

Information according to Art. 13, 21 EU-GDPR / UK-GDPR

(status: 06.2023)

With the following information, we would like to give you an overview of how we process your personal data and your rights under data protection law.

1. Responsible Party for Data Protection

1.1 The person responsible pursuant to Article 4 (7) of the EU General Data Protection Regulation (**EU-GDPR**) is the corresponding entity of the A.S. Création – group. You can contact the data protection officer via email or via post:

A.S. Création Tapeten AG, Südstraße 47, 51645 Gummersbach, Germany / datenschutz@as-creation.de

A.S. Création (NL) B.V., de Hoogjens 1C, 4254 XV Sleeuwijk, the Netherlands / contact@as-creation.nl

Crealis S.A.S., 20, boulevard Michel Strogoff, 80440 Boves, France / accueil@lutece-gpfb.com

1.2 The person responsible pursuant to art. 4 Abs. 7 UK General Data Protection Regulation (**UK-GDPR**) is **A.S. Création (UK) Ltd.**, Crosby Road North, Waterloo, Merseyside L22 0PJ, UK. You can contact the data protection officer via email or via post: dataofficer@ascreation.co.uk

2. Your Rights

2.1 You have the following rights regarding your personal data:

- right of access,
- right to rectification or erasure,
- right to restriction of processing,
- right to object to processing,
- right to data portability.

2.2 If you have given your **consent** to the processing of your data, you may revoke this consent in whole or in part at any time. Such revocation will affect the permissibility of the processing of your personal data for the future.

2.3 Insofar as we base the processing of your personal data on **balancing of interests**, you may object to the processing. Please tell us the reasons why we should not process your personal data. Based on your submission, we will review the factual and legal situation and either stop or

adjust the data processing or demonstrate our compelling legitimate grounds on the basis of which we will continue the processing.

- 2.4 Please direct your enquiries to the responsible data protection officer. You also have the right to make a complaint to a data protection supervisory authority about our processing of your personal data.

3. Processing by Us

- 3.1 We process personal data in accordance with the provisions of the EU-GDPR / UK-GDPR and – if available - the national data protection laws.

Which data is processed in detail and how it is used depends largely on the services requested or agreed in each case. Typically, the following data is collected:

- first name, surname, if applicable title
- email address
- profession, function
- other personal data resulting from the content of the conversation or correspondence (postal/electronic).

- 3.2 The lawfulness of the processing may be based on the following alternatives:

- a. **Art. 6 para. 1 p. 1 lit. b EU-GDPR / UK-GDPR:** For the fulfilment of **contractual** obligations arising from or in connection with a business relationship or for the performance of pre-contractual obligations arising from or in connection with the initiation of a business relationship.
- b. **Art. 6 para. 1 p. 1 lit. c EU-GDPR / UK-GDPR:** We are subject to various **legal** obligations that entail data processing.
- These include, for example, tax laws, as well as statutory accounting, the fulfilment of requests and requirements of supervisory or law enforcement authorities, as well as the fulfilment of control and reporting obligations under tax law.
 - In addition, the disclosure of personal data may become necessary in the context of official/court measures for the purposes of collecting evidence, criminal prosecution or the enforcement of civil law claims.
- c. **Art. 6 para. 1 p. 1 lit. a EU-GDPR / UK-GDPR:** Upon your **consent** we process such data you have agreed to.

- d. **Art. 6 para. 1 p. 1 lit. f EU-GDPR / UK-GDPR:** Where necessary, we process your data beyond the actual performance of the contract to protect our **legitimate interests** or those of third parties. Examples of such cases are:
- If you contact us by e-mail or telephone, the data you provide will be stored for the purpose of individual communication with you,
 - assertion of legal claims and defence in legal disputes,
 - storage of further contacts in the ERP system for communication,
 - use of the data in test systems to establish or increase the internal functionality of the data systems.

4. Passing on Your Data

- 4.1 In general your data will be processed within the respective group company. If necessary your data may be passed on to employees of group companies.
- 4.2 Your data will only be passed on to commissioned data processors if it is necessary for the fulfilment of our contractual tasks (e.g., support/maintenance of EDP/IT applications, accounting, data destruction). All service providers are obliged on the basis of a contract processing agreement to treat your data confidentially and in accordance with the EU-GDPR / UK-GDPR.
- 4.3 If it is necessary to pass on personal data to third parties in order to fulfil the contract with you (e.g., freight forwarders) or to third parties in accordance with section 3.2 lit. b + c, we will only pass on such data as is necessary for the provision of the service or the request of such third party.
- 4.4 Your data will only be processed within the European Union, UK and states within the European Economic Area (EEA).
- 4.5 Data will only be passed on to other third parties with your consent.

5. Storage of Your Data

- 5.1 We process and store your personal data as long as this is necessary for the fulfilment of our contractual and legal obligations. If the data is no longer required for the fulfilment of contractual or legal obligations, the data is regularly deleted.
- 5.2 Exceptions to the aforementioned criteria arise for data,

- which are required for the fulfilment of legal storage obligations, e.g., the Commercial Code and Tax Codes. These periods for storage or documentation are generally six to ten years,
- for the preservation of evidence within the framework of the statutory limitation provisions. According to national laws these limitation periods can be up to 30 years, with the regular limitation period being three years.

5.3 If the data processing is based on your consent, the personal data will be deleted as soon as you withdraw your consent. Clauses 5.1 + 5.2 apply accordingly.

5.4 If the data processing is carried out in the legitimate interest of us or a third party, the personal data will be deleted as soon as this interest no longer exists. Clauses 5.1 + 5.2 apply accordingly.

6. Social Media Links

6.1 Our emails contain links to our social media pages. When you click on an icon, you will be automatically directed to the relevant social media channel. The social media channel collects certain personal data from you:

- LinkedIn: <https://www.linkedin.com/legal/privacy-policy?>
- Instagram: <https://de-de.facebook.com/help/instagram/155833707900388> (select your language)
- Facebook: <https://de-de.facebook.com/policy.php/> (select your language)
- Pinterest: <https://policy.pinterest.com/en-gb/privacy-policy>
- YouTube: https://www.youtube.com/intl/en_us/howyoutubeworks/user-settings/privacy/

6.2 Please also see our privacy policy on social media.

7. Profiling

We do not use automated decision making or profiling.

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