

BETA Verlag & Marketinggesellschaft GmbH

Information about data processing pursuant to the EU General Data Protection Regulation (GDPR) for business clients and persons with business interests

Issued: May 2018

The following information is provided by BETA Verlag & Marketinggesellschaft GmbH (hereinafter called "BETA") as an overview of the processing of personal data as a contractual partner or as a party interested in our services and products, and your rights pursuant to the GDPR.

1. Responsible body and contact details queries relating to data protection

The responsible body for processing of your personal data is:

Beta Verlag & Marketinggesellschaft mbH

Celsiusstr 43

53125 Bonn

Telephone: +49 (228) 9 19 37-10

Fax: +49 (228) 919 37-23

E-Mail: info@beta-publishing.com

We are available at the above address and e-mail address to answer your data protection-related queries.

2. Categories of personal data

In the course of doing business, data processing will occur dependent on companies/ organisations/ legal structure and other designated interlocutors involved. BETA regularly processes the following categories of data in a contractual context, or in the course of an enquiry:

- company name/organisation/legal structure, if necessary consisting of name, first name, title, address, contact details (telephone, e-mail) as well as participants/consultants/interlocutors, if necessary consisting of name, first name, title, military rank, address, position, branch, contact data (telephone, e-mail) and other data in case of different billing addresses;
- Identification data (eg ID card data), authentication data (eg specimen signature) and, if necessary, other personal data that are specifically required by the relevant cooperation partner (eg in the context of implementing safety requirements/assessments in the context of medical seminars); payment transaction data and payment order data (eg banking details/credit card data, payment orders), credit rating data (payment history); tax/sales tax/GST-ID, order history and sales.

If there is direct contact with you in the course of a business relationship, other information such as information collected within the contact channel, date, circumstance and outcomes and copies of correspondence will be processed.

3. Purpose of data processing and legal basis

As a publishing & marketing company BETA processes the above-referenced personal data and categories pursuant to Art 6(1) b) GDPR to fulfil relevant contractual obligations (eg event management, brochure orders) or to execute pre-contractual measures (eg contact queries, orders/download of free information material).

In addition, BETA is subject to a number of statutory provisions (eg money laundering provisions, tax laws) and as such processes your data pursuant to statutory provisions in accordance with Art 6 (1) c) GDPR or in the public interest pursuant to Art 6 (1) e) GDPR. For the purpose of processing the following, among others, are collected:

- prevention of fraud and money laundering;
- meeting tax-relevant control and reporting obligations;
- as well as risk evaluation and management at BETA.

If necessary, BETA processes your data and in doing so weighs up the interests pursuant to Art 6 (1) f) GDPR for the protection of legitimate interests of Post Direct or third parties. For example:

- exchange of data with credit agencies to determine credit ratings or default risks;
- exercise of legal claims and defending legal disputes; guaranteeing BETA's IT security and operations;
- prevention of crime;
- measures for property and plant security (eg access controls);
- use of the guest wireless network;
- business management measures, or for the advancement of services and products.

BETA processes your data on the basis of existing contracts or enquires but again in the context of weighing up interests pursuant to Art 6 (1) f) GDPR for the protection of BETA's legitimate interests, and dependent on information it requires for the purpose of further provision of services or products (advertising), on the following conditions:

- advertising by mail, unless you have objected to such processing; you are able to object (number 7 refers) to such use for the purpose of advertising by contacting the above address (number 1 refers), with effect for the future;
- advertising by e-mail for our own similar products or services, subject to BETA having received your e-mail address in connection with the sale of products or services, and you have not objected to such processing; you are able to object (number 7 refers) to such use for the purpose of advertising by contacting the above address (number 1 refers), with effect for the future. In this case you do not incur any costs other than those for the transmission of the objection;
- you will be expressly advised when using your e-mail address that you can object to such processing at any time;
- advertising by telephone to companies if approval to do so is assumed, unless you have objected to such processing; you can at any time object (number 7 refers) to the commercial use, with effect for the future, by contacting the above address (number 1 refers).

