



Info Pages

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## Data Protection

Edited by [mhd](#) on 19. Jul. 2022

The protection of your personal data is of great importance to us. The use of our website [www.bulk-online.com](http://www.bulk-online.com) is possible without the need to provide any personal data. However, if you make use of special services on our websites, processing of personal data could become necessary. If this is necessary and there is no legal basis for such processing, we generally obtain your consent.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (EU-DSGVO), and in accordance with the country-specific data protection regulations applicable to Marcel Dröttboom Online Services. With this data protection declaration we inform you about the type, scope and purpose of the personal data collected. Furthermore, we will inform you of the rights to which you are entitled by means of this data protection declaration.

This data protection declaration is based on the terms used by the European Directive and Ordinance Maker when issuing the Data Protection Regulation (DSGVO). The terms used are explained in a glossary.

### 1. Name and Address of responsible Person

The responsible person within the meaning of the General Data Protection Regulation and other national data protection laws of the member states as well as other data protection regulations is the:

Marcel Dröttboom Online Services  
Ludwig-Jahn-Str. 14  
38678 Clausthal-Zellerfeld

Germany

Phone: +49 (0)5323 961537

Fax: +49 (0)5323 9632007

E-mail: marcel@bulk-online.com

Website: www.bulk-online.com

## **2. General Information on Data Processing**

### **2.1. Scope of Processing of Personal Data**

As a matter of principle, we only process personal data of our users insofar as this is necessary for the provision of a functional website as well as our contents and services. The processing of personal data of our users is regularly only carried out with the consent of the user. An exception applies in those cases in which obtaining prior consent is not possible for actual reasons and the processing of the data is permitted by legal regulations.

### **2.2. Legal Basis for the Processing of Personal Data**

- Insofar as we obtain the consent of the data subject for processing operations of personal data, Art. 6 (1) lit. a DSGVO serves as the legal basis.
- When processing personal data that is necessary for the performance of a contract to which the data subject is a party, Art. 6 (1) lit. b DSGVO serves as the legal basis. This also applies to processing operations that are necessary for the performance of pre-contractual measures.
- If processing of personal data is necessary for compliance with a legal obligation to which our company is subject, Art. 6 (1) c DSGVO serves as the legal basis.
- If processing is necessary to protect a legitimate interest of our company or a third party and the interests, fundamental rights and freedoms of the data subject do not override the former interest, Art. 6 (1) f DSGVO serves as the legal basis for the processing.

### **2.3. Data Deletion and Storage Period**

The personal data of the data subject shall be deleted or blocked as soon as the purpose of the storage no longer applies. Storage may also take place if this has been provided for by the European or national legislator in Union regulations, laws or other provisions to which the person responsible is subject. The data will also be blocked or deleted if a storage period prescribed by the aforementioned standards expires, unless there is a necessity for the continued storage of the data for the conclusion or fulfilment of a contract.

## **3. Provision of the Website and Creation of Log Files**

### **3.1. Description and Scope of Data Processing**

Each time you access our website, our system automatically collects data and information from the computer system of the accessing computer.

The following data is collected:

- (1) Information about the type of browser and the version used.
- (2) The user's operating system
- (3) The user's Internet service provider
- (4) The IP address of the user
- (5) Date and time of access
- (6) Websites from which the user's system accesses our website
- (7) Websites that are accessed by the user's system via our website

The log files contain IP addresses or other data that enable an assignment to a user. This could be the case, for example, if the link to the website from which the user arrives at the website or the link to the website to which the user goes contains personal data.

The data is also stored in the log files of our system. This data is not stored together with other personal data of the user.

### **3.2. Legal Basis for the Data Processing**

The legal basis for the temporary storage of the data and the log files is Art. 6 para. 1 lit. f DSGVO.

### **3.3. Purpose of the Data Processing**

The temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session.

The storage in log files is done to ensure the functionality of the website. In addition, we use the data to optimise the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.

These purposes are also our legitimate interest in data processing according to Art. 6 para. 1 lit. f DSGVO.

### **3.4. Duration of the Storage**

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended.

In the case of storage of data in log files, this is the case after 60 months.

### **3.5. Possibility of Objection and Removal**

The collection of data for the provision of the website and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object.

