

## Data protection Information according to Art. 13 GDPR for customers

With the following information we would like to inform you about the processing of your personal data and give you an overview of your rights under the EU General Data Protection Regulation (GDPR). Please note that not all components of this letter apply to you, as the question of which data is processed in detail and how it is used depends largely on the agreed services.

### **I. Who is responsible for data processing and who is the data protection officer?**

Responsible for the data processing is

Designplus GmbH  
Rotenbergstraße 39  
70190 Stuttgart  
Telefon: +49 (0) 711 - 22552730  
Telefax: +49 (0) 711 - 22552745  
E-Mail: [info@designplus.org](mailto:info@designplus.org)  
Website: [www.designplus.org](http://www.designplus.org)

You can contact our data protection officer at:

**[datenschutz@designplus.org](mailto:datenschutz@designplus.org)**

AGOR AG  
Herrn Marin Zimaj  
Hanauer Landstraße 151 -153  
60314 Frankfurt am Main  
Tel: +49 (0) 69 9043 79 65  
Website: [www.agor-ag.com](http://www.agor-ag.com)

### **II. What data do we use and where do they come from?**

As part of the business relationship, we process the following personal data concerning you

- Full name
- Business address
- Email address for business

In general, we receive the abovementioned personal data directly from you as a customer within the framework of our business relationship.

**Designplus GmbH  
UST.ID. DE812919118**

**Managing Directors:  
Meike Finkelnburg, Peter Gross**

**Registergericht Stuttgart HRB 20503**

**Volksbank Stuttgart  
IBAN DE20 6009 0100 0033 0000 00  
BIC VOBADDESSXXX**

**Commerzbank Stuttgart  
IBAN DE21 6004 0071 0551 3072 00  
BIC COBADEFFXXX**

### III. What do we use to process your data (purpose of processing) and on what legal basis?

We process personal data in accordance with the regulations of the EU General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG).

#### 1. Fulfillment of contractual obligations (Article 6 (1) (b) GDPR)

The processing of your data takes place in the context of the execution of our contracts with our customers or for the performance of pre-contractual measures, which are carried out on request.

#### 2. Consent (Article 6 (1) a GDPR)

If you have given us permission to process personal data for certain purposes (newsletter dispatch), the legality of this processing is given based on your consent. Your consent can be revoked at any time. This also applies to the revocation of consent declarations given to us before the GDPR came into force (25. May 2018). We would like to point out that the revocation of a consent only takes effect for the future and does not affect the legality of the data processed until the revocation.

#### 3. Balance of interests (Article 6 (1) (f) GDPR)

If necessary, we process your data beyond the actual fulfilment of the contract to protect the legitimate interests of us or third parties.

- Advertising or market and opinion research as far as you have not objected to the use of your data

### IV. Data Access: Who gets my data?

Within the company, those departments that need your data to fulfil our contractual and legal obligations will have access to it. Service providers and vicarious agents employed by us may also receive data for these purposes. These are in particular the following companies: producers, Freight forwarders, IT services, telecommunications and consulting.

In the event that it is necessary to pass on data to third parties outside our company, this will only take place if this is required by law, if the customer has consented or if there is a legitimate interest.

Recipients of your personal data can be:

- Third parties to whom we provide personal information in order to conduct the business relationship with you
- Public bodies and institutions in the presence of a legal or regulatory obligation

Other data recipients may be the ones for whom you give us your consent to the transmission of data or for which you have exempted us from the obligation of confidentiality according to agreement or consent or to whom we have the power to transmit personal information due to a legitimate interest.

## V. Data transmission to a third country or to an international organization

A transfer of data to offices in countries outside the European Union (so-called third countries) takes place, so far

- it is required to complete your orders
- You have given us your consent.

In addition, transfers to positions in third countries are foreseen in the following cases:

- Personal data of those who are interested in our products can be obtained with their consent under the Newsletter mailing (Mailchimp) also in the USA are processed.

## VI. How long will my data be stored?

We process and store your personal data as long as this is necessary for the fulfilment of our contractual and legal obligations.

If the data are no longer required for the fulfilment of contractual or legal obligations, they will be deleted regularly, unless their further processing - for a limited period - is necessary for the following purposes:

- fulfillment of commercial and tax retention requirements, e.g. can result from: Commercial Code (HGB), Tax Code (AO). The deadlines for storage or documentation is usually two to ten years.
- Preservation of evidence within the framework of the statutory statute of limitations. According to §§ 195ff. of the German Civil Code (BGB), these limitation periods can be up to 30 years, whereby the regular limitation period is 3 years.

## VII. Which data protection rights do I have?

As a person affected you have - the right to information under Article 15 of the GDPR, - the right of correction under Article 16 of the GDPR, - the right of cancellation under Article 17 GDPR, - the right to limit processing under Article 18 GDPR, - the right to object to Article 21 GDPR - and the right to data portability under Article 20 GDPR. Regarding the right to information and the right to erase, the restrictions under §§ 34 and 35 BDSG-new apply.

Furthermore, there is a right of appeal to a competent data protection supervisory authority (Article 77 GDPR i.V.m. § 19 BDSG-new). You can revoke your consent to the processing of personal data at any time. This also applies to the revocation of declarations of consent given to us before the GDPR came into force, (before 25 May 2018). Please note that the revocation will only take effect for the future. Any processing that took place before the revocation is not affected.

## VIII. Is there a commitment to provide data?

As part of our business relationship, you must provide the personal information necessary to establish, conduct and terminate a business relationship and to perform the contractual obligations associated therewith, or which we are required to collect by law. We would like to point out that we will generally not be in a position to conclude, execute and terminate a contract with you without this data being provided.

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## **IX. Is there an automated decision-making process?**

Automated decision-making i.S.d. Art. 22 DSGVO for the establishment and implementation of the business relationship is not used in principle. Should we use these procedures in individual cases, we will contact you about them and inform about your rights in this regard separately, if this is required by law.

## **X. Is profiling done?**

As part of the business relationship, we do not use automated profiling.

## **XI. Information about your right of objection under Article 21 GDPR**

### **1. Case-specific right of objection**

You have the right to object at any time, for reasons arising from your particular situation, to the processing of personal data concerning you carried out in accordance with Article 6(1)(e) of the GDPR and Article 6(1)(f) of the GDPR including profiling based on this provision within the meaning of Article 4(4) of the GDPR.

If you file an objection, we will no longer process your personal data unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms, or the processing serves the claim, exercise or defense of legal claims.

### **2. Right to object to the processing of data for direct marketing purposes**

In individual cases we process your personal data in order to operate direct advertising. You have the right at any time to object to the processing of your personal data for the purpose of such advertising; this also applies to profiling insofar as it is connected with such direct advertising. Once the objection has been lodged, no further data processing will take place for the purposes of direct marketing.

### **3. Addressee of an objection**

The opposition can be addressed form-free to:

Designplus GmbH  
Rotenbergstr. 39  
70190 Stuttgart  
E-Mail: [datenschutz@designplus.org](mailto:datenschutz@designplus.org)