



## MERBITZER BERG HOLIDAY FARM

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### Privacy policy Ferienhof Merbitzer Berg

We are delighted that you are interested in our company. Data protection is a particularly high priority for the management of Ferienhof Merbitzer Berg- Zeltwiese Löbejün - Owner Michael Silbereisen. Hereinafter referred to as Ferienhof Merbitzer Berg.

Use of the website of Ferienhof Merbitzer Berg - owner Michael Silbereisen is generally possible without providing any personal data. However, if a data subject wishes to use special services offered by our company via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the data subject.

The processing of personal data, such as the name, address, email address, or telephone number of a data subject, is always carried out in accordance with the General Data Protection Regulation and in compliance with the country-specific data protection regulations applicable to Ferienhof Merbitzer Berg - owner Michael Silbereisen. Through this privacy policy, our company wishes to inform the public about the nature, scope, and purpose of the personal data we collect, use, and process. Furthermore, this privacy policy informs data subjects about their rights.

Ferienhof Merbitzer Berg - owner Michael Silbereisen, as the controller, has implemented numerous technical and organizational measures to ensure the most complete protection possible of the personal data processed via this website. Nevertheless, Internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed.

For this reason, any data subject is free to transmit personal data to us by alternative means, for example by telephone.

#### 1. Definitions

The privacy policy of Ferienhof Merbitzer Berg - Owner Michael Silbereisen is based on the terminology used by the European legislators and regulators when enacting the General Data Protection Regulation (GDPR). Our privacy policy is intended to be easy to read and understand for the general public as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance.

In this privacy policy, we use the following terms, among others:

- a) Personal data

Personal data is any information relating to an identified or identifiable natural person (hereinafter referred to as "data subject"). A natural person is considered identifiable if they can be identified directly or indirectly, in particular by association with an identifier such as a name, an identification number, location data, an online identifier, or one or more special characteristics that express the physical, physiological, genetic, psychological, economic, cultural, or social identity of that natural person.

- b) Data subject

A data subject is any identified or identifiable natural person whose personal data is processed by the controller.

- c) Processing

Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, distribution, or otherwise making available, alignment or combination, restriction, erasure, or destruction.

- d) Restriction of processing

Restriction of processing is the marking of stored personal data with the aim of limiting its future processing.

- e) Profiling

Profiling is any form of automated processing of personal data consisting of using that personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

- f) Pseudonymization

Pseudonymization is the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data is not attributed to an identified or identifiable natural person.

- g) Controller or processor

The controller or data controller is the natural or legal person, public authority, agency, or other body that, alone or jointly with others, determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

- h) Processor

A processor is a natural or legal person, public authority, agency, or other body that processes personal data on behalf of the controller.

- i) Recipient

A recipient is a natural or legal person, public authority, agency, or other body to which personal data are disclosed, whether a third party or not. However, public authorities that may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients.

- j) Third party

A third party is any natural or legal person, public authority, agency, or other body

entity other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorized to process the personal data.

- k) Consent

Consent is any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

## **2. Name and address of the controller**

The controller within the meaning of the General Data Protection Regulation, other data protection laws applicable in the Member States of the European Union, and other provisions of a data protection nature is:

Ferienhof Merbitzer Berg - Owner Michael Silbereisen

Merbitzer Berg 1

06193 Wettin-Löbejün Germany

Tel.:

Email:ferienhof.merbitzer.berg@web.de

Website: zeltwiese-loebejuen.de

## **3. Name and address of the data protection officer**

The data protection officer of the controller is: Mr. Michael Silbereisen

Merbitzer Berg Holiday Farm - Owner: Michael

Silbereisen Merbitzer Berg 1

06193 Wettin-Löbejün Germany

Tel.:

Email:ferienhof.merbitzer.berg@web.de

Website: <http://zeltwiese-loebejuen.de>

## **4. Cookies**

The websites of Ferienhof Merbitzer Berg - Owner Michael Silbereisen use cookies. Cookies are text files that are stored on a computer system via an Internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier for the cookie. It consists of a string of characters that allows websites and servers to be assigned to the specific Internet browser in which the cookie was stored. This enables the websites and servers visited to distinguish the individual browser of the person concerned from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified via the unique cookie ID.

By using cookies, Ferienhof Merbitzer Berg - Inh. Michael Silbereisen

can provide users of this website with more user-friendly services that would not be possible without the use of cookies.

Cookies enable us to optimize the information and offers on our website for the benefit of the user. As already mentioned, cookies enable us to recognize users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, users of a website that uses cookies do not have to re-enter their login details each time they visit the website, as this is done by the website and the cookie stored on the user's computer system. Another example is the cookie used for a shopping cart in an online shop. The online shop uses a cookie to remember the items that a customer has placed in their virtual shopping cart.

