

# Data protection information for customers and business partners

The protection of the personal data of our customers and business partners (hereinafter referred to as „customers“) is an important concern for us. We therefore process our customers' personal data exclusively in accordance with the applicable legal provisions on the protection of personal data and data security.

## I. Name and address of the controller

The controller within the meaning of data protection laws, in particular the EU General Data Protection Regulation (GDPR), is

Kusch+Co GmbH  
Gundringhausen 5  
59969 Hallenberg  
Germany  
Tel: +49 2984 300-0  
E-mail: welcome@kusch.com

## II. Name and address of the data protection officer

The data protection officer of the data controller can be contacted at:

E-mail: datenschutz@nowystyl.com  
Phone: +49 5769 7312

## III. Description of data processing

### 1. Scope and purposes of data processing by the controller and third parties

We process the following categories of personal data, among others, as part of our business relationship with customers:

- Contact information such as first and last name, address, telephone number, mobile number, e-mail address and other information that you provide to us;
- Payment data such as information required to process payment transactions or prevent fraud, including credit card information;
- Other information whose processing is necessary in the context of the processing of a contractual relationship with us or which you provide to us voluntarily, as well as data from orders placed, enquiries or correspondence conducted;
- Information collected from publicly accessible sources, information databases or credit agencies;
- Where required as part of compliance screenings: Information on solvency and relevant legal proceedings and other legal disputes in which customers are involved.

We process the aforementioned personal data of our customers only for the purposes stated in this data protection notice. As part of the business relationship with customers, we process personal data for the following purposes, among others:

- For contract initiation, contract fulfilment and termination of contractual relationships,
- To process general communication with customers about products or services, e.g. to process customer enquiries;
- To plan, execute and manage the contractual business relationship with the customer, e.g. to process orders for products and services, collect payments and assess creditworthiness; for accounting, billing and debt collection purposes; to carry out deliveries or repairs;
- To comply with legal requirements (e.g. retention obligations under tax and commercial law), existing obligations to carry out compliance screenings (to prevent white-collar crime and money laundering) and to comply with our own guidelines and industry standards;

- For the enforcement of existing contracts, the assertion, exercise and defence of legal claims and the settlement of legal disputes;
- To maintain and protect the security of our products and services, to prevent and detect security risks, fraudulent behaviour or other criminal or acts carried out with the intention of causing damage;
- For sending product information, catalogues, customer information and recurring information such as newsletters;
- To conduct customer surveys, marketing campaigns, market analyses, competitions, contests or similar campaigns and events.

### 2. Legal basis for data processing

The processing of personal data is necessary to fulfil the purposes stated in Section III.1, including the implementation of the (contractual) business relationship with the business partner.

The legal basis for the processing of personal data for contract initiation, contract execution and termination of contractual relationships is Article 6(1)(1)(b) GDPR. The legal basis for the processing of personal data to comply with legal requirements is Article 6(1)(1)(c) GDPR. In the case of special customer surveys, marketing campaigns, competitions and other promotions, the legal basis is Article 6(1)(1)(a) GDPR on the basis of obtaining prior consent. Otherwise, the processing of personal data is carried out, among other things, to maintain and protect the safety of our products, to assess creditworthiness, to enforce existing contracts, to assert, exercise and defend legal claims, etc. on the basis of our legitimate interest pursuant to Article 6(1)(1)(f) GDPR. Our interest in these purposes outweighs the interests of the customer. There is no reason to assume that the interests or fundamental rights and freedoms of the customer would prevail in this respect.

### 3. Deletion or blocking of data and storage period

We adhere to the principles of data avoidance and data minimisation. We therefore only store your personal data for as long as is necessary to fulfil the purposes stated here or for as long as the retention periods stipulated by law require. After the respective purpose has ceased to exist or these periods have expired, the corresponding data will be routinely blocked or deleted in accordance with the statutory provisions.

Further processing or storage of personal data is required in particular for the following purposes:

- Fulfilment of retention periods under commercial and tax law, e.g. according to the German Commercial Code (HGB) or Fiscal Code (AO). The periods specified there are between 2 and 10 years.
- Documentation of the proper fulfilment of contractual obligations, the performance of the business relationship and for the preservation of evidence within the framework of the statutory limitation provisions, e.g. Sections 195 et seq. of German Civil Code (BGB).

### 4. Recipient of the data

Your personal data will not be transferred to third parties for purposes other than those mentioned. We only pass on your personal data to third parties if:

- You have given your express consent to this,
- The processing is necessary for the fulfilment of an agreement with you,

- The processing is necessary to fulfil a legal obligation, the processing is necessary to safeguard legitimate interests and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data.

Within our company, those departments that require your data to fulfil our contractual or legal obligations or the above-mentioned purposes will have access to it. Service providers and vicarious agents employed by us may also receive data for this purpose. These usually act as processors for us, such as service providers for IT maintenance services. In this respect, they only act in accordance with instructions and are obliged to comply with the applicable data protection requirements by concluding an order processing agreement.

We may also transfer your personal data to the following categories of recipients, depending on the purpose of the data processing:

- To tax consultants and auditors;
- To payment service providers to process your payment, depending on the payment method you have selected;
- To credit agencies for the purpose of credit assessment;
- To shipping service providers to fulfil our contractual delivery obligations;
- To courts, supervisory authorities or law firms, insofar as a legal obligation exists or for the assertion, exercise or defence of legal claims;
- To providers of services for sending recurring information such as newsletters etc.

#### 5. Data transfer to third countries

We may transfer personal data to other Group companies for the above-mentioned purposes, but only if and insofar as this is necessary to fulfil the above-mentioned purposes.

If we transfer personal data to service providers or group companies outside the European Economic Area (EEA), the transfer will only take place if the third country has been confirmed by the EU Commission to have an adequate level of data protection or if other appropriate data protection guarantees (e.g. binding internal data protection regulations or EU standard contractual clauses) are in place.

#### IV. Your rights as a data subject

If your personal data is processed, you are a data subject within the meaning of the GDPR. You can exercise the following rights at any time using the contact details provided for our data protection officer:

- Information about your data stored by us and its processing (Article 15 GDPR),
- Correction of incorrect or incomplete personal data (Article 16 GDPR),
- Deletion of your data stored by us (Article 17 GDPR), unless we are legally obliged or authorised to further process your data,
- Restriction of data processing if we are not yet allowed to delete your data due to legal obligations (Article 18 GDPR),
- Objection to the processing of your data by us, insofar as the data processing is carried out for the purpose of direct advertising or on the basis of a balancing of interests,
- Data portability, provided that you have consented to the data processing or have concluded an agreement with us (Article 20 GDPR), provided that this does not adversely affect the rights and freedoms of other persons.

If you have given us your consent, you can revoke it at any time with effect for the future. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. After revocation, we may only continue to process the personal data to the extent that we can base the processing on another legal basis.

You can contact the supervisory authority responsible for you at any time with a complaint. Your competent supervisory authority depends on the federal state of your place of residence, your place of work or the place of the alleged infringement if you believe that the processing of personal data concerning you is in breach of the GDPR.

A list of supervisory authorities (for the non-public sector) with addresses can be found at:

[https://www.bfdi.bund.de/EN/Service/ Anschriften/Laender/Laender-node.html](https://www.bfdi.bund.de/EN/Service/Anschriften/Laender/Laender-node.html)

#### Changes to our privacy policy

We reserve the right to adapt this data protection notice so that it always complies with current legal requirements or to implement changes to our services, e.g. when introducing new services.