## **4. Use of cookies**

### **4.1. Description and Scope of Data Processing**

Our website uses cookies. Cookies are text files that are stored in the internet browser or by the internet browser on the user's computer system. When a user calls up a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again.

We use cookies to make our website more user-friendly. Some elements of our website require that the calling browser can be identified even after a page change.

For more information on the cookies used by our website, see our [Cookie Dokumentation](/en/cookies/documentation).

The user data collected in this way is pseudonymised by technical precautions. Therefore, it is no longer possible to assign the data to the calling user. The data is not stored together with other personal data of the users.

When accessing our website, users are informed by an information banner about the use of cookies for analysis purposes and referred to this data protection declaration. In this context, there is also an indication of how the storage of cookies can be prevented in the browser settings.

### **4.2. Legal Basis for the Data Processing**

The legal basis for the processing of personal data using technically necessary cookies is Art. 6 para. 1 lit. f DSGVO.

The legal basis for the processing of personal data using cookies for analysis purposes is Art. 6 para. 1 lit. a DSGVO if the user has consented to this.

### **4.3. Purpose of the Data Processing**

The purpose of using technically necessary cookies is to simplify the use of websites for users. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary that the browser is recognised even after a page change.

The user data collected through technically necessary cookies are not used to create user profiles.

Analysis cookies are used to improve the quality of our website and its content. Through the analysis cookies, we learn how the website is used and can thus constantly optimise our offer.

These purposes also constitute our legitimate interest in processing the personal data pursuant to Art. 6 (1) lit. f DSGVO.

#### **4.4. Duration of Storage, Possibility of Objection and Elimination**

Cookies are stored on the user's computer and transmitted from it to our site. Therefore, you as a user also have full control over the use of cookies. By changing the settings in your internet browser, you can deactivate or restrict the transmission of cookies. Cookies that have already been stored can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to use all the functions of the website to their full extent.

### **5. Newsletter**

#### **5.1. Description and Scope of Data Processing**

On our website, you have the option of subscribing to free newsletters. When you register for the newsletter, the data from the input mask with your email address is transmitted to us.

In addition, the following data will be collected during registration:

- (1) IP address of the calling computer
- (2) Date and time of subscription to the newsletter

For the processing of the data, your consent is obtained during the registration process and reference is made to this privacy policy.

If you purchase goods or services from us and provide us with your e-mail address, this may subsequently be used by us to send a newsletter or e-mailings. In such a case, only direct advertising for our own similar goods or services will be sent via the newsletter or e-mailings.

No data is passed on to third parties in connection with the data processing for sending newsletters. The data is used exclusively for sending the newsletter.

#### **5.2. Legal Basis for the Data Processing**

The legal basis for the processing of data after registration for the newsletter by the user is Art. 6 para. 1 lit. a DSGVO if the user has given his consent.

The legal basis for sending the newsletter or e-mailings as a result of the sale of goods or services is Section 7 (3) UWG.

#### **5.3. Purpose of the Data Processing**

The collection of the user's email address serves to deliver the newsletter. The voluntary collection of the name is for personal addressing in the newsletter.

The collection of other personal data as part of the registration process serves to prevent misuse of the services or the e-mail address used.

#### **5.4. Duration of the Storage**

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. The user's email address is therefore stored as long as the subscription to the newsletter is active.

#### **5.5. Possibility of Objection and Removal**

The subscription to the newsletter can be cancelled by the user concerned at any time. For this purpose, there is a corresponding link in each newsletter. This also enables revocation of the consent to the storage of the personal data collected during the registration process.

### **6. Registration**

#### **6.1. Description and Scope of Data Processing**

On our website, we offer users the opportunity to register by providing personal data. The data is entered in an input mask and transmitted to us and stored. The data is not passed on to third parties. The following data is collected during the registration process:

- (1) E-mail address
- (2) Password
- (3) Title
- (4) Given name
- (5) Middle name
- (6) Family name
- (7) Generationals
- (8) Credentials

The following data is also stored at the time of registration:

- (1) The IP address of the user
- (2) The date and time of registration

As part of the registration process, the user's consent to the processing of this data is obtained.

#### **6.2. Legal Basis for the Data Processing**

The legal basis for the processing of the data is Art. 6 para. 1 lit. a DSGVO if the user has given his consent.

