

INFORMATION SHEET CONCERNING THE COLLECTION OF PERSONAL DATA AS PER ART. 13, 14 AND 21 GENERAL DATA PROTECTION REGULATION (GDPR)

1. Name / contact information of data controller:

optimal media GmbH
Glienholtzweg 7
17207 Röbel/Müritz

2. Name / contact information of data protection officer:

optimal media GmbH
Glienholtzweg 7
17207 Röbel/Müritz, Germany
represented by Andreas Schur
E-mail: datenschutz@optimal-media.com

3. Purpose and legal basis of personal data processing

3.1 Processing for the performance of a contract (Art. 6 (1)(b) GDPR)

The processing of personal data is necessary in order to take steps prior to entering into a contract, to fulfil our contractual obligations and to invoice the services we render.

3.2 Processing based on consent (Art. 6 (1)(a) GDPR)

If we have obtained your consent to the processing of your personal data for certain purposes, we may lawfully process your data on this basis. You may withdraw your consent at any time.

The same applies to the withdrawal of any declarations of consent you may have given to us before the GDPR came into force on 25/05/2018.

In such cases, the withdrawal of your consent will be effective for the future and will not affect the lawfulness of any data processing carried out before you withdrew your consent.

3.3 Processing for the pursuit of legitimate interests (Art. 6 (1)(f) GDPR)

We may lawfully process your data in order to pursue our legitimate interests. These also encompass the use of your personal data to

- send you product information and describe the scope of our services;

- implement measures to improve and develop our products and services with the aim of sending you personalised offers;

- carry out market and opinion research or have such research carried out by marketing and opinion research institutions;

- consult and exchange data with credit information agencies (e.g. Schufa, Creditreform) in order to ascertain credit and non-payment risks (particularly if the criteria in section 31 Federal Data Protection Act (Bundesdatenschutzgesetz – BDSG) are met);

- exercise legal claims and enable us to defend ourselves in the event of legal disputes;

- clarify or prevent criminal offences;

- make address enquiries;

- anonymise and use your data for analytical purposes.

Should we need to process your data for a purpose not specified above, we will send you the necessary information as required by law.

4. Categories of recipient and transfer of personal data

Only the persons and offices in our company who need your data for the purposes specified above are permitted to access it. The same applies to service providers and vicarious agents engaged by us. We only send personal data to third parties if this is necessary for the purposes mentioned above or if you have given us your prior consent. Recipients of personal data may include print service providers, call centres, analysts and credit information agencies.

5. Type of data stored

- Customer data (addresses, contact data)

6. Transfer of personal data to a third country

- There are no plans to transfer personal data to third countries

7. Deadlines for the erasure of various categories of data

We will only store your data for as long as this is necessary on the grounds specified in point 3 and as the law permits. In this context, it must be considered that special regulations apply to contracts and other documents relating to our contractual relationship, meaning that these have to be retained for longer periods. Statutory retention periods that could be relevant to our contractual relationship are regulated for example in section 257 German Commercial Code (Handelsgesetzbuch – HGB), section 147 German Fiscal Code (Abgabenordnung – AO) and section 14 Value Added Tax Act (Umsatzsteuergesetz – UStG).

8. Storage period and erasure of personal data

We will store your personal data solely for the purposes specified above. The data will first be processed from the time it is collected, insofar as you or a third party place this data at our disposal. We will erase your personal data when the contractual relationship with you is terminated, all mutual obligations have been fulfilled and there are no other legal obligations to retain the data or legal grounds for storing it. Your personal data will be erased no later than the time at which our statutory retention obligations expire; this usually happens after 10 years.

9. Rights of data subjects

You have the following rights as set forth in Art. 15-18, 20 and 21 GDPR:

- Right to information concerning your stored personal data, right to rectification, right to erasure, right to restriction of processing and right to object to the processing of your personal data if the legal criteria are met.
- Right to complain to the State Commissioner for Data Protection and Freedom of Information of Mecklenburg-Western Pomerania.
- Right to data portability if the legal criteria are met.

If you have any queries or complaints, please contact the data controller's data protection officer at datenschutz@optimal-media.com

10. Right to object

Should we be required to process your personal data in order to pursue our legitimate interests, you have the right to object to this processing at any time on grounds relating to your particular situation. This also encompasses the right to object to the processing of your personal data for advertising purposes.

11. Provision of personal data

During the course of our business relationship, you will be required to provide the personal data which we need to initiate and continue the business relationship and fulfil the associated contractual obligations, or which we are obliged to collect by law. We cannot conclude the contract without this data.

12. Revision clause

As our data processing activities are subject to change, our data protection information will also be amended from time to time. We will inform you of any changes.

The Management
Röbel/Müritz, 16/04/2019