



**Data Protection Notice for customers and interested parties**  
in accordance with Articles 13, 14 and 21 of the General Data Protection Regulation (GDPR)

We attach great importance to data protection. We would therefore like to inform you how we process your data and what rights are available to you in this respect.

**1. Who is responsible for data processing and whom can you contact?**

ADA Cosmetics International GmbH  
Rastatter Strasse 2a  
77853 Kehl  
Tel.: +49 (0)7853 898-0  
e-mail: [datenschutz@ada-cosmetics.com](mailto:datenschutz@ada-cosmetics.com)  
Internet: [www.ada-international.com](http://www.ada-international.com)

**2. Contact data of the Data Protection Officer**

Christoph Boser  
Tel.: +49 (0)7853 898-0  
e-mail: [datenschutz@ada-cosmetics.com](mailto:datenschutz@ada-cosmetics.com)

**3. Processing purposes and legal basis**

Your personal data are processed in accordance with the provisions of the General Data Protection Regulation (GDPR), the German Federal Data Protection Act (BDSG) and other relevant data protection regulations. Processing and use of individual data depend on the agreed or requested service.

**3.1 Consent (Article 6 (1) a of the GDPR)**

If you have given us your consent for processing of personal data, the respective consent forms the legal basis for the processing stipulated therein. You may revoke consent at any time with effect for the future.

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### **3.2 Compliance with contractual obligations (Article 6 (1) b of the GDPR)**

We will process your personal data in order to perform our contracts and agreements with you. Your personal data will also be processed in order to implement measures and take steps prior to entering into a contract.

### **3.3 Compliance with legal obligations (Article 6 (1) c of the GDPR)**

We will process your personal data if this is necessary to comply with legal obligations (e.g. commercial and tax legislation). We will also process your data if this is necessary to comply with control and reporting obligations under tax law, and to archive data for purposes of data protection and data security and for auditing by tax authorities and other authorities. It may also be necessary to disclose personal data as part of official/judicial measures for collecting evidence, conducting prosecution proceedings or enforcing civil law claims.

### **3.4 Legitimate interest of our company or third parties (Article 6 (1) f of the GDPR)**

We may also use your personal data based on the balancing of interests to protect the legitimate interest of our company or third parties. These data will be used for the following purposes:

- Verification and optimisation of methods relating to demand analysis and direct customer contact.
- Advertising or market research, unless you have objected to the use of your data.
- Restricted storage of your data if erasure is not possible or is only possible with disproportionate effort due to the special nature of storage.
- Further development of products and services, as well as existing systems and processes.
- Statistical evaluations or market analyses.
- Internal and external examinations and/or security tests.
- Certifications of private law matters or official matters.

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#### **4. Categories of personal data which we process**

The following data are processed:

- Personal data (name, date of birth, occupation/industry and comparable data)
- Contact data (address, e-mail address, phone number and comparable data)
- Customer history

We will also process personal data from public sources (e.g. Internet, media, press)

#### **5. Who receives your data?**

We will pass on your personal data within our company to the departments which need these data to comply with contractual and legal obligations and/or protect our legitimate interest.

Your data may also be sent to the following bodies:

- Order processors commissioned by us (Article 28 of the GDPR), service providers for supporting activities and other controllers within the meaning of the GDPR, especially in the areas of IT services, logistics, courier services, print services, external computer centres, support/maintenance of IT applications, archiving, document processing, bookkeeping and controlling, data destruction, purchasing/procurement, customer administration, letter shops, marketing, telephony, website management, tax consultancy, auditing services, credit institutes
- Public authorities and institutions, in the event of a legal or official obligation, to whom we are obliged to provide information, send reports or transmit data
- Other bodies for whom you have given us your consent for data transmission.

#### **6. Transfer of your data to a third country or an international organisation**

Data will not be processed outside the EU or the EEA.

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## **7. How long do we store your data?**

If necessary, we will process your personal data for the duration of our business relationship; this also includes the initiation and processing of a contract.

We are also subject to various retention and documentation obligations which are based, for example, on the German Commercial Code (HGB) and the German Tax Code (AO). The periods stipulated therein in regard to retention or documentation are up to ten years beyond the end of the business relationship or the pre-contractual legal relationship.

Finally, the storage period is also based on the legal limitation periods which, for instance, are normally three years according to §§ 195 ff. of the German Civil Code (BGB), but also up to 30 years in certain cases.

## **8. To what extent does automated decision-making take place in an individual case?**

We do not use any purely automated decision-making according to Article 22 of the GDPR. If we use this process in individual cases, we will inform you separately provided this is legally prescribed.

## **9. Your data protection rights**

You have the right to access information pursuant to Article 15 of the GDPR, the right to rectification under Article 16 of the GDPR, the right to erasure according to Article 17 of the GDPR, the right to restriction of processing according to Article 18 of the GDPR and the right to data portability as per Article 20 of the GDPR. You also have the right to lodge a complaint with a data protection supervisory authority (Article 77 of the GDPR). Generally speaking, you have the right to object to data processing by our company according to Article 21 of the GDPR. However, this right of objection only applies on grounds relating to your particular situation. Our rights may conflict with your right of objection. If you want to enforce one of these rights, please contact our Data Protection Officer ([datenschutz@ada-cosmetics.com](mailto:datenschutz@ada-cosmetics.com))

## **10. Extent of your obligations to provide us with data**

You need only provide those data which are required for the initiation and implementation of a business relationship or for a pre-contractual relationship with our company, or those data which we are legally obliged to record. If we do not have these data, we will normally not be able to conclude or perform the contract. This may also apply to data which are required for the business relationship at a later date. If we also ask you for additional data, you will be informed separately about the voluntariness of the information.

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## **11. Information about your right of objection (Article 21 of the GDPR)**

You have the right to object at any time to processing of your data which is carried out based on Article 6 (1) f of the GDPR (data processing based on the balancing of interests) or Article 6 (1) e of the GDPR (data processing in the public interest) if there are grounds for the objection on account of your special situation. This also applies to profiling based on this purpose within the meaning of Article 4 No. 4 of the GDPR.

If you file an objection, we will stop processing your personal data, unless we can provide compelling legitimate grounds for processing that override your interests, rights and freedoms, or processing is used to enforce, exercise or defend legal rights. If necessary, we will also process your personal data for the purpose of direct advertising. If you do not want to receive any advertising, you have the right to object to this at any time. We will take account of this objection with effect for the future.

We will no longer process your data for direct advertising purposes if you object to processing for these purposes. The objection may be sent informally to the address shown in Section 1.

## **12. Your right to complain to the responsible supervisory authority**

You have the right to complain to the data protection supervisory authority (Article 77 of the GDPR).

The supervisory authority responsible for our company is:

Landesbeauftragte für Datenschutz und Informationsfreiheit Baden-Württemberg  
Königstrasse 10 a  
70173 Stuttgart  
Tel.: +49 (0)711 615541-0  
[poststelle@fdi.bwl.de](mailto:poststelle@fdi.bwl.de)

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