The data subject can prevent the setting of cookies by our website at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable.

## **5. Collection of general data and information**

The website of Ferienhof Merbitzer Berg - owner Michael Silbereisen collects a range of general data and information each time the website is accessed by a data subject or an automated system. This general data and information is stored in the server log files. The following may be collected: (1) browser types and versions used, (2) the operating system used by the accessing system,

(3) the website from which an accessing system reaches our website (so-called referrer), (4) the subwebsites that are accessed via an accessing system on our website, (5) the date and time of access to the website, (6) an Internet Protocol address (IP address), (7) the Internet service provider of the accessing system, and (8) other similar data and information that serves to avert danger in the event of attacks on our information technology systems.

When using this general data and information, Ferienhof Merbitzer Berg - owner Michael Silbereisen does not draw any conclusions about the data subject. Rather, this information is required to (1) deliver the content of our website correctly, (2) optimize the content of our website and the advertising for it,

(3) to ensure the long-term functionality of our information technology systems and the technology of our website, and (4) to provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyber attack. This anonymously collected data and information is processed by Ferienhof Merbitzer Berg - Owner Michael Silbereisen therefore evaluates this data statistically and with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimal level of protection for the personal data we process. The anonymous data in the server log files is stored separately from all personal data provided by a data subject.

## **6. Registration on our website**

The data subject has the option of registering on the website of the controller by providing personal data. The personal data transmitted to the controller is determined by the respective input mask used for registration. The personal data entered by the data subject is collected and stored exclusively for internal use by the controller and for its own purposes. The controller may arrange for the data to be passed on to one or more processors, for example a parcel service provider, who will also use the personal data exclusively for internal purposes.

Use attributable to the controller.

By registering on the website of the controller, the IP address assigned by the Internet service provider (ISP) of the data subject, the date, and the time of registration are also stored. This data is stored because it is the only way to prevent misuse of our services and, if necessary, to enable criminal offenses to be investigated. In this respect, the storage of this data is necessary to protect the controller. This data is not passed on to third parties unless there is a legal obligation to do so or the disclosure serves the purpose of criminal prosecution.

The registration of the data subject, who voluntarily provides personal data, enables the controller to offer the data subject content or services that, due to their nature, can only be offered to registered users. Registered persons are free to change the personal data provided during registration at any time or to have it completely deleted from the controller's database.

The controller shall provide each data subject with information at any time upon request about which personal data is stored about the data subject. Furthermore, the controller shall correct or delete personal data at the request or upon notification of the data subject, provided that this does not conflict with any legal retention obligations. All employees of the controller are available to the data subject as contact persons in this regard.

## **7. Contact option via the website**

The website of Ferienhof Merbitzer Berg - owner Michael Silbereisen contains information required by law that enables quick electronic contact with our company and direct communication with us, which also includes a general address for electronic mail (e-mail address). If a data subject contacts the controller by email or via a contact form, the personal data transmitted by the data subject is automatically stored. Such personal data transmitted voluntarily by a data subject to the controller is stored for the purpose of processing or contacting the data subject. This personal data is not passed on to third parties.

## **8. Routine deletion and blocking of personal data**

The controller processes and stores personal data of the data subject only for the period necessary to achieve the storage purpose or if this has been provided for by the European legislator or another legislator in laws or regulations to which the controller is subject.

If the purpose of storage no longer applies or if a storage period prescribed by the European legislator or another competent legislator expires, the personal data will be routinely blocked or deleted in accordance with the statutory provisions.

## **9. Rights of the data subject**

- a) Right to confirmation

Every data subject has the right, granted by European directives and regulations, to request confirmation from the controller as to whether personal data concerning them is being processed. If a data subject wishes to exercise this right of confirmation, they may contact an employee of the controller at any time

- b) Right of access

Every person affected by the processing of personal data has the right granted by European directives and regulations to obtain from the controller, at any time and free of charge, information about the personal data stored about them and a copy of this information.

Furthermore, the European Directive and Regulation has granted the data subject access to the following information:

- the purposes of the processing
- the categories of personal data being processed
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organizations
- if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration
- the existence of a right to rectification or erasure of personal data concerning them or to restriction of processing by the controller or a right to object to such processing
- the existence of a right to lodge a complaint with a supervisory authority
- where the personal data are not collected from the data subject: any available information as to their source
- the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) of the GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject

Furthermore, the data subject has the right to obtain information about whether personal data has been transferred to a third country or to an international organization. If this is the case, the data subject also has the right to obtain information about the appropriate safeguards in connection with the transfer.