If the registration serves the fulfilment of a contract to which the user is a party or the implementation of pre-contractual measures, the additional legal basis for the processing of the data is Art. 6 para. 1 lit. b DSGVO.

### **6.3. Purpose of the Data Processing**

User registration is required for the provision of certain content and services on our website (e.g. my area with personal watch lists, newsletter management, etc.).

Registration of the user is necessary for the fulfilment of a contract with the user or for the implementation of pre-contractual measures (e.g. for updating data for company presentations etc.).

### **6.4. Duration of the Storage**

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected.

(1) This is the case for the data collected during the registration process when the registration on our website is cancelled or modified.

(2) This is the case for the data stored during the registration process for the fulfilment of a contract or for the implementation of pre-contractual measures if the data is no longer required for the implementation of the contract. Even after the conclusion of the contract, there may be a need to store personal data of the contractual partner in order to comply with contractual or legal obligations.

### **6.5. Possibility of Objection and Removal**

As a user, you have the option of cancelling your registration at any time. You can change or delete the data stored about you at any time in the my area.

If the data is required for the performance of a contract or for the implementation of pre-contractual measures, early deletion of the data is only possible insofar as contractual or legal obligations do not prevent deletion.

## **7. Contact Form and E-mail Contact**

### **7.1. Description and Scope of Data Processing**

Our website contains a contact form that can be used for electronic contact. If a user makes use of this option, the data entered in the input mask is transmitted to us and stored. These data are:

- (1) Salutation
- (2) Surname
- (3) Company/Organisation

- (4) Telephone number
- (5) Your message to us

The following data is also stored at the time the message is sent:

- (1) The IP address of the user
- (2) The date and time of registration

For the processing of the data, your consent is obtained during the submission process and reference is made to this privacy policy.

Alternatively, it is possible to contact us via the e-mail address provided. In this case, the user's personal data transmitted with the e-mail will be stored.

In this context, the data will not be passed on to third parties. The data is used exclusively for processing the conversation.

## **7.2. Legal Basis for the Data Processing**

The legal basis for the processing of the data is Art. 6 para. 1 lit. a DSGVO if the user has given his consent.

The legal basis for the processing of data transmitted in the course of sending an e-mail is Art. 6 (1) lit. f DSGVO. If the e-mail contact aims at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b DSGVO.

## **7.3. Purpose of the Data Processing**

The processing of the personal data from the input mask serves us solely to process the contact. In the case of contact by e-mail, this also constitutes the necessary legitimate interest in processing the data.

The other personal data processed during the submission process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

## **7.4. Duration of the Storage**

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the input mask of the contact form and those sent by e-mail, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the matter in question has been conclusively clarified.

## **7.5. Possibility of Objection and Removal**

The user has the option to revoke his consent to the processing of personal data at any time. If the user contacts us by e-mail, he or she can object to the storage of his or her personal data at any time. In such a case, the conversation cannot be continued.



All personal data stored in the course of contacting us will be deleted in this case.

## **8. Contact Form for Enquiries to Advertising Customers (Lead Form)**

### **8.1. Description and Scope of Data Processing**

Various contact forms are available on our website for different contents, which can be used to contact our advertising customers electronically. The user can use these contact forms to request offers, further information, a callback or documents for download. In the contact forms, our advertising customer is always clearly identified by its legal name. If a user takes advantage of this option, the data entered in the input mask is transmitted to us and stored. These data are:

- (1) Salutation, title, first name, last name
- (2) Company/Organisation
- (3) Postal address
- (4) E-mail address
- (5) Telephone number
- (6) Your request for information (e.g. offer, further information, callback)
- (7) Your questions/information to our advertiser

The following data is also stored at the time the message is sent:

- (1) The IP address of the user
- (2) The date and time of registration

For the processing of the data, your consent is obtained during the submission process and reference is made to this privacy policy.

In this context, based on your consent, the data is passed on to third parties, namely to the advertising customer, as part of the sending process.

### **8.2. Legal Basis for the Data Processing**

The legal basis for the processing of the data is Art. 6 para. 1 lit. a DSGVO if the user has given his consent.

### **8.3. Purpose of the Data Processing**

The purpose of processing the personal data from the input mask is to pass it on to the advertiser named in the input mask. The transfer takes place via e-mail and by making the data available on a website for advertising customers. In addition, we use the data for statistical analyses.

