LÄPPLE

Privacy policy for customers and interested parties in accordance with Article 13 and 14 GDPR

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Privacy policy in accordance with Art. 13, 14 of the General Data Protection Regulation (GDPR)

We process your personal data solely within the limits of statutory provisions. The categories of personal data we process include the following: reference data (e.g. last name, first name, address), contract data (e.g. customer number), billing data and banking information, and comparable data.

1. Controller and data protection officer

The controller responsible for processing your personal data is

LÄPPLE AG
August-Läpple-Straße 1 | 74076 Heilbronn
+49 7131 131-0
info@laepple.de

You can contact our data protection officer by e-mailing: datenschutz@laepple.com

2. Purpose of and legal bases for the processing of your personal data

2.1 Data processing for the purpose of entering into or the performance of a contract (Art. 6(1)b GDPR)

Entering into, executing, and billing for your contract require the processing of data.

2.2 Data processing based on your consent (Art. 6(1)a GDPR)

Processing on this basis is lawful to the extent that we have obtained your consent to the processing of personal data for specific purposes. Your consent may be withdrawn at any time. This also applies to the withdrawal of declarations of consent you gave to us before the GDPR went into effect on May 25, 2018. The withdrawal of consent applies for the future and does not affect the lawfulness of the processing carried out prior to the time of withdrawal.

2.3 Data processing based on legitimate interests (Art. 6(1)f GDPR)

We process your data as is permissible to protect our legitimate interests.

This includes using your personal data

- to consult and exchange data with credit agencies (e.g. Schufa, Creditreform) for the purpose of determining reliability and payment risks, especially where the conditions of § 31 of the German Federal Data Protection Act (BDSG) apply.
- to assert legal claims and to defend ourselves in the event of legal disputes.
- to investigate or prevent criminal activities.
- Straftaten aufzuklären oder zu verhindern.
- to use your data in anonymized form for analytics purposes.

If we wish to process your personal data for a purpose not mentioned above, we will inform you about it in advance in accordance with statutory provisions.

2.4 Data processing based on legal obligations (Art. 6(1) c GDPR) or in the public interest (Art. 6(1)e GDPR)

As a company, we are subject to various legal obligations (e.g. tax laws, the German Commercial Code) that make the processing of your data necessary to comply with the law and to carry out tasks that are in the public interest.

3. Data categories

Our company records the following personal data:

- Name and address
- Contact data
- Server log data
- Cookies

4. (Categories of) recipients / disclosure of personal data / third countries

The persons within our company who are given access to your data are those who require it to fulfill the purposes above (see 2. Purpose of and legal bases for the processing of your personal data). This also applies to service providers and vicarious agents who work on our behalf. We only disclose personal data to third parties where necessary for the purposes above or where you have given your prior consent. Before receiving this data, third parties will be required to sign order processing agreements in accordance with Article 28 GDPR that hold them to the same high data privacy standards that we adhere to in our company.

Recipients of personal data may include:
printing service providers, transport companies acting as service providers, IT service providers.

5. Duration of storage and erasure of your personal data

We store your personal data for the purposes above (see 2. Purpose of and legal bases for the processing of your personal data). Your data will first be processed at the time it is collected, insofar as you have given it to us or a third party. We will erase your personal data when our contractual relationship with you ends, all mutual claims have been settled, and there are no other statutory obligations to preserve records or other grounds to justify storing it. These include, among others, obligations to preserve records arising from the German Commercial Code (HGB) and the tax code (AO). This means that we will not erase your personal data until the statutory period of retention has elapsed, generally 10 years after the contract has ended.

6. Rights of data subject / your rights

If you have any questions or complaints regarding data privacy, please contact our data protection officer by e-mail: datenschutz@laepple.com.

The rights of the data subject include the right of access per Art. 15 GDPR, the right to rectification per Art. 16 GDPR, the right to erasure per Art. 17 GDPR, the right to restriction of processing per Art. 18 GDPR, the right to object per Art. 21 GDPR, and the right to data portability per Art. 35 GDPR. You also have the right to lodge a complaint with a supervisory authority.

6.1 Right of objection

You have the right to object, on grounds relating to your personal situation, at any time to processing of personal data based on the protection of our legitimate interests (see 2.3 Data processing based on legitimate interests) or in the public interest (see 2.4 Data processing in the public interest). This also includes the right to object to processing for advertising purposes.

6.2 Right to withdraw consent

Consent can be withdrawn at any time (see 2.2 Data processing based on your consent)

7. Provision of personal data

As part of our business relationship, you are required to provide personal data (see Categories of personal data) that is necessary to enter into and perform the business relationship and to fulfill the contractual obligations associated with this, as well as data that we are legally obliged to collect. We cannot enter into the contract without this data.

8. Automated decision-making

No automated decision-making, including profiling, is used to establish or perform this contract.

9. Data sources

We process personal data that we receive from our customers within the context of our business relationship. We also process personal data that we are able to obtain by permissible means from sources available to the public, such as records of debtors, land registers, registers of companies and associations, the press, and the internet. We also use personal data that we obtain by permissible means from companies within our group or from third parties such as credit agencies.

10. Revision clause

Because our data processing is subject to changes, we will revise our data privacy information from time to time. We will inform you of any changes in a timely manner.