



## Data protection notice

With this data protection notice, we would like to inform you about the processing of your contact data by the Strategic Marketing department of SÜDPACK Verpackungen SE & Co. KG and the companies involved in the project (SN Maschinenbau GmbH, Georg Menshen GmbH & Co. KG) as part of the "SÜDPACK in-house exhibition".

### I. Name and address of the controller

The controller within the meaning of the General Data Protection Regulation and other national data protection laws of the member states as well as other data protection regulations is SÜDPACK Verpackungen SE & Co. KG, represented by Erik Bouts (Spokesman of the Management Board), Carolin Grimbacher (Managing Partner), Tharcisse Carl (Managing Director), Jägerstraße 23, 88416 Ochsenhausen, Germany

Phone: +49 7352 92501

E-mail: [info@suedpack.com](mailto:info@suedpack.com)

Website: <https://www.suedpack.com/de/>

### II. The data protection officer of the controller is

Herr Helmut Dammann  
SÜDPACK Verpackungen SE & Co. KG  
Jägerstraße 23  
88416 Ochsenhausen  
E-mail: [Datenschutzbeauftragter@suedpack.com](mailto:Datenschutzbeauftragter@suedpack.com)

### III. Description, purpose and scope of data processing

On our website, we offer you the opportunity to register for our in-house exhibition using a contact form. If you use this option, the data you enter will be transmitted to us and shared with the companies involved in the project, SN Maschinenbau GmbH and Georg Menshen GmbH & Co. KG involved in the project in order to efficiently organize, carry out and follow up the in-house exhibition, which is free of charge for you, and to provide you with individual technical advice from the project partners after the in-house exhibition - provided you have given your consent.

As part of the contact form, the following personal data is requested and processed as mandatory information: Name, e-mail address, company. You also have the option of providing further information on a voluntary basis: Country.

The following data is also collected: Time of registration and confirmation, IP address. Registrations for the in-house exhibition are logged by us in order to be able to prove the registration and your consent to data processing in accordance with the legal requirements.

Registration for the in-house exhibition takes place by means of the so-called double opt-in procedure, i.e. after your registration you will receive an e-mail with a link to confirm

your consent to the storage of the data provided and its use for the purposes stated in the declaration of consent in order to prevent misuse of your e-mail address. You can revoke your consent at any time with effect for the future at the above address or by e-mail to [sustainablepackaging@suedpack.com](mailto:sustainablepackaging@suedpack.com). The revocation does not affect the legality of the data processing carried out on the basis of your consent until your revocation.

With regard to the collection of technical data when accessing our website (e.g. IP address, Internet browser, operating system, address or time of page view), please refer to our privacy policy at <https://www.suedpack.com/de/datenschutz>.

#### **IV. Legal basis for data processing**

We process your personal data on the basis of your consent in accordance with Article 6(1)(a) GDPR.

You can withdraw your consent at any time with effect for the future at the above address or by sending an email to [sustainablepackaging@suedpack.com](mailto:sustainablepackaging@suedpack.com). The revocation does not affect the legality of the data processing carried out on the basis of your consent until your revocation.

The logging of the registration and the necessary processing of the data entered by you during registration is carried out accordingly on the basis of our legitimate interests in accordance with Article 6(1)(f) GDPR.

#### **V. Recipients of personal data**

Only those employees of our company and the companies involved in the project (SN Maschinenbau GmbH, Georg Menshen GmbH & Co. KG) who need your personal data for the purposes stated in each case have access to your personal data that we process as part of the "SÜDPACK in-house exhibition".

In order to process your registration as quickly as possible and to be able to contact you in compliance with data protection regulations, we have integrated our contact form with the email marketing service "CleverReach" from the provider CleverReach GmbH & Co. KG (CRASH Building, Schaffjückenweg 2, 26180 Rastede, Germany). The data provided when filling out the form will be transmitted to CleverReach and stored on CleverReach servers in Germany or Ireland.

We use the email marketing service on the basis of our legitimate interests in the efficient and fast processing of event registrations and contact in compliance with data protection regulations.

Our emails sent with CleverReach enable us to analyze the behavior of email recipients. Among other things, we can analyze how many recipients have opened the email and whether and how often the confirmation link was clicked.

We have concluded an order processing contract with CleverReach GmbH & Co. KG in order to guarantee the protection of your personal data.

You can access CleverReach's privacy policy at: <https://www.cleverreach.com/de-de/datenschutz/>.

## **VI. Storage duration, deletion**

We adhere to the principles of data avoidance and data economy. We store your personal data, if there is legal permission to do so, for as long as is necessary to achieve the purposes stated in this data protection notice or as long as you have not withdrawn your consent.

Your personal data will then be deleted from our systems in accordance with the statutory provisions. The same applies if you withdraw your declaration of consent.

## **VII. Data processing outside the European Union**

Your contact details and other personal data provided by you in the contact form will be stored on the servers of SÜDPACK Verpackungen SE & Co. KG and CleverReach GmbH & Co. KG in European data centers.

## **VIII. Rights of the data subjects**

You have the right to obtain from SÜDPACK Verpackungen SE & Co. KG about the personal data stored about you in accordance with Art. 15 GDPR and/or to have incorrectly stored personal data corrected in accordance with Art. 16 GDPR. You also have the right to erasure (Art. 17 GDPR) or to restriction of processing (Art. 18 GDPR), a right to data portability (Art. 20 GDPR) and a right to object to processing (Art. 21 GDPR).

If the processing of personal data is based on your consent, this can be revoked at any time. The lawfulness of the processing remains unaffected until you withdraw your consent. Please contact [Datenschutzbeauftragter@suedpack.com](mailto:Datenschutzbeauftragter@suedpack.com) to exercise your rights.

You also have the right to lodge a complaint with the 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 Baden-Württemberg State Commissioner for Data Protection and Freedom of Information (<https://www.baden-wuerttemberg.datenschutz.de/>).

If you have any questions, please contact the specialist contact persons in the Strategic Marketing department, e-mail: [sustainablepackaging@suedpack.com](mailto:sustainablepackaging@suedpack.com).