



Dear ladies and gentlemen,

We herewith fulfill our statutory data protection information obligation and would like to inform you as follows, in a transparent way, about the handling of your personal data.

## 1. Responsibility for data processing

KW automotive GmbH  
Aspachweg 14  
74427 Fichtenberg, Germany  
Tel.: +49 (0) 7971 / 9630-0  
Email: [info@KWautomotive.de](mailto:info@KWautomotive.de)

## 2. Data protection contact

If necessary, you can reach our officially-appointed data protection officer using the following contact data:

Data protection officer  
KW automotive GmbH  
Aspachweg 14  
74427 Fichtenberg, Germany  
Email: [Datenschutz@KWautomotive.de](mailto:Datenschutz@KWautomotive.de)

## 3. Purpose of data collection

We process your personal data for the following reasons:

1. *Server Logfiles*: This data is exchanged automatically and is indispensable for secure and functional communication.
2. *Technically required Cookies\**: According to § 25 Paragraph 2 TTDSG: This data is processed, or the Cookies are saved in order to facilitate the desired required function of our home page.
3. *Technically not required Cookies\**: According to § 25 Paragraph 1 TTDSG: This data is processed, or these Cookies are saved in order to analyze the user behavior and in order for us to improve our offers / website. Such Cookies may also be saved to facilitate the use of an incorporated external service.
4. *Use of our contact form*: Your voluntary data entry makes it possible for us to contact you.

\*A detailed explanation of the Cookies used can be seen in Item No.16 of this privacy statement.

## 4. Legal bases

We process your personal data based on the following legal bases:

- |    |  |                                    |
|----|--|------------------------------------|
| 1. | <b>Server Logfiles for operation of the home page:</b> | Article 6 Paragraph 1 lit. f DSGVO |
| 2. | <b>Technically required Cookies:</b>                   | Article 6 Paragraph 1 lit. f DSGVO |
| 3. | <b>Technically <u>not</u> required Cookies:</b>        | Article 6 Paragraph 1 lit. a DSGVO |
| 4. | <b>Use of our contact form:</b>                        | Article 6 Paragraph 1 lit. a DSGVO |

Extended conversions for Google Ads: If customers click on our Google Ads and then make use of the advertised service (so-called "Conversion"), then the data entered by the user, such as the email address, the name, the residential address and telephone number can be forwarded to Google. The hash values are then compared with the existing Google accounts of the user in order better to evaluate and to be able to improve their performance based on the interaction of the user with the ads (e.g. clicks and views); Legal bases: Consent (Art. 6 Paragraph 1 S. 1 lit. a) DSGVO); Website: <https://support.google.com/google-ads/answer/9888656>; Privacy statement: <https://business.safety.google/adsprocessor/terms/>; Basis third country forwarding: EU-US Data Privacy Framework (DPF), Standard contract clause: <https://business.safety.google/adsprocessor/terms/sccs/c2p/>.

## 5. Justified interests of the person responsible

1. **Server Logfiles for operation of the home page:** This data is exchanged automatically and is indispensable and expedient for secure and functional communication, less severe means are not expedient. A secure and functional home page is also in the interest of the visitors to our home page. We are not aware of any contrary interests.
2. **Technically required Cookies:** A functioning home page is both in the interests of our home page visitors and in our interests. We are not aware of any contrary interests. Technically required Cookies are necessary for achieving the purpose, a less severe measure is not available.

## 6. Internal and external forwarding of your personal data

Internal forwarding of your personal data takes place only to fulfill the purposes quoted in Item No. 3.

External forwarding of your personal data can be carried out under the following conditions:

- Commissioning of a sub-contractor to fulfill the purposes quoted in Item No. 3
- Commissioning of supporting services where access to your personal data is necessary, or which, at least, cannot be fully excluded. This includes EDP support services, for example
- Forwarding of your personal data based on legal obligations



## 7. Forwarding of your personal data to a third country or to an international organization (outside the validity range of the DSGVO)

We categorically do not forward your data to countries which are outside the validity range of the DSGVO (applies also to internationally active organizations). If, despite everything, forwarding does take place (e.g. in the framework of the use of software applications, or other IT services, whose manufacturers have their offices in a country outside the validity range of the DSGVO), then this would only take place with the presence of an appropriate EU Adequacy Decision or other appropriate guarantees (e.g. EU Standard Contractual Clauses). You have the right to receive detailed information in this regard. The desired information can be requested via the contact data of the data protection officer (see No. 2).

