

Information in accordance with the requirements of the EU GDPR

Data protection information for business partners ETERNA Mode GmbH

Protecting your privacy is an important concern for the company and we take it very seriously. We would therefore like to let you know which data we store and use, when and for what purpose.

Responsible body

ETERNA Mode GmbH
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scope

This data protection information explains the type, scope and purpose of the collection and use of personal data by the responsible provider "ETERNA Mode GmbH, Medienstraße 12 in 94036 Passau, +49 851 / 98160".

The legal basis for data protection can be found in the EU General Data Protection Regulation (GDPR), the Federal Data Protection Act (BDSG-new) and the Telemedia Act (TMG).

Further information can be found in the ETERNA Mode GmbH online data protection declaration <https://www.eterna.de/de/eterna-online-shop/datenschutz/#1> be removed.

Handling of personal data

Personal data is information that relates to an identified or identifiable natural person (data subject).

The processing of such data is only lawful if at least one of the following conditions applies:

- the data subject has consented to the processing of personal data concerning him or her for one or more purposes,
- the processing is necessary for the fulfillment of a contract or to carry out pre-contractual measures,
- the processing is necessary to fulfill a legal obligation of the controller,
- the processing is necessary to protect the legitimate interests of the controller or a third party. The controller's legitimate interests exist, for example: B. if the data subject is a supplier or customer or is in the service of the person responsible,

Use of data for own purposes ETERNA Mode GmbH

Your personal data is processed in our company for the purpose of proper contract processing, to initiate a contract, based on the legitimate interest of the company and based on legal obligations.

The following are affected by the processing in our company: data of the contact person/customer, address, contract, payment and control data, creditworthiness data, data on customer history and purchasing behavior.

Also for other business partners: supplier data / creditor data, e.g. B. Contract master data, billing and control data from suppliers and service companies (IT service, licenses, consulting services, educational institutes, maintenance, craftsmen, cleaning)

Video surveillance

Parts of our company premises are protected by video surveillance. The data collected in this way is processed in accordance with Article 6 Paragraph (1) Letter (f) GDPR. To protect our property, we have a legitimate interest in operating a video surveillance system on the premises. The image data is not saved. Only live data can be viewed on monitors. Data processing on the basis of Art. 6 Para. 1 lit.

f GDPR may only take place to the extent that this is necessary to protect the legitimate interests of the company and not the interests or fundamental rights and freedoms of the data subject, which require the protection of personal data, predominate.

Advertising communication

We use your personal data to provide you with new offers and information about our product range. For optimal advertising communication, we process your address, telephone number and email address. We also process data from your customer history (list of products purchased, special interests, etc.) in order to be able to make you appropriate offers.

The legal basis for data processing for advertising communication is the consent given by the data subjects or, in the case of our customers, the legitimate interest in advertising for our company in accordance with Article 6 Paragraph (1) Letter (f) GDPR. Data processing on the basis of Art. 6 Para. 1 lit. f GDPR may only take place to the extent that this is necessary to protect the legitimate interests of the company and does not outweigh the interests or fundamental rights and freedoms of the data subject, which require the protection of personal data.

Sharing of data

Data is passed on for the purpose of proper contract processing, contract initiation and based on the legitimate interest of the company.

In order to properly fulfill the contract in accordance with Article 6 Paragraph 1 Letter (b) GDPR, we pass on your data, for example, to payment service providers, credit institutions, manufacturers and importers. We will also pass on your data to authorities to the extent that we are legally obliged to do so in accordance with Article 6 Paragraph (1) Letter (c) of the GDPR. The transfer based on a legitimate interest in accordance with Article 6 Paragraph (1) Letter (f) GDPR is carried out, for example, to lawyers, tax advisors, etc. in order to pursue our legal interests. Data processing on the basis of Art. 6 Para. 1 lit. f GDPR may only take place to the extent that this is necessary to protect the legitimate interests of the company and not the interests or fundamental rights and freedoms of the data subject, which require the protection of personal data, predominate.

