



Privacy Notice

With this Privacy Notice, we wish to inform you about the processing of your personal data by the Strategic Marketing department of SÜDPACK Verpackungen SE & Co. KG in connection with a subscription to our free newsletter.

I. Name and address of the controller

The controller within the meaning of the General Data Protection Regulation, other national data protection laws of the EU member states, and other data protection provisions is: SÜDPACK Verpackungen SE & Co. KG, represented by Erik Bouts (CEO), Carolin Grimbacher (Managing Partner), Andreas Braun (Managing Director), Tharcisse Carl (Managing Director), Jägerstraße 23, 88416 Ochsenhausen, Germany
Tel.: +49 7352 92501
Email: info@suedpack.com
Website: <https://www.suedpack.com/de/>

II. The controller's data protection officer is

Mr Helmut Dammann
SÜDPACK Verpackungen SE & Co. KG
Jägerstrasse 23
88416 Ochsenhausen
Email: Datenschutzbeauftragter@suedpack.com

III. Purpose and scope of data processing

On our website, you have the option of subscribing to our free newsletter. If you would like to subscribe, we ask you in a contact form for the following mandatory personal data which we collect and process: first and surname, company, country, email address. The following data is collected in addition: time of registration and confirmation, IP address. Registrations for the newsletter are logged by us to document the registration and your consent to data processing in accordance with the legal requirements.

IV. Lawful basis for data processing

We process your personal data on the basis of your consent pursuant to Article 6(1)(a) GDPR.

The registration process for the newsletter uses the double opt-in method. This means that, after you have registered, you will receive an email containing a link to confirming

your subscription. This is designed to prevent misuse of your email address. Your email address is only added to our newsletter mailing list when you click this link.

You can unsubscribe from the newsletter at any time and withdraw your consent to the storage of your data with future effect. An unsubscribe link is provided in every newsletter. Withdrawal will not affect the lawfulness of any data processing carried out before the withdrawal on the basis of your consent.

The logging of the registration and the necessary processing of the data you entered when registering are carried out on the basis of our legitimate interests pursuant to Article 6(1)(f) GDPR.

For information about the collection of technical data when visiting our website (e.g. IP address, internet browser, operating system, address, time of page visit), please refer to our Privacy Policy at <https://www.suedpack.com/de/datenschutz>.

V. Recipient / transfer of your data

We process the above personal data from your registration for the newsletter subscription and allow access to it by employees of our Strategic Marketing department for the purposes stated in this privacy notice.

We use the service provider CleverReach GmbH & Co. KG, Schaffjückenweg 2, 26180 Rastede, Germany for the distribution of our newsletter. The data you provide when filling out the contact form is transmitted to CleverReach and stored on CleverReach servers in Germany and Ireland. On our behalf, CleverReach organizes and analyzes the distribution of the newsletter. The company uses a tracking pixel to register how many recipients open the newsletter articles and how many clicks specific links in the newsletter generate. This pixel is a small, invisible graphic which is automatically loaded when the email is opened and in this way registers the process. With the help of conversion tracking, it is also possible to analyze whether, after activation of the link in the newsletter, a pre-defined action (e.g. purchase of a product on the website) takes place. The data logged is analyzed exclusively in anonymized and aggregated form in order to improve the newsletter contents and strategies. We do not pass data on to third parties. We have concluded a processing contract with CleverReach which ensures your data is processed in accordance with the valid data protection regulations. For more information about data analysis by CleverReach for the newsletter, go to: <https://www.cleverreach.com/de/funktionen/reporting-und-tracking/>. You can find more information about data processing by CleverReach at [The CleverReach Privacy Policy](#). If you do not want CleverReach to analyze your data, simply unsubscribe. You can find a link for this in every newsletter.

VI. Storage duration

We adhere to the principles of data avoidance and data minimization. We save the data you provide to us for the newsletter subscription until you unsubscribe by informing us and/or the newsletter service provider. After you unsubscribe, your data is deleted from the newsletter mailing list.

After you unsubscribe, we and/or CleverReach may save your email address to a blacklist in order to prevent future mails. The data in the blacklist is only used for this purpose and not combined with other data. This is both in your interest and in our interest in complying with the statutory requirements for sending newsletters (legitimate interest according to Art. 6(1) (f) GDPR). Data is stored in the blacklist for an unlimited time. You can object to this storage if your interests outweigh our legitimate interest.

For more details, go to the CleverReach Privacy Policy at: <https://www.cleverreach.com/de/datenschutz/>.

VII. Data processing outside the European Union

Your contact data and other personal data that you provide in the contact form is stored on the servers of SÜDPACK Verpackungen SE & Co. KG and CleverReach GmbH & Co. KG in European data centers.

VIII. Rights of data subjects

You have the right to be informed by SÜDPACK Verpackungen SE & Co. KG about which personal data relating to you is being stored (Art. 15 GDPR) and/or to have incorrect personal data rectified (Art. 16 GDPR). You also have the right to erasure (Art. 17 GDPR), the right to restrict processing (Art. 18 GDPR), the right to data portability (Art. 20 GDPR) and the right to object to processing (Art. 21 GDPR).

If the processing of personal data is based on your consent, you can withdraw this consent at any time. The lawfulness of the processing will not be affected until the withdrawal. To exercise your rights, please contact Datenschutzbeauftragter@suedpack.com.

You also have the right to lodge a complaint with a supervisory authority if you believe that the processing of your personal data violates data protection regulations (Art. 77 GDPR).

The competent supervisory authority is the Commissioner for Data Protection and Freedom of Information Baden-Württemberg (<https://www.baden-wuerttemberg.datenschutz.de/>).

If you have any questions about the content, please contact the relevant member of staff in the Strategic Marketing department by email: sustainablepackaging@suedpack.com. Further information on data protection can be found in the online data protection declaration of SÜDPACK Verpackungen SE und Co KG ([Südpack: Privacy policy | SÜDPACK Verpackungen \(suedpack.com\)](https://www.suedpack.com/de/privacy-policy)).