

Privacy Policy

Our handling of your data and your rights
– Information according to Articles 13, 14 and 21 of the General Data Protection Regulation (GDPR) –

Dear customer,

the protection of your data is very important to us. In the following we will inform you about the processing of your personal data by the Horn & Bauer Group and the claims and rights to which you are entitled according to the data protection regulations.

Welche Daten im Einzelnen verarbeitet und in welcher Weise genutzt werden, richtet sich maßgeblich nach den beantragten bzw. vereinbarten Dienstleistungen.

1. Who is responsible for data processing and whom can I contact?

The responsible authority is:

Horn & Bauer GmbH & Co. KG
An der Michelsruh 3
34613 Schwalmstadt
Telefon: +49 (0) 66 91-8 08-0
Fax: +49 (0) 66 91-8 08-111
E-Mail-Adresse: info@horn-bauer.de

You can reach our data protection officer via:

GenoRisk GmbH
Heidrun Pautsch
Marburger Str. 6- 10
36304 Alsfeld
E-Mail-Adresse: datenschutz@horn-bauer.de

2. Which sources and data do we use?

We process personal data that we receive from you in the course of our business relationship. On the other hand, we process personal data that we have permissibly acquired from publicly accessible sources (e.g. press, media) and are allowed to process.

The following personal data is collected and processed:

Name, first name, address, telephone numbers, e-mail address, IP address of the computer as well as other data comparable with the aforementioned categories.

3. For what do we process your data (purpose of processing) and on what legal basis?

We process personal data in accordance with the provisions of the European Data Protection Regulation (DSGVO) and the German Federal Data Protection Act (BDSG):

3.1 For the fulfillment of contractual obligations (Article 6 para. 1b DSGVO)

The processing of personal data (Article 4 No. 2 DSGVO) is carried out in particular for the fulfillment of inquiries and the execution of our contracts or pre-contractual measures with you, as well as all activities required with the operation and administration of an industrial company.

The purposes of the data processing primarily depend on the specific product (e.g.) and may include, among other things, needs analyses, consulting and support, and the execution of transactions.

Further details on the purpose of data processing can be found in the respective contract documents and terms and conditions.

3.2 Within the consideration of interests (Article 6 para. 1f DSGVO)

If necessary, we process your data beyond the actual fulfillment of the contract to protect legitimate interests of us or third parties, such as in the following cases:

- Consultation of and data exchange with credit agencies (e.g. SCHUFA) to determine creditworthiness or default risks.
- Examination and optimization of procedures for demand analysis and direct customer contact;
- Advertising or market and opinion research, insofar as you have not objected to the use of your data;
- Assertion of legal claims and defense in legal disputes;
- Ensuring IT security and the company's IT operations;
- Prevention and investigation of criminal offenses;
- Video surveillance is used to collect evidence in the event of criminal acts. They thus serve to protect customers and employees (as well as to exercise domiciliary rights)
- Measures to ensure building and facility security (e.g. access controls);
- Measures to ensure domiciliary rights;
- Measures for business management and further development of services and products.

3.3 Based on your permission (Article 6 para. 1a DSGVO)

If you have given us permission to process personal data for certain purposes (e.g. sending newsletters), the legitimacy of this processing is based on your consent. Consent given can be withdrawn at any time. Please note that the withdrawal is only effective for the future. Processing that took place before the withdrawal is not affected.

3.4 Based on legal requirements (Article 6 (1c) DSGVO) or due a public interest (Article 6 (1e) DSGVO)

Zudem unterliegen wir als Unternehmen diversen rechtlichen Verpflichtungen, das heißt gesetzlichen Anforderungen (z. B., Steuergesetze). Zu den Zwecken der Verarbeitung gehören unter anderem z. B. die Erfüllung steuerrechtlicher Kontroll- und Meldepflichten sowie die Bewertung und Steuerung von Risiken.

4. Who receives my data?

Within our company, those departments receive access to your data that need it to fulfill our contractual and legal obligations. Processors used by us (Article 28 DSGVO) may also receive data for these purposes. These are companies in the categories, IT services, logistics, printing services, telecommunications, debt collection, advice and consulting, and sales and marketing.

Other data recipients may be those entities for which you have given us your consent to transfer data or for which there is a legal obligation.

5. For how long will my data be stored?

If required, we process and store your personal data for the duration of our business relationship, which also includes, for example, the initiation and execution of a contract.

In addition, we are bound by various storage and documentation obligations, which result, among other things, from the German Commercial Code (HGB). The retention and documentation periods specified there range from two to ten years.

Finally, the storage period is also assessed according to the statutory limitation periods, which, for example, according to §§ 195 et seq. of the German Civil Code (BGB), are generally three years, but in certain cases can be up to thirty years.

6. Will data be transferred to a non-EU country or to an international organization?

Data is only transferred to non-EU countries (countries outside the European Economic Area - EEA) if this is necessary to execute your orders (e.g. payment and securities orders), is required by law or you have given us your consent. We will inform you separately about the details, if required by law. The transfer currently only concerns our British subsidiary, which can access your data if necessary for the execution of your contracts.

7. What are my data protection rights?

You have the right to information under Article 15 of the GDPR, the right to correction under Article 16 of the GDPR, the right to erasure under Article 17 of the GDPR, the right to restriction of processing under Article 18 of the GDPR and the right to data portability under Article 20 of the GDPR. With regard to the right to information and the right to erasure, the restrictions pursuant to Sections 34 and 35 of the German Data Protection Act (BDSG) apply. In addition, there is a right of appeal to a data protection supervisory authority (Article 77 DSGVO in conjunction with Section 19 of the German Federal Data Protection Act (BDSG)).

8. Is there a duty to provide data?

Within the context of our business relationship, you only have to provide the personal data that is required for the establishment, execution and termination of a business relationship or that we are legally obligated to collect. Without this data, we will usually have to refuse to conclude the contract or execute the order, or we will no longer be able to perform an existing contract and may have to terminate it.

9. Is there automated decision-making in individual cases?

For the establishment and implementation of the business relationship, we generally do not use fully automated decision-making pursuant to Article 22 DSGVO. Should we use these procedures in individual cases, we will inform you about this separately if this is required by law.

Information about your right to object in accordance with Article 21 of the General Data Protection Regulation (DSGVO).

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data relating to you which is carried out on the basis of Article 6(1e) DSGVO (data processing in the public interest) and Article 6(1f) DSGVO (data processing on the basis of a balance of interests); this also applies to profiling based on this provision within the meaning of Article 4 No. 4 DSGVO which we use for credit assessment or advertising purposes.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the purpose of asserting, exercising or defending legal claims.

In individual cases, we process your personal data to conduct direct marketing. You have the right to object at any time to the processing of personal data concerning you for the purposes of such advertising; this also applies to profiling, insofar as it is associated with such direct advertising.

If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

The objection can be made form-free and should preferably be addressed to::

Horn & Bauer GmbH & Co. KG
An der Michelsruh 3
34613 Schwalmstadt
E-Mail-Adresse: datenschutz@horn-bauer.de