

Data protection policy of Braunschweig Stadtmarketing GmbH

Our Data Protection Controller:

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38100 Braunschweig
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Braunschweig Stadtmarketing GmbH
Sack 17
38100 Braunschweig
Legal representative is Managing Director Gerold Leppa

Our Data Protection Officer:

ER Secure GmbH
In der Knackenu 4
82031 Grünwald
datenschutzbeauftragterBSM@braunschweig.de

In accordance with the EU General Data Protection Regulation, we hereby draw your attention to your rights. You have the following rights:

Article 15

Right of the data subject to obtain information

- (1) The data subject shall have the right to request confirmation from the person responsible, **Braunschweig Stadtmarketing GmbH, Sack 17, 38100 Braunschweig**, as to whether personal data relating to him or her are being processed; if this is the case, he or she shall have the right to be informed of this personal data and of the following information:
 - (a) the purposes of the processing
 - (b) the categories of personal data processed
 - (c) the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations
 - (d) if possible, the envisaged duration for which the personal data will be stored or, if this is not possible, the criteria for determining such duration
 - (e) the existence of a right to rectify or erase personal data relating to him or her or to limit the processing carried out by the controller or of a right to object to such processing
 - (f) the existence of a right of appeal to a supervisory authority
 - (g) where the personal data are not collected from the data subject, any available information as to the source of the data
 - (h) the existence of automated decision-making, including profiling, in accordance with Article 22(1) and (4) and, at least in these cases, meaningful information on the logic involved and the scope and intended impact of such processing on the data subject.
- (2) Where personal data are transferred to a third country or to an international organisation, the data subject shall have the right to be informed of the appropriate safeguards in accordance with Article 46 in connection with the transfer.
- (3) The controller shall provide a copy of the personal data undergoing processing. For any further copies requested by the data subject, the person responsible may charge a reasonable fee based on the administrative costs. If the data subject submits the request electronically, the information shall be provided in a common electronic format, unless the data subject indicates otherwise.
- (4) The right to receive a copy in accordance with paragraph 1b shall not prejudice the rights and freedoms of other persons.

Article 16

Right to rectification

The person concerned has the right to demand that the responsible person, **Braunschweig Stadtmarketing GmbH, Sack 17, 38100 Braunschweig**, immediately correct any incorrect personal data concerning him or her. Taking into account the purposes of the processing, the data subject shall have the right to request the completion of incomplete personal data, including by means of a supplementary statement.

Article 17

Right to cancellation ("right to be forgotten")

- (1) The person concerned has the right to demand that the responsible person, **Braunschweig Stadtmarketing GmbH, Sack 17, 38100 Braunschweig**, delete the personal data concerning him/her immediately, and the responsible person is obliged to delete the personal data immediately if one of the following reasons applies:
 - a) the personal data are no longer necessary for the purposes for which they were collected or otherwise processed.
 - b) the data subject withdraws the consent on which the processing was based pursuant to Article 6(1)(a) or Article 9(2)(a) and there is no other legal basis for the processing.

- c) the data subject objects to the processing pursuant to Article 21(1) and there are no overriding legitimate reasons for the processing, or the data subject objects to the processing pursuant to Article 21(2).
 - d) the personal data have been processed unlawfully.
 - e) the deletion of personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the controller is subject.
 - f) the personal data were collected in relation to information society services offered in accordance with Article 8(1).
- (2) Where the controller has made the personal data public and is obliged to delete them in accordance with paragraph 1, he shall take reasonable measures, including technical measures, to inform data controllers processing the personal data that a data subject has requested them to delete all links to or copies or replications of those personal data, taking into account available technology and implementation costs.
- (3) Paragraphs 1 and 2 shall not apply to the extent that processing is necessary
- a) the exercise of freedom of expression and information;
 - b) to fulfil a legal obligation which processing is subject to under the law of the Union or of the Member States to which the controller is subject or to perform a task carried out in the public interest or in the exercise of official authority vested in the controller;
 - c) on grounds of public interest in the field of public health in accordance with Article 9(2)(h) and (i) and Article 9(3);
 - d) for archival, scientific or historical research purposes in the public interest or for statistical purposes as referred to in Article 89(1), where the law referred to in paragraph 1 is likely to make it impossible or seriously prejudicial to the attainment of the objectives of such processing; or
 - e) the assertion, exercise or defence of legal claims

Article 18

Right to limitation of processing

- (1) The data subject has the right to demand that the responsible person, Braunschweig Stadtmarketing GmbH, restrict the processing if one of the following conditions is met:
- a) the accuracy of the personal data is contested by the data subject for a period of time which enables the controller to verify the accuracy of the personal data;
 - b) the processing is unlawful and the data subject refuses to erase the personal data and instead requests that the use of the personal data be restricted;
 - c) the controller no longer needs the personal data for the purposes of the processing, but the data subject needs them for the assertion, exercise or defence of legal rights, or
 - d) the data subject has objected to the processing referred to in Article 21(1) before it has been established whether the legitimate reasons of the controller outweigh those of the data subject.
- (2) Where processing has been restricted in accordance with paragraph 1, such personal data shall not be processed, other than with the consent of the data subject or for the purpose of exercising or defending legal rights or protecting the rights of another natural or legal person, or for reasons of an important public interest of the Union or of a Member State, other than with the storage of such data.
- (3) A data subject who has obtained a restriction on processing in accordance with paragraph 1 shall be informed by the controller before the restriction is lifted.