The other personal data processed during the submission process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

## **8.4. Duration of the Storage**

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the input mask of the contact form, this is the case when the business relationship with our advertising customer has been terminated and the corresponding statutory retention periods (3 years after termination of the contract) have expired.

## **8.5. Possibility of Objection and Removal**

The user has the possibility to revoke his consent to the processing of personal data at any time. If the user wishes to object to the processing of his/her personal data by the advertiser, the user must contact the advertiser directly and assert his/her objection there.

# **9. Web Analysis with Google Analytics**

## **9.1. Scope of the Processing of Personal Data**

We have integrated the Google Analytics component (with anonymisation function) on our website. Google Analytics is a web analysis service. Web analysis is the collection, compilation and evaluation of data about the behaviour of visitors to websites. Among other things, a web analysis service collects data on the website from which a data subject has accessed a website (so-called referrers), which sub-pages of the website have been accessed or how often and for how long a sub-page has been viewed. A web analysis is mainly used to optimise a website and to analyse the costs and benefits of internet advertising.

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

We use the addition "\_gat.\_anonymizeIp" for web analysis via Google Analytics. By means of this addition, the IP address of the internet connection of the person concerned is shortened and anonymised by Google if access to our internet pages takes place from a member state of the European Union or from another state party to the Agreement on the European Economic Area.

## **9.2. Legal Basis for the Processing of Personal Data**

The legal basis for the processing of the users' personal data is Art. 6 para. 1 lit. f DSGVO.

## **9.3. Purpose of the Data Processing**

The purpose of the Google Analytics component is to analyse the flow of visitors to our website. Google uses the data and information obtained, among other things, 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 sets a cookie on the information technology system of the data subject. What cookies are has already been explained above. By setting the cookie, Google is enabled to analyse the use of our website. Each time one of the individual pages of this website operated by the data controller is called up and on which a Google Analytics component has been integrated, the internet browser on the data subject's information technology system is automatically caused 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 to enable commission settlements.

By means of the cookie, personal information, for example the access time, the location from which an access originated and the frequency of visits to our website by the data subject, is stored. Each time the data subject visits 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 via the technical process to third parties.

#### **9.4. Duration of the Storage**

The data is deleted as soon as it is no longer needed for our recording purposes. In our case, this is the case after 60 months.

#### **9.5. Possibility of Objection and Removal**

The user can prevent the setting of cookies by our website, as already described above, at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the user's information technology system. 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 user has the option to object to the collection of data generated by Google Analytics and related to the use of this website, as well as to the processing of this data by Google, and to prevent such processing. For this purpose, the user must download and install a browser add-on under the link <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that no data and information on visits to Internet pages may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as

an objection. If the user's information technology system is deleted, formatted or reinstalled at a later date, the user must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the user or another person within the user's sphere of control, it is possible to reinstall or reactivate the browser add-on.

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

## **10. Use and application of YouTube**

### **10.1. Scope of the Processing of Personal Data**

We have integrated YouTube components on this website. YouTube is an Internet video portal that allows video publishers to post video clips free of charge and other users to view, rate and comment on them free of charge. YouTube allows the publication of all types of videos, which is why complete film and television programmes, but also music videos, trailers or videos made by users themselves can be accessed via the Internet portal.

The operating company of YouTube is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

### **10.2. Legal Basis for the Processing of Personal Data**

The legal basis for the processing of the users' personal data is Art. 6 para. 1 lit. f DSGVO.

### **10.3. Purpose of the Data Processing**

Each time a user accesses one of the individual pages of this website on which a YouTube component (YouTube video) has been integrated, the internet browser on the user's information technology system is automatically prompted by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information on YouTube can be found at <https://www.youtube.com/yt/about/de/>. As part of this technical process, YouTube and Google receive information about which specific sub-page of our website is visited by the user.

If the user is logged in to YouTube at the same time, YouTube recognises which specific subpage of our website the user is visiting when a website containing a YouTube video is called up. This information is collected by YouTube and Google and assigned to the user's YouTube account.

### **10.4. Duration of Storage, Possibility of Objection and Elimination**

YouTube and Google always receive information via the YouTube component that the user has visited our website if the user is logged into YouTube at the same time as calling up our website; this takes place regardless of whether the user clicks on a YouTube video or not. If the user does not want this information to be transmitted to YouTube and Google, he or she can prevent the transmission by logging out of his or her YouTube account before accessing our website.

