us. The consequence of not providing personal data is that no contract can be concluded and performed.

2.2 Direct advertising and internal analysis

We process your personal data in order to send you postal information about our company, such as invitations to events or important changes in the company. Furthermore, your data will be used for internal analyses in order to continuously improve our services and to provide you with the best possible support.

The admissibility of the processing is based on Art. 6 para. 1 f) GDPR (legitimate interest). We have a legitimate interest in actively informing our business partners and making the advertising approach as individual as possible.

In addition, you will receive regular information by e-mail, with which we will inform you about our services, focuses and our development.

The admissibility of this processing is based on your consent pursuant to Art. 6 para. 1 a) GDPR. You can withdraw your consent to receive information by e-mail at any time (see Section 6).

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2.3 Credit reference

We reserve the right to obtain appropriate information about you before conclusion of contract or in the event of circumstances affecting your creditworthiness becoming known. If this information is negative, we may refuse to conclude a contract with you.

The admissibility of the processing is based on Art. 6 para. 1 f) GDPR (legitimate interest). Our legitimate interest lies in assessing your creditworthiness and reducing the risk of non-payments.

2.4 Trade fair

We take photos of our trade fair stand at trade fairs. Photos can also be taken of trade fair visitors. These photos are published for advertising purposes in various media (such as our website or various advertising materials). The admissibility of this processing is based on Art. 6 para. 1 f) GDPR (legitimate interest). Our legitimate interest lies in the presentation of our trade fair presence for advertising purposes and in optimal public relations. Furthermore, we collect your contact details in individual cases and store them directly or subsequently in order to send you information about our requirements/our services. The admissibility of the processing is based on Art. 6 para. 1 b) GDPR (performance of a contract or a pre-contractual measure).

The provision of the photos is neither prescribed by law nor contractually. If the photos are not provided, they cannot be used for the above-mentioned purposes. Without the provision of your contact details, we cannot provide you with any information about our requirements/our services.

3. Recipient

Within the framework of the performance of services, your personal data will be forwarded to the respective departments and processed (such as marketing department, IT department) and, if necessary, also forwarded to other companies (e.g. within the HWI group, shipping service providers, tax consultants). In these cases, the transfer of data is covered by a legal basis or takes place in the context of a processing.

We do not intend to transfer your data to a third country outside the EU or the EEA.

4. Storage of your data

The first time that your data is stored takes place when you contact us, e.g. by e-mail or telephone or exchange of e-mails or written documents. We will delete your personal data once the contractual relationship has been terminated, all mutual requirements have been met and there are no legal retention periods or legal bases for storage. We will continue to use your postal address for advertising purposes even after termination of the contractual relationship, unless you object.

If your data has been anonymised for analysis purposes, it will be stored and used for an unlimited period of time.

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5. Rights of the data subject

You have the following rights:

You have the right of access (Art. 15 GDPR), to rectification (Art. 16 GDPR), to erasure (Art. 17 GDPR), to restriction of processing (Art. 18 GDPR) as well as to data portability (Art. 20 GDPR). We endeavour to process requests as quickly as possible.

If your personal data is processed on the basis of Art. 6 para. 1 f) GDPR, you have the right to object on grounds relating to your particular situation or if the objection is directed against direct advertising (Art. 21 GDPR). If you object to direct advertising, we will not send you any more advertising messages.

6. Withdrawal of consent

Any consent given to the processing of personal data may be withdrawn at any time. The lawfulness of the processing on the basis of the consent remains unaffected until withdrawal.

7. Questions or complaints

You have the right to apply to a supervisory authority (Art. 77 GDPR).