Article 19

Obligation to notify in connection with the rectification or erasure of personal data or the limitation of processing

The person responsible, **Braunschweig Stadtmarketing GmbH, Sack 17, 38100 Braunschweig**, shall inform all recipients to whom personal data have been disclosed of any rectification or deletion of the personal data or of any restriction on processing pursuant to Article 16, Article 17 paragraph 1 and Article 18, unless this proves impossible or involves a disproportionate effort. The data controller shall inform the data subject of such recipients when requested to do so by the data subject.

Article 20

Right to data transferability

- (1) The data subject has the right to obtain the personal data relating to him which he has provided to a responsible person, **Braunschweig Stadtmarketing GmbH, Sack 17, 38100 Braunschweig**, in a structured, common and machine-readable format, and he has the right to forward such data to another responsible person without being hindered by the responsible person to whom the personal data have been provided, provided that
- a) the processing is based on a consent pursuant to Article 6(1)(a) or Article 9(2)(a) or on a contract pursuant to Article 6(1)(b); and
 - b) the processing is carried out by automated means.
- (2) In exercising his right to data transferability in accordance with paragraph 1, the data subject shall have the right to obtain that the personal data be transmitted directly by a controller to another controller, in so far as this is technically feasible.
- (3) The exercise of the right referred to in paragraph 1 of this Article shall be without prejudice to Article 17. This right shall not apply to processing necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.
- (4) The right referred to in paragraph 2 shall not prejudice the rights and freedoms of others.

Article 21

Right of objection

- (1) The data subject shall have the right to object at any time, on grounds relating to his particular situation, to the processing of personal data concerning him on the basis of Article 6(1)(e) or (f), including profiling based on those provisions. The person responsible, **Braunschweig Stadtmarketing GmbH, Sack 17**,

38100 Braunschweig, no longer processes the personal data unless he can prove compelling reasons for processing worthy of protection which outweigh the interests, rights and freedoms of the person concerned, or the processing serves to assert, exercise or defend legal claims.

- (2) Where personal data are processed for the purpose of direct marketing, the data subject shall have the right to object at any time to the processing of personal data concerning him for the purposes of such advertising, including profiling, in so far as it is linked to such direct marketing.
- (3) Where the data subject objects to the processing for the purposes of direct marketing, the personal data shall no longer be processed for those purposes.
- (4) The data subject shall be expressly informed of the right referred to in paragraphs 1 and 2 at the latest at the time of the first communication with him, in a comprehensible and separate form from other information.
- (5) Notwithstanding Directive 2002/58/EC, in relation to the use of information society services, the data subject may exercise his right of objection by means of auto- mated procedures using technical specifications.
- (6) The data subject shall have the right to object, on grounds relating to his particular situation, to the processing of personal data concerning him which is carried out for scientific or historical research purposes or for statistical purposes as referred to in Article 89(1), unless such processing is necessary for the performance of a task in the public interest.

Right of appeal to the supervisory authority

You have the right to complain to the responsible data protection authority at any time. If you wish to make use of your right of appeal, you can do so with the following authority:

Die Landesbeauftragte für den Datenschutz Niedersachsen
Prinzenstraße 5
30159 Hannover
Tel.: 0511-120 4500
Fax: 0511-120 4599

The following data processing processes are available in our company:

- Customer administration special uses
- Partner administration special uses
- Customer management for advertising space
- Partner management communication
- Customer management communication
- Membership administration incl. accounting, marketing, information about and invitation to activities of the Working Committee for Tourism in Braunschweig
- Contact management incl. accounting, order initiation, order processing - sales and distribution
- Customer administration incl. accounting, marketing, contract initiation, contract management - sales and distribution
- Member administration incl. accounting, marketing, information about and invitations to activities of the Arbeitsausschuss Innenstadt e.V.
- Customer administration incl. accounting, marketing, contract initiation, contract management
- Contact management incl. accounting, order initiation, order processing
- Computer access rights
- Customer and partner contacts of the management board
- Personnel administration
- Application process
- Debtor and creditor management, accounting, cost centre management, payment and dunning
- Account management, cash management; EC and credit card payments
- Payroll accounting