

Transparency and Information Obligations for Customers, Contract Parties and Interested Parties of Zapf Creation AG

in accordance with the EU General Data Protection Act (EU-GDPR)

With this document, we inform you as a customer/contract party/interested party of how Zapf Creation AG processes your personal data and of your rights under data protection law.

Controller / Data protection

Address:

Zapf Creation AG
Mönchrödener Str. 13
96472 Rödental

Contact Information:

Telephone: 09563-725-0
Fax: 09563-725-116
Email: info@zapf-creation.de
Website: www.zapf-creation.de

Data protection contact:

Datenschutz@zapf-creation.de

Categories / Data sources

We process the following personal data as part of the contractual relationship and prior to concluding a contract:

- Your master data/contact details (e.g. first name/surname of the current and, if applicable, previous contacts as well as name affixes, company name and address, phone number including extension, fax number, business email address)
- Professional data (e.g. position within the company, department)

We generally receive your personal data prior to concluding a contract or during the ongoing contractual relationship. In exceptional cases, your personal data may also be collected by other bodies in specific constellations. This includes occasion-related queries for relevant information from information agencies, particularly regarding your credit rating and credit behaviour.

Purposes and legal basis of the data processing

When processing your personal data, we always observe the provisions of EU-GDPR, the German Federal Data Protection Act (BDSG (new)) and other applicable legal requirements.

Your personal data is processed exclusively in order to implement measures prior to concluding a contract, and to perform contractual obligations (Art. 6 para. lit. b) EU-GDPR), or if there is a legal processing obligation (e.g. due to requirements under tax law) (Art. 6 para. 1 lit. c) EU-GDPR).

Of course, your consent can also constitute a permission under data protection law (Art. 6 para. 1 lit. a) EU-GDPR). Before you give your consent, we inform you of the purpose of the data processing and of your right to object under Art. 7 para. 3 EU-GDPR). If your consent also relates to processing of special categories of personal data under Art. 9 EU-GDPR, we will inform you of this explicitly in advance.

In relation to uncovering criminal offences, your personal data is only processed according to the conditions of Art. 10 EU-GDPR.

Data storage period

We shall delete the data as soon as your data is no longer required for the above purposes, or if you have revoked your consent. The data is only saved after the end of the contractual relationship when we are legally obligated or authorised to do so. Provisions under which we are obligated to store data are e.g. in the Commercial Code or the Tax Code. These can result in a storage period of up to ten years. We might e.g. be authorised under our contract or according to Art. 18 EU-GDPR. In addition, the legal limitation periods must be observed.

Recipients of the data / Categories of recipients

In our company, we make sure that only departments and individuals that require your data to perform our contractual and statutory obligations are given access to your data.

In many cases, service providers support our departments in performing their tasks. All service providers have signed the required data protection contracts.

Your personal data is in part transferred to the following service providers for contract processing:

- Information agency (credit rating check)
- Commercial credit insurance provider
- Sales representatives (for direct customer support on site)
- Transport service providers

Your personal data are in part transferred to MGA Entertainment (H.K.) Limited, Hong Kong, for FOB/DDP order processing.

Rights of the data subject

Your rights as the data subject are set out in Art. 15 - 22 EU-GDPR.

This includes:

- Right of access by the data subject (Art. 15 EU-GDPR)
- Right to rectification (Art. 16 EU-GDPR)
- Right to erasure (Art. 17 EU-GDPR)
- Right to restriction of processing (Art. 18 EU-GDPR)
- Right to object (Art. 21 EU-GDPR)
- Right to data portability (Art. 20 EU-GDPR)

To assert these rights, please contact: Datenschutz@zapf-creation.de.

We then no longer process your personal data except where we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the assertion, exercising or defending of legal claims.

If we process your personal data for direct advertising purposes, you have the right to object without stating reasons; this also applies to profiling if this relates to such direct advertising. If you object to the processing for the purposes of direct advertising, we will no longer process your personal data for these purposes.

Right to lodge a complaint

You have the right to lodge a complaint with a supervisory authority.

Intention to transfer data to a third country

We only transfer data to third countries (outside the European Union or the European Economic Area), if this is required to perform the FOB/DDP order.

Obligation to provide access to the data

You are obligated to provide certain personal data to commence or conclude a contractual relationship. This is required in order to establish, perform and terminate the contractual relationship and to perform the contractual and legal obligations involved. Contract performance is not possible if this data is not provided.

Automated case-by-case decisions

We do not use any purely automated processing procedures to reach decisions.