

## Information for data subjects (new customers) (Art. 14 GDPR)

### Person responsible

Kontext E GmbH, Wiener Platz 5A, 01069 Dresden (Germany)

#### **Legal representative:**

Jens Homann

#### **Data Protection Officer:**

Ingo Krause, e-mail: [datenschutz@kontext-e.de](mailto:datenschutz@kontext-e.de)

### Information on the processing activity:

#### **Purposes of the processing activity**

Our company acquires new B2B customers for whom our products are common in the industry. The initial processing of the necessary contact data takes place via recommendations, contacts at trade fairs or industry directories.

#### **Legal basis of the processing activity**

Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party pursuant to Article 6(1)(f) GDPR and such interests are not overridden by the interests or fundamental rights and freedoms of the data subject, as this is a B2B acquisition with business contact data.

#### **Categories of personal data**

Contact details (name, details of professional position, e-mail addresses)

#### **Categories of recipients**

Processor within the meaning of Art. 4 in conjunction with Art.

28 GDPR Internal (sales, management)

#### **Data transfer to a third country**

is no planned transfer to third countries.

## Additional information obligations

### **Storage duration of personal data**

The personal data will be deleted by us as soon as the purpose of storage no longer applies and no further storage is permitted or required by law.

### **Rights of the data subject**

You have a right to information (pursuant to Art. 15 GDPR) from the controller about the personal data concerning you as well as to rectification (Art. 16 GDPR), erasure (Art. 17 GDPR) and to restriction of processing (Art. 18 (1) GDPR). You also have the right to object to processing (Art. 21 GDPR) and the right to data portability (Art. 20 GDPR). If you would like to exercise your rights, please contact the data protection officer named above.

### **Source of the personal data**

Data is collected from publicly accessible sources, e.g. the Internet, business directories or qualified address dealers (for whom consent has been obtained).

### **Right of appeal**

You have the right to lodge a complaint with the competent supervisory authority.

### **Obligation to provide personal data**

The data subject is not obliged to provide the personal data.

### **Consequences of non-provision**

None.

### **Automated decision making**

There is no automated decision-making or profiling.