



Altenburger

Manufacturer's data protection information

With the following information, we wish to provide you with an overview of our processing of your personal data, and of your rights under the current data protection legislation. Which data specifically is processed, and how it is used, is fundamentally determined by the terms and conditions of business. Therefore, not all parts of this information will apply to you.

Who is responsible for the processing of data? Who can I contact?

The responsible party (controller) is

Altenburger Brauerei GmbH
Brauereistraße 20
04600 Altenburg
Represented by: Ulrich Leikeim, Bastian Leikeim
Telefon: 03447 - 31 29 0
Telefax: 03447 - 312919
info@altenburger-brauerei.de

Data protection officer :
Tel. 03447 - 31 29 20
datenschutz@altenburger-brauerei.de

Which data do we process, and for what purpose?

Within the framework of the business relationship with our business partners (customers, suppliers, service providers, etc.), we process personal data such as name, address, email address, telephone/fax number, date of birth, VAT ID, GLN, bank connection in the case of customers, and if appropriate also nationality, ID data, credit data. Processing takes place for purposes of clearly identifying the business partner, and for purposes of initiating, implementing, managing and handling contracts, assessing credit rating and securities, for the creation of invoices/credit notes, the management and enforcement of claims, compliance with statutory regulations, data security, and in the interests of comprehensive customer support. For communication purposes, we additionally process the names and contact data of our business partners' contact persons.

The legal basis for data processing is Art. 6 (1) b), c) and f) of the EU General Data Protection Regulation (GDPR).

If as a beverage wholesaler you have been permitted* to provide us with data regarding your sales locations or disclose this data to third parties (here: data reporting systems of Gedat-Getränkedaten GmbH), we process the customer master data for your sales locations (name and address of the sales location, company/name and where appropriate contact data of the operator, GLN, VAT ID, reference to a sales structure).

Furthermore, we process your customer and sales data, including sales locations (based on the type and volume of the products supplied during the relevant period). We do this for purposes of evaluating the profitability of the business relationship, and for purposes of better market cultivation, for distribution analyses, for sales management, for decision-making regarding marketing/sales activities, and where appropriate to provide customer support, to prepare availability information for end consumers, for plausibility checking overall sales reports, for market research, and where appropriate for the checking and invoicing of conditions.

*Duty of GFGH to provide information to its customer ('Sample Information Privacy GFGH' of German Brewers' Federation or Gedat Sample Information V1)

The legal basis for data processing is Art. 6 (1) b) and f) GDPR.

Who receives my data?

As part of the customer support process and the performance of deliveries and services, we share your data (name, address, telephone/fax number, email address) with third parties that we use to perform the services (e.g. warehousing companies, shipping agents, vending machine technicians and other service providers, etc.). This



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takes place for the purpose of performing the agreed services or to facilitate their faster and simpler performance. The legal basis for data processing is Art. 6 (1b) GDPR.

If this is necessary and appropriate for the handling of the contract, we share the address data and the content of the contract with the beverage supplier, and the supplier subsequently notifies us on a regular basis of the type and quantities of beverages delivered to the sales locations of the customer. This takes place for purposes of recording, invoicing and handling for the agreements made between us and you in relation with the purchase of beverages. The legal basis for data processing is Art. 6 (1b) GDPR.

For purposes of customer support and sales management, we participate in a data notification system with the beverage wholesale sector and with GEDAT Getränkedaten GmbH. We send them and obtain from them customer master data in order to prepare a verified, clear and up-to-date address data set for each sales location, as the basis for the respective data processing of the customers of GEDAT. This includes the name and address of the sales location, company/name and where appropriate contact data of the operator, GLN, VAT ID, reference to a sales structure. The data transmitted is processed by GEDAT under its own responsibility, and compiled where appropriate with further available or publicly accessible data regarding the company and sales structures. In the case of organised customers, such disclosure takes place to the respective central offices. In some cases, they use data processors. The address of GEDAT and its data protection officer can be found at: <http://www.gfgh-industriepartner.de>

The legal basis for data processing is Art. 6 (1) b) and f) GDPR.

Where you have concluded a **rental/lease** agreement with us, we share the customer data with the building owner and where appropriate with industrial partners who have access rights to the property. This takes place for the purposes of support and invoicing for the rental/leasing relationship. The legal basis for data processing is Art. 6 (1) b) GDPR.

Where a third party accepts a guarantee or posts other security in our favour, we also process the aforementioned data on their behalf. This takes place for the purpose of evaluating the intrinsic value of the security, and for the management and use of the same. The legal basis for data processing is Art. 6 (1) b) GDPR.

We disclose certain personal data of the customer (name and address) and an evaluation of their payment behaviour to our affiliated companies. Furthermore, such disclosure of defaults on payment may also be passed on to any security providers and where appropriate to credit agencies (e.g. Schufa). This is done in our interests for purposes of internal management of shared customers, and in order to avoid defaults on payment. The legal basis for data processing is Art. 6 (1) f) GDPR

How long will my data be stored?

We store the data for the duration of any business relationship with the customer, and until the expiry of the statute of limitations for any resultant claims and statutory archiving obligations. GEDAT and partner companies save the data for a maximum of ten years after the last recorded sale to the sales location, or likewise in compliance with the aforementioned criteria.

Is data transferred to any third countries?

Your data is processed exclusively in countries within the European Union and the European Economic Area. No data transfer to third countries takes place.

What rights do the data subjects have?

Vis-à-vis us and GEDAT, the business partner has a right to information, rectification, erasure, restriction of processing, data portability and objection (Art. 15–21 GDPR), where appropriate of withdrawal of consent once granted (Art. 7 GDPR), and of complaint to a supervisory authority (Art. 77 GDPR).