Credit Report

ETERNA Mode GmbH transmits personal data collected as part of this contractual relationship about the application, implementation and termination of the business relationship with our customers and other business partners as well as data about non-contractual behavior or fraudulent behavior to credit agencies.

The legal basis for these transfers is Article 6 Paragraph 1 lit. b (for contract fulfillment) and lit. (f) legitimate interest in the context of order processing) GDPR. Transfers based on Art. 6 Para. 1 lit. f GDPR may only take place to the extent that this is necessary to protect the legitimate interests of ETERNA Mode GmbH and not the interests or fundamental rights and freedoms of the data subject, which require the protection of personal data, predominate.

Receipt of personal data

We also process personal data that we do not collect directly from you. This includes, in particular, information that we receive from the manufacturers and importers of the products we sell. The data is passed on to us based on your consent, based on the legitimate interest of the third party or to initiate or fulfill the contract.

We also receive personal data from the credit agencies mentioned above. We process this based on our legitimate interest in checking the creditworthiness of our customers in accordance with Article 6 Paragraph (1) Letter (f) of the GDPR. Data processing on the basis of Art. 6 Para. 1 lit. f GDPR may only take place to the extent that this is necessary to protect the legitimate interests of ETERNA Mode GmbH and not the interests or fundamental rights and freedoms of the data subject, which require the protection of personal data, predominate.

Standard deadlines for deleting personal data

The personal data will be deleted after the statutory and contractual retention periods have expired. If personal data is not subject to retention periods, it will be deleted as soon as the stated purposes no longer apply.

Transfer of personal data to a third country

Personal data is generally not transferred to a third country. If this is nevertheless the case, the data transfer is regulated on the basis of an adequacy decision (e.g. Canada), consent, binding corporate rules or concluded EU standard data protection clauses.

Information option

The data subject has the right to request information from the person responsible as to whether personal data relating to him or her is being processed.

For this purpose, ETERNA Mode GmbH provides an overview of the processing purposes, the categories of personal data processed and the respective recipients or categories.

Rights to rectification, deletion and restriction of processing

According to Art. 16 GDPR, the data subject has the right to immediately request the correction of incorrect personal data concerning them. Taking into account the purposes of the processing, the data subject also has the right to request the completion of incomplete personal data.

According to Art. 17 GDPR, the data subject has the right to demand that the person responsible delete personal data concerning them immediately, provided that no other legal requirement conflicts with deletion.

According to Art. 18 GDPR, the data subject has the right to request that processing be restricted if

- the accuracy of the personal data is disputed,
- the processing is unlawful and the data subject refuses the deletion of the personal data and instead requests their limited use,
- the person responsible no longer needs the personal data for the purposes of processing, but the data subject needs them to assert, exercise or defend legal claims,
- the data subject objects to the processing in accordance with Art. 21 GDPR.

Right of withdrawal

The data subject has the right to withdraw their consent at any time. Revoking consent does not affect the lawfulness of the processing carried out based on consent before its revocation.

Right to object

Data subjects have the right to object to the processing of personal data concerning them at any time. ETERNA Mode GmbH will then no longer process the personal data unless it can demonstrate compelling legitimate reasons that outweigh the interests, rights and freedoms of the data subject.

Right of appeal

Every data subject has the right to lodge a complaint with a supervisory authority if the data subject considers that the processing of personal data concerning him or her violates this Regulation. The supervisory authority responsible for ETERNA Mode GmbH is the Bavarian State Office for Data Protection Supervision in Ansbach.

If you have any questions or suggestions, please contact the data protection officer at ETERNA Mode GmbH who will be happy to help you. Constant development requires adjustments to our data protection principles from time to time. We reserve the right, at any time to make appropriate changes.

Data Protection Officer

We have appointed a data protection officer who works for ETERNA Mode GmbH in accordance with Art. 37 ff GDPR.

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