The privacy policy published by YouTube, which can be accessed at <https://www.google.de/intl/de/policies/privacy/>, provides information on the collection, processing and use of personal data by YouTube and Google.

## **11. Forum Functionality and Comment Function**

### **11.1. Scope of the Processing of Personal Data**

In our forum at [https:// www.bulk-online.com/en/forum](https://www.bulk-online.com/en/forum) we offer the user the possibility to comment on individual contributions. For the comment function, in addition to your comment, your e-mail address and, if you do not post anonymously, the name you have chosen will be stored.

In addition, the following data is collected when a comment is written:

- (1) IP address of the calling computer
- (2) Date and time of the comment

For the processing of data, your consent is obtained in the context of commenting and reference is made to this privacy policy.

### **11.2. Legal Basis for the Data Processing**

The legal basis for the processing of the data is Art. 6 para. 1 lit. a DSGVO if the user has given his consent.

### **11.3. Purpose of the Data Processing**

We collect and store data from users who comment on our blog articles in order to display these comments publicly on our website. We also use the data to answer any questions the commenting user may have directly by email or as a public response on the blog.

### **11.4. Duration of the Storage**

The comments and the associated data (e.g. IP address) are stored and remain on our website until the commented content has been completely deleted or the comments have to be deleted for legal reasons (e.g. offensive comments).

### **11.5. Possibility of Objection and Removal**

You can revoke your consent to the publication of a comment at any time. To do so, simply send an informal e-mail to [widerruf@lumitos.com](mailto:widerruf@lumitos.com). The legality of the data processing operations already carried out remains unaffected by the revocation.

## **12. Rights of the Data Subject**

If your personal data is processed, you are a data subject within the meaning of the GDPR and you have the following rights vis-à-vis the controller:

### **12.1. Right to Information**

You may request confirmation from the controller as to whether personal data concerning you is being processed by us. If such processing is taking place, you can request the following information from the controller:

- (1) the purposes for which the personal data are processed;
- (2) the categories of personal data which are processed;
- (3) the recipients or categories of recipients to whom the personal data concerning you have been or will be disclosed;
- (4) the envisaged duration of the storage of the personal data concerning you or, if specific information on this is not possible, criteria for determining the storage period;
- (5) the existence of a right to obtain the rectification or erasure of personal data concerning you, a right to obtain the restriction of processing by the controller or a right to object to such processing;
- (6) the existence of a right of appeal to a supervisory authority;
- (7) any available information on the origin of the data, if the personal data are not collected from the data subject;
- (8) the existence of automated decision-making, including profiling, pursuant to Article 22(1) and (4) of the GDPR and, at least in those cases, meaningful information about the logic involved and the scope and intended effects of such processing for the data subject.

You have the right to request information on whether personal data concerning you is transferred to a third country or to an international organisation. In this context, you may request to be informed about the appropriate safeguards pursuant to Art. 46 of the GDPR in connection with the transfer.

### **12.2. Right of Rectification**

You have a right of rectification and/or completion vis-à-vis the controller if the personal data processed concerning you are inaccurate or incomplete. The controller shall carry out the rectification without undue delay.

### **12.3. Right to Restriction of Processing**

You may request the restriction of the processing of personal data concerning you under the following conditions:

- (1) you contest the accuracy of the personal data concerning you for a period enabling the controller to verify the accuracy of the personal data;
- (2) the processing is unlawful and you object to the erasure of the personal data and request instead the restriction of the use of the personal data;
- (3) the controller no longer needs the personal data for the purposes of the processing but you need it for the establishment, exercise or defence of legal claims; or
- (4) if you have objected to the processing pursuant to Article 21(1) DSGVO and it has not yet been determined whether the legitimate grounds of the controller outweigh your grounds.

Where the processing of personal data relating to you has been restricted, those data may be processed, with the exception of their storage, only with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of substantial public interest of the Union or of a Member State.

If the restriction of processing has been restricted in accordance with the above conditions, you will be informed by the controller before the restriction is lifted.