If a data subject wishes to exercise this right of access, they may contact an employee of the controller at any time.

- c) Right to rectification

Any person affected by the processing of personal data has the right, granted by European directives and regulations, to request the immediate correction of inaccurate personal data concerning them.

Furthermore, the data subject has the right, taking into account the purposes of the processing, to request the completion of incomplete personal data, including by means of a supplementary statement.

If a data subject wishes to exercise this right of rectification, they may contact an employee of the controller at any time.

- d) Right to erasure (right to be forgotten)

Any person affected by the processing of personal data has the right granted by the European legislator to request the controller to erase personal data concerning them without delay, provided that one of the following reasons applies and insofar as the processing is not necessary:

- The personal data has been collected or otherwise processed for purposes for which it is no longer necessary.
- The data subject withdraws their consent on which the processing was based

pursuant to Art. 6 (1) (a) GDPR or Art. 9 (2) (a) GDPR, and there is no other legal basis for the processing.

- The data subject objects to the processing pursuant to Art. 21(1) GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Art. 21(2) GDPR.
- The personal data has been processed unlawfully.
- The deletion of personal data is necessary to comply with a legal obligation under Union law or the law of the Member States to which the controller is subject.
- The personal data was collected in relation to information society services offered pursuant to Art. 8 (1) GDPR.

If one of the above reasons applies and a data subject wishes to request the erasure of personal data stored by Ferienhof Merbitzer Berg - Inh. Michael Silbereisen, they may contact an employee of the controller at any time. The employee of Ferienhof Merbitzer Berg - Inh. Michael Silbereisen will ensure that the request for deletion is complied with immediately.

If the personal data has been made public by Ferienhof Merbitzer Berg - Owner Michael Silbereisen and our company is responsible for its deletion in accordance with Art. 17 (1) GDPR, we are obliged to delete the personal data. Michael Silbereisen and is our company, as the controller, obliged to delete the personal data in accordance with Art. 17 (1) GDPR, Ferienhof Merbitzer Berg - owner Michael Silbereisen shall take appropriate measures, including technical measures, taking into account the available technology and implementation costs, to inform other controllers who process the published personal data that the data subject has requested these other data controllers to delete all links to this personal data or copies or replications of this personal data, unless processing is necessary. The employee of Ferienhof Merbitzer Berg - Owner Michael Silbereisen will take the necessary steps in individual cases.

- e) Right to restriction of processing

Any person affected by the processing of personal data has the right granted by the European legislator to request the controller to restrict processing if one of the following conditions applies:

- The accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data.
- The processing is unlawful, the data subject opposes the erasure of the personal data and requests the restriction of use of the personal data instead.
- The controller no longer needs the personal data for the purposes of the processing, but the data subject needs it for the establishment, exercise, or defense of legal claims.
- The data subject has lodged an objection to the processing pursuant to Art. 21 (1) GDPR and it is not yet clear whether the legitimate grounds of the controller override those of the data subject.

If one of the above conditions is met and a data subject wishes to request the restriction of personal data stored by Ferienhof Merbitzer Berg - Inh. Michael Silbereisen, they may contact an employee of the controller at any time. The employee of Ferienhof Merbitzer Berg - Inh. Michael Silbereisen will arrange for the restriction of processing.

- f) Right to data portability

Every person affected by the processing of personal data has the right granted by the European legislator to receive the personal data concerning them, which they have provided to a controller, in a structured, commonly used, and machine-readable format. They also have the right to transmit this data to another controller without hindrance from the controller to whom the personal data was provided, provided that the processing is based on consent pursuant to Art. 6(1)(a) GDPR or Art. 9(2)(a) GDPR or on a contract pursuant to Art. 6(1)(b) GDPR and the processing is carried out using automated means, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, when exercising their right to data portability pursuant to Art. 20 (1) GDPR, the data subject has the right to have the personal data transmitted directly from one controller to another, where technically feasible and provided that this does not adversely affect the rights and freedoms of others.

To assert their right to data portability, the data subject may contact an employee of Ferienhof Merbitzer Berg - Inh. Michael Silbereisen at any time.

- g) Right to object

Any person affected by the processing of personal data has the right granted by the European legislator to object at any time, on grounds relating to their particular situation, to the processing of personal data concerning them which is carried out on the basis of Article 6(1)(e) or (f) of the GDPR. This also applies to profiling based on these provisions.