If you have agreed to processing of personal data for a specified period of time, the legality of such processing is based on your approval pursuant to Art 6 (1) a) GDPR. An approval given can be withdrawn (number 1 refers) at any time by contacting the above address. Approvals may be given for

- the transmission of a BETA newsletter to your e-mail address;
- advertising by telephone (to consumers) in relation to other BETA products and services.

4. Data collection not directly related to the data subject

In the context of weighing up interests pursuant to Art. 6 (1) f) GDPR to protect BETA's legitimate interests, BETA collects personal data for information it requires in relation to its services and products (advertising) (eg company names/organisation/legal structure and interlocutor), on occasions from public directories, publicly available sources and from dialogue marketing companies. You can object (number 7 refers) to such commercial use of your data at any time with effect in the future by contacting the above address (number 1 refers).

5. Recipients and categories of recipients of data

BETA only allows access to your data for persons who require your data for meeting our contractual and statutory obligations. Similarly, any of BETA's service providers may receive data for those purposes if they have been contracted as processors pursuant to Art 28 GRPD.

Therefore, possible recipients of personal data are, for example:

- cooperation partners in connection with the execution of events and seminars (eg conference organisers/hotels, restaurants)
- public offices and institutions (eg tax offices, Federal Tax Office), if a statutory obligation exists;
- other bank and financial services organisations;
- processors supporting/maintaining IT applications, lettershop, archiving, document processing, call centre services, compliance services, controlling, data screening in accordance with statutory provisions, deletion of data, audit services and payment processing;
- credit agencies in the course of credit rating enquiries;
- other data recipients subject to your approvals.

6. Transmission of data to a third country or to an international organisation

Transmission of data to countries outside the EU or the EEA (so-call third countries) is only permissible if this is necessary to fulfil your orders, is a legal requirement (eg tax-related information obligations), you have agreed, or in the course of processing order data. If third country service providers are used, they must be provided with additional written directions (eg Agreement of EU Standard Contract Provisions) obliging them to meet the European levels of data protection.

7. Duration of data storage

BETA processes and stores your personal data as long as it is necessary to fulfil our contractual and statutory obligations, as well as on the basis of weighing up interests. Once the data are no longer required, they will be deleted on a regular basis, unless their – temporary – further processing is necessary for the following reasons:

- meeting commercial law and tax law- related retention periods (eg Corporations Act, Tax Act, Banking Act and Money Laundering Act providing predetermined periods for retention or documentation ranging from two to ten years);
- retention of evidence in the context of statutes of limitations (eg Civil Law Act with a statute of limitations of up to 30 years and normal statute of limitations of three years).

8. Your other data protection rights

The following other rights principally apply to you as data subject, unless contractual or statutory obligations disallow them:

- Right of access (Art. 15 GDPR) with restrictions pursuant to sections 34, 35 BDSG n.F.;
- Right of rectification of incorrect data (Art. 16 GDPR);
- Right to erasure (Art. 17 DSGVO) with restrictions pursuant to sections 34, 35 BDSG n.F.;
- Right to restriction of processing (Art. 18 GDPR);
- Right to data portability (Art. 20 GDPR);
- Right to lodge a complaint with a supervisory authority (Art. 77 GDPR)

- Right to object in individual cases (Art. 21 (I) GDPR) for reasons arising from specific situations and when it relates to data processing pursuant to Art. 6 (I) e) and Art. 6 (I) f) GDPR
- Right to object to data processing for marketing purposes (Art. 21 (III) GDPR); you can object to the use of your data for marketing purposes at any time, with effect for the future, by contacting the above address (number 1 refers).

9. Obligation to provide data

You must provide personal data in the context of our business relationship that are necessary for the commencement and continuation of a business relationship, and for meeting the contractual obligations associated with it, or for which there is a statutory obligation to collect. Generally, without such data we will decline accepting the conclusion or execution of the contract, its further execution or, if necessary, we will terminate an existing contract.

Bonn, May 2018