



## Data protection notice

With this data protection notice, we would like to inform you about the processing of your contact data and other personal data by the Strategic Marketing department of SÜDPACK Verpackungen GmbH & Co. KG in the context of the online marketing campaign "Pure-Line recyclable packaging".

### I. Name and address of the responsible person

The responsible party 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 GmbH & 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

Mail: [info@suedpack.com](mailto:info@suedpack.com)

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

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

Mr. Helmut Dammann

SÜDPACK Packaging GmbH & Co. KG

Jägerstrasse 23

88416 Ochsenhausen

Mail: [Datenschutzbeauftragter@suedpack.com](mailto:Datenschutzbeauftragter@suedpack.com)

### III. Description and scope of data processing

On our website we offer you the possibility to contact us electronically via a contact form. If you use this option, the data you enter will be transmitted to us and stored for the purpose of processing the contact.

Within the framework of the contact form, the following mandatory information is requested: e-mail address, the question of which foodstuff(s) is/are being packaged, your inquiry. You also have the option to provide additional information on a voluntary basis: Name, name of the company, country.

If you are interested, we will allow you to view selected case studies of our "Pure-Line" products. If you have given your consent, we will store the data you have entered in another contact form in order to provide you with the user report, to

give you expert advice from competent contact persons and to contact you by e-mail with product information tailored to your individual needs.

Within the scope of this contact form, the following mandatory information is requested: e-mail address, the question which food product(s) is/are being packaged. You also have the option to provide additional information on a voluntary basis: Name, name of the company, country, your request.

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), we refer to our data protection declaration under <https://www.suedpack.com/de/datenschutz>.

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

The processing of your personal data provided in the contact form for the purposes of product information in the user reports, the processing of the contact and to answer inquiries of the interested parties is based on our legitimate interest in the presentation of our products as well as effective processing of the inquiries addressed to us, Art. 6 para. 1 p. 1 lit. f DSGVO.

An approach for purposes of information about our products and for professional advice is based on your consent pursuant to Art. 6 para. 1 p. 1 lit. a DSGVO.

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 the consent until your revocation.

#### **V. Purpose of the data processing**

We process your personal data provided in the contact form to answer your inquiries as an interested party and to contact you - in case of your consent - to provide you with professional advice by competent contact persons and to provide you - if requested - with corresponding product information and/or offers on new products that are personally tailored to you.

#### **VI. Recipients / disclosure of data**

The employees of the Strategic Marketing and Sales BU Food departments of SÜDPACK Verpackungen GmbH & Co. KG for the purposes stated in this data protection notice.

In order to be able to process and respond to your request and messages as quickly as possible and to be able to contact you in accordance with data protection, we have linked our contact form to the e-mail marketing service "CleverReach" of the provider CleverReach GmbH & Co. KG (CRASH Building, Schafjückenweg 2, 26180 Rastede, Germany). The data provided when filling out the form is transmitted to CleverReach and stored on CleverReach servers in Germany or Ireland.

We use the e-mail marketing service on the basis of our legitimate interests in efficient and fast processing of user inquiries and contact in accordance with data protection.

The guarantee of a consensual sending of our product information and for the verification of the e-mail address within the scope of the registration for product information is carried out in a so-called double opt-in procedure. After registering in the contact form, you will receive an e-mail asking you to confirm your registration. This confirmation is necessary so that no one can register with a foreign e-mail address. Registrations for product information are logged in order to be able to prove the registration process in accordance with legal requirements. This includes the storage of the registration and confirmation time, as well as the IP address.

Our product information registration emails sent with CleverReach allow us to analyze the behavior of email recipients. Among other things, it is possible to analyze how many recipients opened the email, whether the confirmation link was clicked and how often.

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

You can access CleverReach's privacy policy at:

<https://www.cleverreach.com/de-de/datenschutz/>.

## **VII. Duration of storage**

We adhere to the principles of data avoidance and data economy. We store your personal data for as long as is necessary to achieve the purposes stated in this data protection notice, but no longer than until December 31, 2025.

After that, the corresponding data will be deleted from our systems in accordance with the legal requirements. The same applies in the event of revocation of your declaration of consent.

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

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

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

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

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 revocation. 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 personal data concerning you is in breach of data protection legislation (Art. 77 DSGVO).

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

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

Status: April 2023