

Transparency and information obligations for customers, clients, contractual partners and interested parties of Bay City Textilhandels GmbH

per EU General Data Protection Regulation (GDPR)

With this document, we would like to inform you about the processing of your personal data by Bay City Textilhandels GmbH and the rights to which you are entitled under data protection law.

Responsible body (controller) and data protection officer

Company address

Bay City Textilhandels GmbH
An'n Slagboom 7
22848 Norderstedt, Germany

Company's contact information

Tel: +49 40 53413 300
Fax: +49 40 53413 301
Email: baycity@fashioncenter.net
Internet: www.bay-city.de

Contact information of the data protection officer

datenschutz@fashioncenter.net

Categories of data / data sources

We process the following personal data within the framework of the contractual relationship and for the initiation of a business relationship:

For business customers:

- Contact data (e.g. first/surname of current and previous contact persons, if applicable, name affixes, company name and address (employer), telephone number including extensions, business e-mail address)
- Occupational data (e.g. department including position)

For private customers:

- Master data (e.g. first/surname, if applicable name affixes and date of birth)

- Contact details (e.g. private address: street, postal code, city; if applicable: mobile and landline telephone number, e-mail address, fax number)
- Deviating delivery/invoice address (e.g. address, if applicable: name, telephone number and e-mail address)
- Purchase order history
- If applicable, bank details (in the context of a SEPA direct debit mandate also first/surname of the account holder)
- If applicable, preferred payment system
- If applicable, information on credit risk assessment

As a matter of principle, we collect your personal data directly from you within the framework of current contractual transactions and the underlying relationship or in the framework of the initiation of a business relationship

Purposes and lawfulness of data processing

When processing your personal data, the provisions of the GDPR, local data protection laws and other relevant legal provisions are always observed.

Your personal data is exclusively processed for the execution of pre-contractual measures (e.g. for the preparation of offers for products or services) and/or for the fulfilment of contractual obligations (e.g. for the execution of our services or for sales/order/payment processing), (Art. 6 para. 1 lit. b GDPR) or if there is a legal obligation for processing (e.g. due to tax regulations) (Art. 6 para. 1 lit. c GDPR). Personal data was originally collected for these purposes.

Of course, your consent may also constitute a legal basis for the processing of your personal data (Art. 6 para. 1 lit. a GDPR). Before you grant such consent, we will inform you about the purpose of the data processing and about your right of revocation per Art. 7 para. 3 GDPR. Should the consent also refer to the processing of special categories of personal data in accordance with Art. 9 GDPR, we will explicitly point this out to you in advance.

Your personal data will only be processed for the detection of criminal offences if the requirements of Art. 10 GDPR are met.

Duration of data storage

We will delete data as soon as your data is no longer needed for the above-mentioned purposes or in the event that you revoked your consent. Data will only be stored beyond the existence of the contractual relationship only in cases in which we are either obliged or entitled to do so.

Regulations which oblige us to keep data can for example be found in commercial or tax laws. This may result in a storage period of up to ten years. For example, we may be entitled to keep data in accordance with our contractual agreement or under Article 18 of the GDPR. In addition, statutory limitation periods must be observed.

Data recipients / categories of recipients

In our company, we make sure that only those departments and individuals receive your data that need them to fulfil contractual and legal obligations. If applicable, your data might be transferred for solely purpose of initial business contact to other members of our company group.

In many cases, service providers support our specialist departments in fulfilling their tasks. In this case, the necessary data protection agreements have been concluded with all service providers. Briefly describe procedures with service providers (e.g. shipping & logistics, IT- and accounting providers, credit checks, etc.)

If applicable, the legally required transmission to certain public authorities, e.g. tax authorities, possibly also law enforcement or customs authorities remains unaffected.

Rights of data subjects

Your rights as a data subject are set out in Articles 15 - 22 GDPR, and include:

- The right to access (Art. 15 GDPR),
- The right to correction (Art. 16 GDPR),
- The right to erasure (Art. 17 GDPR),
- The right to data portability (Art. 20 GDPR),
- The right to object to processing (Art. 21 GDPR),
- The right to restriction of processing (Art. 18 GDPR).

To exercise these rights, please contact: datenschutz@fashioncenter.net

In the event that we process your data to protect legitimate interests, you may object to such processing at any time for reasons that arise from your specific situation; this also applies to profiling based on these provisions.

We will then cease to process your personal information unless we can demonstrate compelling legitimate grounds for processing such information that outweigh your interests, rights and freedoms, or the processing is intended to assert, exercise or defend legal claims.

If we process your personal data for the purpose of direct marketing, you have the right to object to this data processing at any time without providing the reasons for such objection. This also applies to profiling insofar as it is associated with direct marketing. If you object to the processing for direct marketing, we will no longer process your personal data for such purposes.

Right to lodge a complaint

You have the right to lodge a complaint with a supervisory authority.

Intention to transfer data to a third country

A transfer of data to third countries (outside the European Union or the European Economic Area) only takes place if this is necessary for the execution of the underlying relationship or required by law or if you have given us your consent.

Obligation to provide data

Certain personal data needs to be provided in the framework of our contractual/business relationship as such data are necessary for the establishment, execution and termination of the contractual relationship and the fulfilment of the associated contractual and legal obligations. Without the provision of such data, an execution of the above tasks and duties is not possible.

Automated individual decision-making

We do not use any automated decision-making.