

Privacy Policy Art. 13 Regulation (EU) 2016/679

of the company **Karl Pedross AG**, with registered office in Italy, 39021 Laces (BZ), industrial zone 1/c.

General information

The protection of your personal data is of particular concern to us. We therefore process your data exclusively on the basis of the EU General Data Protection Regulation No. 679/2016 (hereinafter "**Regulation**"), as well as the Ital. Legislative Decree No. 196/2003 and subsequent amendments.

In this privacy policy, we inform you about the most important aspects of data processing in relation to our suppliers, as well as our (potential) customers.

All terms used in this data protection information have the meaning defined in the aforementioned legal sources.

Your data will not be transferred outside the European Economic Area ("**EEA**").

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1. The personal data we process

We process one (1) type of personal data:

Contact data (name, e-mail, tel.number) of company-internal contract persons.

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2. These contact data are collected in three (3) different circumstances:

When we ask a supplier or logistics company for a quote.

When a customer asks us for a quote or generally contacts us.

At trade fairs.

3. Purpose and lawfulness of processing

These personal data are processed for two (2) purposes, and on twofold (2) legal basis.

Type of personal data	Legal basis	Purpose of processing
Name, e-mail, tel.number	Contract	Handling of offer/order processes for logistics, as well as purchasing and sales
E-mail	Legitimate interest	Marketing via newsletter (mailing)

**Our legitimate interest with regard to the processing purpose "marketing by means of newsletters (mailing)" lies in the fact that we only address the newsletters to company-internal contact persons of existing customers and to company-internal contact persons of potential customers met at trade fairs. We do not send newsletters to private customers. Furthermore, we provide our newsletters with an opt-out function by means of which the data subject can object to the receipt of future newsletters at any time with just a few clicks. Finally, we do not engage in invasive direct advertising (approx. 6 issues per year).*

4. Period for which the personal data will be stored

We store personal data for as long as is necessary depending on the purpose of the processing:

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Purpose of processing	Type of personal data	Period	Start of period
Handling of offer/order processes for logistics, as well as purchasing and sales	Name, e-mail, tel.number	10 years	After execution of the contract, at the end of the limitation period relating to our liability
Marketing via newsletter (mailing)	E-mail	Opt-out	Immediately

5. Processors

For data processing we rely on four (4) processors that have been scrutinized in respect of their data security measures in place.

5.1 External sales support

The data controller has entrusted an external service provider for carrying out certain sales processes in respect of some corporate clients, with limited, protected, external access to the IT areas relevant to the performance of the contract. Your data (name, e-mail, telephone number of internal contact persons) will not be transferred outside the European Economic Area.


5.2 Newsletter service provider

The data controller commissions an external newsletter provider which is hosted on a European server farm. Your data (your e-mail address) will not be transmitted outside the European Economic Area.

5.3 External support for network, server, ERP and back-up

The data controller commissions two external IT service providers to provide technical support in the areas of network, server, ERP and back-up. Your data will not be transferred outside the European Economic Area.

For more detailed information you can contact us at any time.

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6. Your rights

It is your right to dispose of your data at any time within the framework of the law. In principle, you have the rights to information, correction, deletion, restriction, data portability, revocation and objection in accordance with Art. 15-22 DSGVO.

You can object to direct marketing at any time (e.g. via the opt-out function in the newsletter).

For any questions regarding the exercise of your rights in relation to the processing of your data, please contact us using the contact details provided here:

Karl Pedross AG

Legal representative: Martin Pedross
Address: Italy-39021 Laces (BZ), Industriezone 1/c
E-mail: privacy@pedross.com
Tel.: +39 0473 722200

Finally, we remind you that you have the right to appeal to the national data protection authority to protect your rights (by registered letter to "Garante per la protezione dei dati personali, Piazza Venezia, 11 - 00187 Roma").