



Privacy Policy

Our handling of your data and your rights

– Informationen in accordance with Articles 13, 14 und 21 of the General Data Protection Regulation (DSGVO) –

Dear customer,

the protection of your data is very important to us. In the following, we inform you about the processing of your personal data by us and the claims and rights to which you are entitled under the data protection regulations.

Which data is processed in detail and how it is used depends largely on the services requested or agreed upon.

1. Who is responsible for data processing and whom can I contact

The responsible party is:

German Livestock Association (BRS e.V.)
Adenauerallee 174
53113 Bonn

You can reach our data protection officer at:

Frick Data Security
Christian Frick
An der Gonzenburg 5
34637 Schrecksbach
Tel: +496698/269014
Mail: mail@frick-data-security.de

2. What sources and data do we use?

We process personal data that we receive from you in the course of our business relationship. On the other hand, we process personal data that we have permissibly obtained from publicly accessible sources (e.g. press, media) and are allowed to process.

The following personal data is collected and processed:

Name, first name, address, telephone numbers, e-mail address, IP address of the computer as well as other data comparable with the above categories.

3. What do we process your data for (purpose of processing) and on what legal basis?

We process personal data in accordance with the provisions of the European Data Protection Regulation (DSGVO) and the Federal Data Protection Act (BDSG-new).

3.1 For the fulfillment of contractual obligations (Article 6 para. 1b DSGVO)

The processing of personal data (Article 4 No. 2 DSGVO) is carried out in particular for the fulfillment of inquiries and the execution of our contracts or pre-contractual measures with you, as well as all activities necessary with the operation and administration of an association at the federal level.

The purposes of the data processing primarily depend on the specific service and may include, among other things, needs analyses, consulting and support, and the execution of transactions.

Further details on the purpose of data processing can be found in the respective contract documents and terms and conditions.

3.2 Within the framework of the balancing of interests (Article 6 (1f) DSGVO)

To the extent necessary, we process your data beyond the actual performance of the contract to protect legitimate interests of us or third parties such as in the following cases:

- Consultation of and data exchange with credit agencies (e.g. SCHUFA) to determine creditworthiness or default risks;
- Examination and optimization of procedures for demand analysis and direct customer contact;
- Advertising or market and opinion research, insofar as you have not objected to the use of your data;
- Assertion of legal claims and defense in legal disputes;
- Ensuring IT security and the company's IT operations;
- Prevention and investigation of criminal offenses;
- Measures to ensure building and facility security (e.g. access controls);
- Measures to ensure domiciliary rights;
- Measures for business management and further development of services and products.

3.3 Based on your consent (Article 6 (1a) DSGVO)

Insofar as you have given us consent to process personal data for certain purposes (e.g. sending newsletters), the lawfulness of this processing is based on your consent. Any consent given can be revoked at any time. Please note that the revocation is only effective for the future. Processing that took place before the revocation is not affected by this.

3.4 Due to legal requirements (Article 6 (1c) DSGVO) or in the public interest (Article 6 (1e) DSGVO).

Zudem unterliegen wir als Unternehmen diversen rechtlichen Verpflichtungen, das heißt gesetzlichen Anforderungen (z.B., Steuergesetze). Zu den Zwecken der Verarbeitung gehören unter anderem z.B. die Erfüllung steuerrechtlicher Kontroll- und Meldepflichten sowie die Bewertung und Steuerung von Risiken.

4. Who receives my data?

Within our company, those departments that need your data to fulfill our contractual and legal obligations will receive access to it. Processors used by us (Article 28 DSGVO) may also receive data for these purposes. These are companies in the categories, IT services, logistics, printing services, telecommunications, debt collection, advice and consulting, and sales and marketing.

Other data recipients may be those entities for which you have given us your consent to transfer data or there is a legal obligation.

5. How long will my data be stored?

As far as necessary, we process and store your personal data for the duration of our business relationship, which includes, for example, the initiation and execution of a contract.

In addition, we are subject to various storage and documentation obligations, which result, among other things, from the German Commercial Code (HGB) or the German Fiscal Code (AO). The retention and documentation periods specified there are two to ten years.

Finally, the storage period is also assessed according to the statutory limitation periods, which, for example, according to §§ 195 ff. of the German Civil Code (BGB), are generally three years, but in certain cases can be up to thirty years.

6. Will data be transferred to a third country or to an international organization?

A data transfer to third countries (countries outside the European Economic Area - EEA) does not take place or only takes place if this is necessary for execution, is required by law or you have given us your consent. We will inform you separately about details, if required by law.

7. What data protection rights do I have?

Every data subject has the right to information under Article 15 of the GDPR, the right to rectification under Article 16 of the GDPR, the right to erasure under Article 17 of the GDPR, the right to restriction of processing under Article 18 of the GDPR and the right to data portability under Article 20 of the GDPR. With regard to the right to information and the right to erasure, the restrictions pursuant to Sections 34 and 35 BDSG apply. In addition, there is a right of appeal to a data protection supervisory authority (Article 77 DSGVO in conjunction with Section 19 BDSG).

8. Is there an obligation to provide data?

Within the scope of our business relationship, you only have to provide the personal data that is required for the establishment, implementation and termination of a business relationship or that we are legally obliged to collect. Without this data, we will usually have to refuse to conclude the contract or execute the order, or we will no longer be able to execute an existing contract and may have to terminate it.

9. To what extent is there automated decision-making in individual cases?

For the establishment and implementation of the business relationship, we generally do not use fully automated decision-making pursuant to Article 22 DSGVO. Should we use these procedures in individual cases, we will inform you about this separately, provided this is required by law.

Information about your right to object in accordance with Article 21 of the General Data Protection Regulation (DSGVO)

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data relating to you which is carried out on the basis of Article 6(1e) DSGVO (data processing in the public interest) and Article 6(1f) DSGVO (data processing on the basis of a balance of interests); this also applies to profiling based on this provision within the meaning of Article 4 No. 4 DSGVO which we use for credit assessment or advertising purposes.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the purpose of asserting, exercising or defending legal claims.

In individual cases, we process your personal data to conduct direct marketing. You have the right to object at any time to the processing of personal data concerning you for the purposes of such advertising; this also applies to profiling, insofar as it is associated with such direct advertising.

If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

The objection can be made form-free and should preferably be addressed to:

German Livestock Association (BRS e.V.)
Adenauerallee 174
53113 Bonn