

Information on the processing of Customer Data according to Art 13 and 14 GDPR	DS0523e	confidentiality internal
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Distribution: departments, customer

Information on the processing of Customer Data

We are pleased that you have chosen MAC Mode GmbH und Co. KGaA (hereinafter "MAC"). In the following, we would like to inform you about your personal data, which we process in the course of the contractual relationship with you.

1 Name and contact information of the Controller

MAC Mode GmbH und Co. KGaA
Industriestr. 2
93192 Wald / Roßbach

You will find further information about our company, details of the persons authorized to represent us and also further contact options in our imprint on our website:
<https://mac-jeans.com/de-en/legal-notice>

2 Our Data Protection Officer (DPO)

We have appointed a Data Protection Officer in our company. You can reach her under the following contact options:

Dr. Marion Herrmann
Datenschutz Symbiose GmbH
Hundingstr. 12, 95445 Bayreuth
e-mail: datenschutz@mac-jeans.com

3 Processing of personal data

3.1 Categories of personal data

When you engage us, MAC collects and processes information (both in paper and digital format).

This data may include:

- salutation, title, first name, last name, company
- address
- e-mail address
- phone number (landline and/or mobile)
- contract data (organizational data, payment data, billing data)
- if applicable, further contact data, e.g. for messenger services, fax number or similar
- if applicable, account data
- if applicable, date of birth/gender
- if applicable, access data

In addition, further data may also be part of the processing, insofar as is necessary for the fulfillment of the contract with you.

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3.2 Purpose of the processing

We process and use your personal data exclusively for the purpose of fulfilling contracts and for business purposes permitted within the scope of our business activities.

The processing of the data takes place,

- for correspondence with you
- to be able to identify you as a customer
- to be able to advise you appropriately;
- to be able to fulfill our contractual obligations to you;
- to be able to comply with our legal obligations (e.g. archiving and storage obligations);
- for invoicing purposes or, if necessary, as part of the dunning process;
- for the purposes of admissible advertising and
- to assert any claims against you or third parties.

3.3 Legal basis for the processing

The processing of personal data takes place on the occasion of your inquiry with us and is necessary for the stated purposes, for the processing of your order and for the fulfillment of obligations under the underlying contract.

The legal basis for the processing of your personal data is usually the fulfillment of contractual obligations or the processing in the course of contract initiation according to Art. 6 (1b) GDPR. In the case of voluntary information, the processing is based on the given consent in the sense of Art. 6 (1a) GDPR.

In addition, a legal obligation within the meaning of Art. 6 (1c) GDPR may also justify data processing. This applies in particular to the storage and retention of payment and tax-related documents.

3.4 Recipients of your personal data

Recipients of your data are internal departments for which the processing of your personal data is necessary to fulfill the above-mentioned purposes. These may also be service providers with whom we have concluded a Data Processing Agreement (DPA) in accordance with Art. 28 GDPR.

3.5 Duration of storage

The personal data collected is stored until the purpose of processing no longer applies. Data for which there is a legal obligation for retention (e.g. in accordance with the German Commercial Code (HGB), the German Criminal Code (StGB) or the German Tax Code (AO)) will be deleted after expiry of this retention obligation (e.g. for merchants 6 or 10 years after the end of the calendar year in which the contractual relationship was terminated).

Longer storage may take place on the basis of a legitimate interest or on the basis of your expressed consent.

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4 Disclosure of data to third parties

A transmission of your personal data to third parties does not take place. Exceptions to this only apply if necessary for the fulfillment of contractual relationships with you. This includes in particular the transfer to service providers commissioned by us ("Processors") or other third parties whose activities are necessary for the execution of the contract (e.g. shipping companies). The data passed on is used by the third parties exclusively for the purposes stated.

For the fulfillment of contractual relationships with you, your personal data may be passed on within the MAC group of companies as required. The legal basis for this is Art. 6 (1b) GDPR, the contract initiation or fulfillment and Art. 6 (1f) GDPR, the legitimate interest to centralize certain processes within the group. The members of the group are MAC Mode GmbH & Co. KGaA and CAM GmbH & Co. KG.

5 Your rights as a data subject

As a person affected by data processing, you have various rights:

- **Right of revocation:** You may revoke any consent you have given to us at any time. The data processing based on the revoked consent may then no longer be continued for the future.
- **Right of access to personal data:** You can request information about your personal data processed by us. This applies in particular to the purposes of the data processing, the categories of personal data, if applicable, the categories of recipients, the storage period, if applicable, the origin of your data and, if applicable, the existence of automated decision-making including profiling and, if applicable, meaningful information on its details
- **Right to rectification:** You can request the rectification or the completion of your personal data stored by us.
- **Right to erasure:** You may request the erasure of your personal data stored by us, unless its processing is necessary for exercising the right to freedom of expression and information, for compliance with a legal obligations, for reasons of public interest or for the assertion, exercise or defense of legal claims.
- **Right to restriction of processing:** You may request restriction of the processing of your personal data if the accuracy of the data is disputed by you or if the processing of the data is unlawful but you object to its erasure. In addition, you have this right if we no longer need the data, but you need it for the assertion, exercise or defense of legal claims. In addition to that, you have this right if you have objected to the processing of your personal data.
- **Right to data portability:** You may request that we transfer your personal data that you have provided to us in a structured, commonly used and machine-readable format. Alternatively, you can request the direct transfer of the personal data you have provided to us to another responsible party, insofar as this is possible.

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- **Right to complain:** You have the right to complain about the processing of personal data by us to a data protection supervisory authority, e.g. if you believe that we are processing your personal data in an unlawful manner.

6 Right to object

If we process your personal data on the basis of a legitimate interest, you have the right to object to this processing. If you wish to exercise your right of objection, a notification in text form is sufficient. You are therefore welcome to write to us or contact us by e-mail. You can find our contact details under section 1 of this data protection notice.

7 Data processing online

The processing of certain personal data, including the IP-address of website visitors, also takes place via our website at www.mac-jeans.com. Supplementary data protection information can therefore be found online at <https://mac-jeans.com/de-en/privacy-policy>.

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