

# General Information on Data Processing in Accordance with Article 13 GDPR

# HEEL VERLAG

With the following statements we wish to inform you about the processing of your personal data by HEEL Verlag GmbH and about your rights under data protection law.

Date May 2018 / 2.1\_EN\_CR

## Body responsible for data processing

HEEL Verlag GmbH, Gut Pottscheid, 53639 Königswinter  
Tel. +49 (0)223 92300 or Fax +49 (0)223 92313  
E-mail address [info@heel-verlag.de](mailto:info@heel-verlag.de)

Our data protection officer can be contacted by post under the above address with the addendum "Data protection officer" or by e-mail at: [dsb@vmz.de](mailto:dsb@vmz.de)

## Purposes of and legal basis for the data processing

We process your personal data in observance of the EU General Data Protection Regulation (GDPR) and all other relevant legislation. Further information on data protection can be called up at <https://ds.heel-verlag.de>.

The main purpose is the collection, processing and use of data for handling customer orders. A secondary purpose is supplier support, production, marketing, advertising, address trading, events and support for potential clients.

In concrete terms this means: Customer management and development, editing, video production, schedule management, contract handling, service handling, invoicing, goods purchasing, payment transactions, newsletters, social media, postal advertising, telephone advertising, dispatch handling, debt collection and creditworthiness checks.

## The conclusion of a contract is not possible without the processing of your personal data.

Furthermore, we need your personal data to prepare publishing-specific statistics, e.g. for the development of new offers. We use the data for evaluation of the whole customer relationship, such as for advice on contract amendments or supplements, for decisions about goodwill or for the provision of detailed information.

The legal basis for the processing of these personal data for pre-contractual and contractual purposes is Art. 6 (1) lit. b) GDPR. Where necessary for special categories of personal data, we ask for your consent in accordance with Art. 9 (2) lit. a) in conjunction with Art. 7 GDPR. If we prepare statistics with these data categories, this is carried out on the basis of Art. 9 (2) lit. j) GDPR in conjunction with § 27 German Federal Data Protection Act (BDSG).

We process your data also to protect our legitimate interests or the legitimate interests of third parties in accordance with Art. 6 (1) lit. f) GDPR. This can be necessary in particular:

- To ensure IT security and the IT operation,
- For advertising for our own publishing house products and for other products of companies of the Cahensly Media Group and their cooperation partners, and for market and opinion surveys,
- To prevent and investigate criminal offenses.

In addition, we process your personal data in order to comply with statutory obligations, such as regulatory requirements, commercial and tax law storage obligations. The legal basis for the processing in this case are the respective statutory provisions in conjunction with Art. 6 (1) lit. c) GDPR.

Should we wish to process your personal data for a purpose not stipulated above, we will inform you accordingly beforehand in accordance with the statutory provisions.

## Categories of recipients of personal data

### Commercial agents (representatives):

If you are supported by one of our representatives in the handling of your contracts, your representative processes the application and contract data necessary for the conclusion and execution of the contract. Our company also transmits these data to your representative insofar as this information is required for support and consultation.

**Service provider:**

If you are supported by a service provider in the handling of your contracts, the service provider processes the application and contract data necessary for the conclusion and execution of the contract. Our company also transmits these data to the service provider insofar as this information is required for support, contract handling and consultation.

**Address trading:**

On the basis of our legitimate interest in personalized direct advertising, we reserve the right to store your first name and family name, your postal address and - insofar as we have received this additional information from you within the scope of the contractual relationship - your (academic) title, profession, industry or business designation in accordance with Art. 6 (1) lit. f) GDPR and to use these for address trading.

**Data processing in the company group:**

Specialist companies or divisions within our company group handle certain data processing duties centrally for the member companies of the group.

Should a contract exist between you and one or more companies of our group, your data may be processed centrally by a company within the group for e.g. central management of address data, customer service by telephone, fulfillment of the contract, debt collection or central mail processing. The companies involved in centralized data processing can be found in our service provider list on the Internet ([ds-vfv.vfmz.de](http://ds-vfv.vfmz.de))

**External service providers:**

In some cases we employ external service providers to help us fulfill our contractual and statutory obligations.

The latest version of the list of contractors and service providers with whom not only temporary business relations exist can be found on our Internet website at [ds-vfv.vfmz.de](http://ds-vfv.vfmz.de). On request we will be happy to also send you a printout of the lists by post.

**Further recipients:**

In addition, we can pass on your personal data to further recipients, such as public authorities, in order to comply with our statutory notification obligations.

**Duration of the data storage:**

We delete your personal data as soon as they are no longer required for the above-mentioned purposes and a legitimate interest no longer exists.

It is possible, however, that personal data are stored for the period for which claims can be made against our company (statutory period of limitation of three or up to thirty years).

Furthermore, we store your personal data insofar as we are required to do so by law. The corresponding verification and storage periods are stipulated i.a. in the German Commercial Code and the German Fiscal Code. Under these regulations, the storage periods can be up to ten years.

**Rights as data subject:**

You can demand information on the data stored about your person under the above address. In addition you can, under certain circumstances, demand the correction or deletion of your data. You may also have the right to demand a restriction on the processing of your data and a right to receive the personal data provided by you in a structured, commonly used and machine-readable format.

**RIGHT OF OBJECTION:**

**YOU HAVE THE RIGHT TO OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA FOR PURPOSES OF DIRECT ADVERTISING. IF WE PROCESS YOUR DATA IN ORDER TO PROTECT LEGITIMATE INTERESTS, YOU CAN OBJECT TO THIS PROCESSING ON GROUNDS RELATING TO YOUR PARTICULAR SITUATION THAT OPPOSE THE DATA PROCESSING.**

**Right of complaint:**

You have the possibility to complain to the above-mentioned data protection officer or to a data protection supervisory authority. The data protection supervisory authority responsible for our company is: The State Commissioner for Data Protection and Freedom of Information, Kavalleriestr. 2-4, 40213 Düsseldorf  
E-Mail: [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de)

**Data transfer to third countries:**

Should be transfer personal data to service providers outside the European Economic Area (EEA), the data are transferred only insofar as the third country has been confirmed to have an adequate level of data protection by the EU Commission or other adequate data protection guarantees (e.g. binding internal company data protection regulations or standard EU contractual clauses) are in place.