Ferienhof Merbitzer Berg - Owner Michael Silbereisen will no longer process personal data in the event of an objection, unless we can demonstrate compelling legitimate grounds for the processing that override the interests, rights, and freedoms of the data subject, or the processing serves to assert, exercise, or defend legal claims.

If Ferienhof Merbitzer Berg - owner Michael Silbereisen processes personal data for direct marketing purposes, the data subject has the right to object at any time to the processing of personal data for such marketing purposes. This also applies to profiling insofar as it is related to such direct marketing. If the data subject objects to Ferienhof Merbitzer Berg - owner Michael Silbereisen processing their data for direct marketing purposes, Ferienhof Merbitzer Berg - owner Michael Silbereisen will no longer process the personal data for these purposes.

In addition, the data subject has the right to object, on grounds relating to their particular situation, to the processing of personal data concerning them which is carried out by Ferienhof Merbitzer Berg - Inh. Michael Silbereisen for scientific or historical research purposes or for statistical purposes in accordance with Art. 89 (1) GDPR, unless such processing is necessary for the performance of a task carried out in the public interest.

To exercise the right to object, the data subject may contact any employee of Ferienhof Merbitzer Berg - owner Michael Silbereisen or another employee directly. The data subject is also free to exercise their right to object in relation to the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

- h) Automated individual decision-making, including profiling



Any person affected by the processing of personal data has the right granted by the European legislator not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them, unless the decision

(1) is not necessary for entering into, or performance of, a contract between the data subject and the controller, or (2) is authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, or (3) is based on the data subject's explicit consent.

If the decision (1) is necessary for the conclusion or performance of a contract between the data subject and the controller or (2) is made with the express consent of the data subject, Ferienhof Merbitzer Berg - Inh. Michael Silbereisen will take appropriate measures to safeguard the rights and freedoms and legitimate interests of the data subject, including at least the right to obtain human intervention on the part of the controller, to express their point of view and to contest the decision.

If the data subject wishes to assert rights in relation to automated decisions, they may contact an employee of the controller at any time.

- i) Right to withdraw consent under data protection law

Every person affected by the processing of personal data has the right, granted by European directives and regulations, to withdraw consent to the processing of personal data at any time.

If the data subject wishes to exercise their right to withdraw consent, they may contact an employee of the controller at any time.

## **10. Data protection provisions on the use of Google Analytics (with anonymization function)**

The controller has integrated the Google Analytics component (with anonymization function) into this website. Google Analytics is a web analytics service. Web analytics is the collection, gathering, and analysis of data about the behavior of visitors to websites. A web analytics service collects, among other things, data about which website a data subject came to a website from (so-called referrer), which subpages of the website were accessed, or how often and for how long a subpage was viewed. Web analytics is mainly used to optimize a website and for cost-benefit analysis of internet advertising.

The operating company of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The controller uses the addition "\_gat.\_anonymizeIp" for web analysis via Google Analytics. This addition is used by Google to shorten and anonymize the IP address of the data subject's Internet connection when accessing our website from a Member State of the European Union or from another State party to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze visitor traffic on our website. Google uses the data and information obtained to evaluate the use of our website, to compile online reports for us showing the activities on our website, and to provide other services related to the use of our website.

Google Analytics places a cookie on the information technology system of the data subject.

Person. What cookies are has already been explained above. Setting the cookie enables Google to analyze the use of our website. Each time one of the individual pages of this website, which is operated by the controller and on which a Google Analytics component has been integrated, is accessed, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the data subject, which Google uses, among other things, to track the origin of visitors and clicks and subsequently enable commission settlements.

The cookie stores personal information, such as the time of access, the location from which access originated, and the frequency of visits to our website by the data subject. Each time you visit our website, this personal data, including the IP address of the Internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected using technical procedures to third parties.

As described above, the data subject can prevent the setting of cookies by our website at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Such a setting in the Internet browser used would also prevent Google from setting a cookie on the information technology system of the data subject. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the option of objecting to and preventing the collection of data generated by Google Analytics relating to the use of this website and the processing of this data by Google. To do this, the data subject must download and install a browser add-on from the link <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that no data and information relating to visits to websites may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as an objection. If the data subject's information technology system is deleted, formatted, or reinstalled at a later date, the data subject must reinstall the browser add-on to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the data subject or another person within their sphere of control, it is possible to reinstall or reactivate the browser add-on.

Further information and Google's applicable data protection provisions can be found at <https://www.google.de/intl/de/policies/privacy/> and at <http://www.google.com/analytics/terms/de.html>. Google Analytics is explained in more detail at this link: [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/).