## **12.4. Right to Erasure**

### **a) Obligation to delete**

You may request the controller to delete the personal data concerning you without delay, and the controller is obliged to delete such data without delay, if one of the following reasons applies:

- (1) The personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.
- (2) You withdraw your consent on which the processing was based pursuant to Art. 6(1)(a) or Art. 9(2)(a) of the GDPR and there is no other legal basis for the processing.
- (3) You object to the processing pursuant to Article 21(1) of the GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Article 21(2) of the GDPR.
- (4) The personal data concerning you have been processed unlawfully.
- (5) The erasure of the personal data concerning you is necessary for compliance with a legal obligation under Union or Member State law to which the controller is subject.
- (6) The personal data concerning you have been collected in relation to information society services offered pursuant to Article 8(1) of the GDPR.

### **b) Information to third parties**

If the controller has made the personal data concerning you public and is obliged to erase it pursuant to Article 17(1) of the GDPR, it shall take reasonable measures, including technical measures, having regard to the available technology and the cost of implementation, to inform data controllers which process the personal data that you, as the data subject, have requested that they erase all links to, or copies or replications of, that personal data.

### c) Exceptions

The right to erasure does not exist insofar as the processing is necessary

- (1) for the exercise of the right to freedom of expression and information;
- (2) for compliance with a legal obligation which requires processing under Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- (3) for reasons of public interest in the area of public health pursuant to Article 9(2)(h) and (i) and Article 9(3) of the GDPR;
- (4) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes pursuant to Article 89(1) of the GDPR, insofar as the right referred to in section (a) is likely to render impossible or seriously prejudice the achievement of the purposes of such processing; or
- (5) for the assertion, exercise or defence of legal claims.

## **12.5. Right to Information**

If you have asserted the right to rectification, erasure or restriction of processing against the controller, the controller is obliged to communicate this rectification or erasure of the data or restriction of processing to all recipients to whom the personal data concerning you have been disclosed, unless this proves impossible or involves a disproportionate effort.

You have the right to be informed of these recipients by the controller.

## **12.6. Right to Data Portability**

You have the right to receive the personal data concerning you that you have provided to the controller in a structured, commonly used and machine-readable format. You also have the right to transmit this data to another controller without hindrance from the controller to whom the personal data has been provided, provided that

- (1) the processing is based on consent pursuant to Art. 6 para. 1 lit. a DSGVO or Art. 9 para. 2 lit. a DSGVO or on a contract pursuant to Art. 6 para. 1 lit. b DSGVO and
- (2) the processing is carried out with the help of automated procedures.



In exercising this right, you also have the right to have the personal data concerning you transferred directly from one controller to another controller, insofar as this is technically feasible. This must not affect the freedoms and rights of other persons.

The right to data portability shall not apply to processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

## **12.7. Right of Objection**

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(1)(e) or (f) DSGVO; this also applies to profiling based on these provisions.

The controller shall no longer process the personal data concerning you unless it can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or for the establishment, exercise or defence of legal claims.

If the personal data concerning you is processed for the purpose of direct marketing, you have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing; this also applies to profiling, insofar as it is related to such direct marketing.

If you object to processing for direct marketing purposes, the personal data concerning you will no longer be processed for these purposes.

## **12.8. Right to Revoke the Declaration of Consent under Data Protection Law**

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

## **12.9. Automated Decision in individual Cases including Profiling**

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision

- (1) is necessary for the conclusion or performance of a contract between you and the controller,
- (2) is permitted by legislation of the Union or the Member States to which the controller is subject and that legislation contains appropriate measures to safeguard your rights and freedoms and your legitimate interests; or
- (3) is done with your express consent.

However, these decisions must not be based on special categories of personal data pursuant to Art. 9(1) of the GDPR, unless Art. 9(2)(a) or (g) of the GDPR applies and appropriate measures have been taken to protect the rights and freedoms and your legitimate interests.

With regard to the cases referred to in (1) and (3), the controller shall take reasonable steps to safeguard the rights and freedoms of, and your legitimate interests, including at least the right to obtain the intervention of a person on the part of the controller, to express his or her point of view and to contest the decision.

## **12.10. Right to Complain to a Supervisory Authority**

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your residence, place of work or the place of the alleged infringement, if you consider that the processing of personal data concerning you infringes the GDPR.

The supervisory authority to which the complaint has been lodged shall inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy under Article 78 GDPR.

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