

Information pursuant to Articles 13, 14 and 21 of the General Data Protection Regulation (GDPR)

Dear users of the Internet and social media offers,

We herewith inform you about the processing of your personal data by us and the claims and rights to which you are entitled under the data protection regulations in accordance with Art. 13, 14 and 21 GDPR.

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

Responsible for data processing at Adelholzener Alpenquellen GmbH is:
Adelholzener Alpenquellen GmbH, St. Primus Str. 1-5, D-83313 Siegsdorf: +49 (0)8662 / 62-0, fax: +49 (0)8662 / 62-199, info@adelholzener.de

Data protection officer: Attorney Dr. Modlinger, postal address as above;
Email: datenschutz@adelholzener.de; Phone: +49 (0)8662 / 62-0.

2. What sources and data do we use?

We process personal data that we receive from you within the scope of your Internet or social media use or that you have transmitted to us via the contact form.

In addition, we process personal data that we have legitimately received from other companies or from other third parties (see data protection declaration).

Relevant personal data are IP address and data about your use of our offered telemedia (e.g. time of calling up our websites, apps or newsletters, pages clicked on by us or entries) as well as other data comparable with the categories mentioned.

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

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

a) On the basis of interest balancing (Art. 6 para. 1 lit. f) GDPR)

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

- Review and optimization of procedures for needs analysis and direct customer approach;
- advertising or market and opinion research, unless you have objected to the use of your data;
- Enforcement of legal claims and defence in legal disputes;
- Ensuring IT security and operation;
- Measures for business control and further development of services and products.

b) On the basis of your consent (Art. 6 para. 1 lit a) GDPR)

If you have given us your consent to process personal data for certain purposes (e.g. passing on data to third parties, evaluation of data for marketing purposes), the legality of this processing is given on the basis of your consent. A given consent can be revoked at any time.

Please note that the revocation will only take effect in the future. Processing that took place before the revocation is not affected by this.

c) Due to legal requirements (Art. 6 para. 1 lit. c) GDPR) or in the public interest (Art. 6 para. 1 lit. e) GDPR)

In addition, we are subject to various legal obligations, i.e. legal requirements. As far as data are processed in this respect, this is done exclusively on the basis of these regulations.

4. Who gets my data?

Within the company, those departments receive the data they need to fulfil our contractual and legal obligations. Contractors used by us (GDPR) may also receive data for these purposes. These are companies in the

Categories IT services, telecommunications, consulting and sales and marketing.

With regard to the transfer of data to recipients outside the company, it should be noted that we will only pass on your data if this is permitted or required by law, if you have given your consent or if we are authorised to provide information. Under these conditions, recipients of personal data may be, for example:

- Public authorities and institutions (e.g. public prosecutors, police, supervisory authorities) in the event of a legal or official obligation.

Other recipients of data may be those bodies for which you have given us your consent to the transfer of data.

5. How long will my data be stored?

To the extent permitted by law, we process and store your personal data, in particular as long as this is necessary to fulfil the respective purposes.

6. Is data transferred to a third country or to an international organisation?

Data will only be transmitted to third countries (countries outside the European Economic Area (EEA)) if this is required for the execution of our telemedia or social media offers (see data protection declaration), if this is required by law or if you have given us your consent. We will inform you separately about details, if required by law.

7. What data protection rights do I have?

Any data subject has the right of access under Article 15 GDPR, the right to rectification under Article 16 GDPR, the right to erasure under Article 17 GDPR, the right to restriction of processing under Article 18 GDPR and the right to data portability under Art. 20 GDPR. The restrictions according to §§ 34 and 35 BDSG apply to the right of access and the right of erasure. In addition, there is a right to lodge a complaint with a supervising authority (Art. 77 GDPR with § 19 BDSG).

8. Is there an obligation for me to provide data?

When using the Internet or social media, you only need to provide those personal data which are necessary for the use or which we are legally obliged to collect. Without this data, meaningful use may be limited or impossible.

9. To what extent is there automated decision making in individual cases?

A fully automated decision making according to Art. 22 DS-GMO does not take place. Should we use these procedures in individual cases, we will inform you separately, insofar as this is required by law.

10. To what extent is my data used for profile development (scoring)?

We do not process your data with the aim of processing certain personal aspects of your data (profiling).

Information about your right to object

according to Art. 21 General Data Protection Regulation (GDPR)

1. Right to object in individual cases

You have the right to object at any time for reasons arising from your particular situation to the processing of personal data concerning you under Article 6 para. 1 lit e) GDPR (Data Processing in the Public Interest) and Article 6 para. 1 lit f) GDPR (Data Processing on the Basis of a Balance of Interests), including profiling based on this provision within the meaning of Article 4 para. 4 GDPR.

If you object, we will no longer process your personal data, unless we can prove compelling reasons worthy of protection for the processing, which outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

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

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

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

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

Adelholzener Alpenquellen GmbH, St. Primus Str. 1-5, D-83313

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