

# Statement on data processing (in accordance with General Data Protection Regulations) at WEMA GmbH

## Preamble

Data protection is important to us. We therefore collect and process your data in accordance with the legal regulations, in particular the EU General Data Protection Regulations (GDPR) and the German Data Protection Act (BDSG-Neu), as well as other legal principles such as the German Broadcast Media Act (TMG) with regard to electronic communication. With this declaration, we are meeting our obligations with regard to information and transparency duties in accordance with Art 13 and 14 of the GDPR regarding the collection and processing of your personal data.

## 1. Data controller

Responsible for the processing of your personal data is WEMA GmbH, Kalver Str. 28, 58515 Luedenscheid, Germany, Fon: +49 (0) 23 51 9395-0. Fax: +49 (0) 2351 9395-33, E-Mail: [info@wema.de](mailto:info@wema.de).

The company is represented by the directors Matthias Bittern and Klaus Bittern.

For questions and information on data protection, you can reach our data protection manager: Ingo Schroeder, Kalver Str. 28, 58515 Luedenscheid, Germany, E-Mail: [datenschutz@wema.de](mailto:datenschutz@wema.de)

## 2. Type, scope and source of the data collected

WEMA GmbH basically collects personal data directly. In the process, we only record personal data as obligatory where it is necessary for the respective contractual purposes (principle of data minimisation). Any other information given is voluntary. We also receive data from commercial representatives to the extent that they send your data to us due to a purchasing or consultancy interest.

WEMA collects and processes:

- Basic data: business name, contact person, contact data
- information about a project and connected product groups in our services that are to be made use of
- data for issuing invoices (separate invoicing address)
- bank data for payment processing
- in online activities, data for beginning and maintaining a contractual relationship using electronic communication means, e.g. e-mail address, mobile telephone number
- voluntary information on special service requests
- information on consent to receive advertising, use of e-mail address or telephone number, for topic-specific advertising by WEMA.

As a rule, you provide these data with your enquiry. In certain cases, it is possible however, that we receive data from third parties. The information about you and your current employment affiliation and interest in certain product categories can be collected during the close cooperation of project participation between us as manufacturer, our commercial representatives and all project participants for project planning and management.

## 3. Reasons for processing personal data, lawful basis

We collect and process your data for the following reasons:

- the conclusion of the contract, the fulfilment of the contract and customer care
- for credit checking
- for information about products and services of WEMA GmbH
- for statistical evaluations for (marketing) activity development based on calculated key data and the analysis of existing contractual relationships to maintain, improve or end them.
- as long as you have specifically consented, we also use your data for sales and marketing information about products and services, which we send automated by E-Mail or non-automated by normal post.
- to fulfil regulatory duties or official requirements.

Processing is in accordance with legal regulations, including the GDPR, the BDSG-NEU and the Telecommunication Act (TKG).

#### 4. Manner of data processing

WEMA ensures that your personal data is processed in such a way that it guarantees the protection of your data. The data is processed using electronic means and in paper form. In the process, we adhere to the security standards for the protection of your private sphere and the risk of access to the data by unauthorised persons. We have made comprehensive technical and organisation arrangements to protect the data made available to us from loss, manipulation, destruction and unauthorised access. Our security measures are constantly improved in accordance with technological developments and regulatory requirements. The data grouped accordingly into categories are subsequently used for our own statistical analyses and marketing reports, but anonymised or pseudonymised as far as possible.

#### 5. Data processors

Collecting body is WEMA GmbH. It saves all data necessary for fulfilment of contracts and customer care in its IT systems. In the course of customer acquisition and customer retention, your data will be collected by commercial representatives and sales personnel commissioned by us. To provide our contractual services, WEMA uses selected service companies who are given access to your data to the extent necessary and may only use them solely for the fulfilment of the work given to them by us.

Data processors are thus:

- IT service and consultancy companies
- printing service providers
- financial institutes
- commercial representatives
- management consultancies and business and tax auditing companies
- authorities, including tax authorities
- if necessary, service providers of WEMA

To the extent required and legally permitted, before completing a contract and where necessary in the course of a business relationship, a transfer of your data to credit reference agencies can take place for the purpose of credit checking and obtaining information. In cases of late payment, we reserve the right to transfer your data to a collection agency or lawyers for the purposes of recovery. All service providers instructed by us have their data protection standards checked before approving an order and are required to adhere to the legal data protection regulations. Any further transfer of data to third parties instructed by us does not occur. This will not apply if we are legally permitted or obliged, or you have already given us your consent.

#### 6. Length of data retention

WEMA stores your customer data for the time of fulfilment of the contractual relationship and for the existence of a vital interest (e.g. outstanding payments) beyond the contractual relationship. The length of retention is based on the statutory limitation periods. Furthermore, we are subject to various retention and documentation obligations, including those of the Commercial Code (HGB) or the Tax Code (AO). Terms specified there for retention and documentation range from six to ten years.

#### 7. Rights of individuals

WEMA preserves and protects your rights in accordance with the GDPR. You have the right:

- to receive information from us about whether we process your personal data. If this is the case, you can receive information about the personal data along with all processing purposes and intended uses involved with this information.
- to rectification, erasure and restriction of processing of your personal data if there are no conflicting statutory requirements. WEMA implements a deletion concept conforming to the GDPR that among other things preserves your rights.
- to obtain your data, in a structured, current and machine-readable format.
- to object to the processing of data provided voluntarily, e.g. your telephone number.
- to withdraw consent to the use of your data for direct marketing by WEMA GmbH.
- to withdraw consent in an individual case based on a particular personal situation for the use of your data that we process in our vital interest (in accordance with Art. 6 Para. 1 f GDPR).

To enforce your rights, apply in writing with details of your business partner data to WEMA GmbH, Kalver Str. 28, 58515 Luedenscheid, Germany, Fon: +49 (0)2351/9395-0, Fax: +49 (0)2351 9395-33, E-Mail: [info@wema.de](mailto:info@wema.de).

If in your opinion the processing of your stored personal data contravenes the GDPR, you can make a complaint to the regulatory authority, particularly in the member state where you are domiciled or the place of the alleged contravention.

**The regulatory authority applicable to us is the following:**

Landesbeauftragte fuer Datenschutz und Informationsfreiheit Nordrhein-Westfalen  
Postfach 20 04 44  
40102 Duesseldorf  
Germany

Fon: +49 (0)211 38424055  
Fax: +49 (0)211 3842410  
E-Mail: [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de)