## **11. Data protection provisions regarding the use of Google AdWords**

The controller has integrated Google AdWords into this website. Google AdWords is an internet advertising service that allows advertisers to place ads in Google search engine results and on the Google advertising network. Google AdWords enables an advertiser to specify certain keywords in advance, which are used to display an ad in Google's search engine results only when the user enters a keyword-relevant search result in the search engine. In the Google advertising network, the ads are distributed to relevant websites using an automatic algorithm and taking into account the previously specified keywords.

The operator of Google AdWords services is Google Inc., 1600 Amphitheatre

Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords is to promote our website by displaying interest-based advertising on the websites of third-party companies and in the search engine results of the Google search engine, and to display third-party advertising on our website.

If a data subject accesses our website via a Google ad, Google places a so-called conversion cookie on the data subject's information technology system. What cookies are has already been explained above. A conversion cookie expires after thirty days and is not used to identify the data subject. The conversion cookie is used to track whether certain subpages, such as the shopping cart of an online shop system, have been accessed on our website, provided that the cookie has not yet expired. The conversion cookie allows both us and Google to track whether a data subject who has accessed our website via an AdWords ad has generated a sale, i.e., completed or canceled a purchase.

The data and information collected through the use of conversion cookies is used by Google to compile visit statistics for our website. We in turn use these visit statistics to determine the total number of users who were referred to us via AdWords ads, i.e. to determine the success or failure of the respective AdWords ad and to optimize our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive information from Google that could be used to identify the data subject.

The conversion cookie stores personal information, such as the websites visited by the data subject. Each time you visit our websites, personal data, including the IP address of the Internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected using technical procedures to third parties.

As described above, the data subject can prevent the setting of cookies by our website at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Such a setting in the Internet browser used would also prevent Google from setting a conversion cookie on the information technology system of the data subject. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the option of objecting to interest-based advertising by Google. To do this, the data subject must call up the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from each of the Internet browsers they use and make the desired settings there.

Further information and Google's applicable data protection provisions can be found at <https://www.google.de/intl/de/policies/privacy/>.

## **12. Legal basis for processing**

Art. 6 I lit. a GDPR serves as the legal basis for our company for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is party, as is the case, for example, with processing operations necessary for the delivery of goods or the provision of other services or consideration, the processing is based on Art. 6 I lit. b GDPR. The same applies to processing operations that are necessary for the implementation of pre-contractual measures, for example in cases of inquiries about our products or services. If our company is subject to a legal obligation that requires the processing of personal data,

such as to fulfill tax obligations, the processing is based on Art. 6 I lit. c GDPR. In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our premises were injured and their name, age, health insurance details, or other vital information had to be passed on to a doctor, hospital, or other third party. In this case, the processing would be based on Art. 6 I lit. d GDPR. Finally, processing operations could be based on Art. 6 I lit. f GDPR. Processing operations that are not covered by any of the above legal bases are based on this legal basis if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights, and freedoms of the data subject do not prevail. We are permitted to carry out such processing operations in particular because they have been specifically mentioned by the European legislator. In this regard, the legislator took the view that a legitimate interest could be assumed if the data subject is a customer of the controller (Recital 47, sentence 2 of the GDPR).

### **13. Legitimate interests in processing pursued by the controller or a third party**

If the processing of personal data is based on Article 6 I lit. f GDPR, our legitimate interest is the performance of our business activities for the benefit of all our employees and our shareholders.

### **14. Duration for which personal data is stored**

The criterion for the duration of storage of personal data is the respective statutory retention period. After expiry of this period, the corresponding data is routinely deleted, provided that it is no longer required for the performance or initiation of a contract.

### **15. Legal or contractual requirements for the provision of personal data; necessity for the conclusion of a contract; obligation of the data subject to provide personal data; possible consequences of failure to provide data**

We would like to inform you that the provision of personal data is partly required by law (e.g., tax regulations) or may also result from contractual provisions (e.g., information about the contractual partner). In some cases, it may be necessary for a data subject to provide us with personal data in order to conclude a contract, which we must then process. For example, the data subject is obliged to provide us with personal data if our company concludes a contract with them. Failure to provide personal data would mean that the contract with the data subject could not be concluded. Before providing personal data, the data subject must contact one of our employees. Our employee will explain to the data subject on a case-by-case basis whether the provision of personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data, and what the consequences of not providing the personal data would be.

### **16. Existence of automated decision-making**

As a responsible company, we refrain from automated decision-making or profiling.

This privacy policy was created using the privacy policy generator of DGD Deutsche Gesellschaft für Datenschutz GmbH, which acts as [an external data protection officer in Straubing](#), in cooperation with Christian Solmecke, a [lawyer specializing in data protection law](#).