



Privacy policy Information for customers*

(* includes private and commercial customers)

www.choice.de



Privacy policy information

Hello and thank you for your interest in our services. Among other things, we take your rights to privacy, data protection and informational self-determination very seriously. Therefore, we would like to inform you about the following:

Who are we?

Choice GmbH
Thomas-Mann-Straße 16 – 20
90471 Nürnberg

Phone: +49 911 480499-0
Email: info@choice.de

CEO: Mr. Jürgen Lobach

Who is responsible for data protection (data protection officer)?

At Choice, everyone is responsible for the protection of personal data. In addition, we have decided to appoint a data protection officer. To ensure its independence, we have commissioned an external consultant. This is Attorney Dr. Stephan Gärtner. You are welcome to contact him at any time. You can reach him as follows:

Attorney Dr. Stephan Gärtner
StanhopeONE
Voßstraße 20
10117 Berlin

Phone: +49 30 89614237
Fax: +49 3012053097 9
Email: gaertner@stanhope.de

Data collection overview

We collect data from you. Which data? Through what? How long? And may we even do that?

A clear answer to these questions can be found in our table:

Data category	Source	Collection purpose	Storage time	Legal basis
Contact info, communication related to you inquiry or assignment	Your information entries or those of your company / business	<ol style="list-style-type: none">1. Establishment, implementation and termination of a debt relationship2. Information about our services	<p><u>Regarding purpose # 1:</u></p> <ul style="list-style-type: none">• At the conclusion of a contract: until the expiry of the retention period, usually 10 years after the end of the contractual relationship• In all other cases: until the expiry of the retention period, usually 10 years after the end of the contractual relationship <p><u>Regarding purpose # 2:</u></p> <ul style="list-style-type: none">• until your objection to the promotional contact	<p><u>Regarding purpose # 1:</u> Article 6 paragraph 1 lit. b GDPR</p> <p><u>Regarding purpose # 2:</u> Article 6 paragraph 1 lit. b GDPR</p>

Legal obligation / data transmission / your rights

Are we obliged to collect this data? What happens if we do not collect this data?

A legal obligation to collect this data does not exist in the application phase. However, there is a possibility that the lack of some or all of the data may occasionally lead to inquiries.

To whom do we transmit the data? And: Does the data leave the European Union or the European Economic Area?

Currently we do not transmit your data to any external service providers. If we change this in the future, we will carefully select and check these service providers and contractually bind them in accordance with legal requirements.

Which rights do you have?

You have several rights. You have the right to obtain information about the collection of your personal data as well as rectification or deletion, limitation of processing, opposition to processing and data portability. Furthermore, you have the opportunity to complain about us to the responsible supervisory authority. We politely point out that this right may be subject to legal prerequisites that we will insist upon.

Legitimate interest, regular customer information

We use your e-mail address in addition to the contract to inform you by e-mail about similar goods / services. We base this processing of your data on Article 6 paragraph 1 sentence 1 lit. f GDPR. Under that provision, processing is lawful if processing is necessary to safeguard the legitimate interests of the controller or a third party, unless the interests or fundamental rights and freedoms of the data subject requiring the protection of personal data prevail.

In addition, we rely on the briefing paper of the independent data protection authorities of Bund und Länder (Datenschutzkonferenz – DSK) Nr. 3 entitled "Processing of personal data for advertising", in which the supervisory authorities point out the following: "The basis for the assessment of the admissibility of advertising in the future is, apart from a consent, a balance of interests under Art. 6 para. 1 lit. f GDPR. The starting point for the consideration decision is recital (cont.) 47 GDPR [...]"

On this basis, we have made a balance of interests and taken into account that there is already a contractual relationship between you and us, if you are our customer.

In addition, we have addressed you in your business environment, which is why it can be assumed that you are fundamentally interested in our services. To protect your interests, it is of course always possible to object to the delivery of the newsletter. For this you simply send a message to a contact channel mentioned under "Who are we?" or any other contact info you have.

(3) You will also be notified here and in every newsletter about your opt-out and other rights.

[Important notice:](#) Only the German version of this privacy policy statement is legally binding. You can find it [here](#).

W O W T H E W O R L D

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