## 8. Retention period and deletion of your personal data

Legislators have ruled on a variety of retention periods which we observe with great care, and about which we seek consultation to ensure that we meet these obligations. It is a fundamental fact that, in this context, we only retain your personal data for as long as is permitted by the defined purpose, or which the legislature has stipulated for verifiable reasons. If we should wish to retain your data for a longer period than described above, then we would request your voluntary declaration of agreement to do so.

Our Server Logfiles are deleted after a period of 90 days. Information about the retention duration of Cookies can be seen in No. 16 of this privacy statement.

## 9. The right to information, deletion, correction, contradiction, and use of your personal data

You have the right to request a confirmation from us as to whether your personal data is being processed. If this is the case, then you have the right to information about this personal data, and the following information:

- the purpose of the processing
- the categories of personal data that are being processed
- the receiver or category of receiver to whom your personal data has been revealed or to whom the data is still to be revealed, in particular in the case of receivers in EU third countries or in the case of international organizations
- if possible, the planned duration for which your personal data will be retained, or, if this is not possible, the criteria for the determination of this duration
- the existence of a right to correction or deletion of the personal data applicable to you, or to restriction of the processing by us or a right of objection to this processing
- the existence of a right to complain to a governing authority
- if the personal data has not been obtained from the person in question, all the available information concerning the origin of the data
- in the event of the existence of automatic decision making, including profiling (meaningful information concerning the involved logic and the scope and aspired to effects of such processing on your person).

If your personal data is forwarded to a third country or to an international organization, then you have the right to be informed of the appropriate "guarantees" covering the securing of an adequate data protection level associated with the forwarding process.

We will provide you with a free copy of the personal data that is the subject of processing. We are entitled to make a reasonable charge for any additional copies that you may request, based on the administration costs involved. If you submit the application electronically you will be provided with the information in a common electronic form, unless you specify a different format.

The right to receive a copy may be restricted if this would be detrimental to the rights and freedoms of other persons.

You have the right to demand that we immediately correct any of your personal data that is wrong. Whilst considering the purpose of the processing, you have the right to demand supplementation of incomplete personal data, including a declaration of supplementation. You are welcome to contact us in order to be able to execute this right.

You have the right to demand the deletion of the personal data that we retain, provided that one of the following criteria is fulfilled:

- The personal data is no longer required for the fulfilling of the agreed purpose.
- You retract a voluntary declaration of consent (however, the legality covered by the consent remains unaffected by this until the revocation of the processing completed).
- Your personal data has been processed illegally in the past.
- There is a legal obligation to delete.
- Your personal data was acquired with reference to services offered by the information company (persons under 16 years of age).

In addition, you have the right to demand that we restrict the processing if one of the following conditions applies:

- The veracity of the personal data is contested by you, for a period that makes it possible for us to check the veracity of the personal data.
- The processing is unlawful and you reject the deletion of your personal data and demand, instead, the restriction of use of your personal data.
- If we no longer need your personal data for the purposes of the processing, but you, however, need it for enforcement, exercising or defense of legal claims.
- If you have contested the processing, provided that it has not yet been determined whether our justified reasons outweigh your reasons.



## 10. The right to data portability

You have the right to receive your personal data, that we retain, in a structured, common and machine-readable format, provided that this is processed in an automated process.

You also have the right to forward this data to a different responsible person to whom the personal data has been made available, without any hindrance by us.

When exercising your right to data portability, you have the right to ensure that your personal data is forwarded directly to a different responsible person by us, provided that this is technically feasible.

The right to data portability may be restricted if the rights and freedoms of other persons are infringed by the exercising of this right.

## 11. Right of revocation of consent and continuance of consent already issued

If we are processing your personal data based on a declaration of consent, you have the right to revoke the consent. The legality covered by the consent remains unaffected by this until the revocation of the processing is completed. Item 8 of this privacy statement must also be taken into account when considering compliance with retention duration periods.

## 12. Right of appeal to the supervising authority

If you consider it necessary to appeal to the responsible supervising authority, then you are welcome to exercise this right at any time.

The address of the responsible supervising authority in Baden-Württemberg, Germany, is as follows:

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit  
Lautenschlagerstrasse 20, 70173 Stuttgart

## 13. Obligatory submission of your personal data and possible consequences of refusal to submit.

Visiting our home page is voluntary. However, required processing (see Item No. 5 of this privacy statement) are necessary for the correct functioning of our home page.

## 14. Automatic decision making and profiling

Automatic decision making with regard to your person does not take place. No "Profiling" (meaningful information concerning the involved logic and the scope and aspired to effects of such processing on your person) is carried out with the help of the personal data obtained from you.

## 15. Change of purpose

If we intend to change the purpose for which your personal data was originally acquired, we will advise you of this intent in advance, and in detail, in a transparent manner. In this case we will, of course, provide all the statutory stipulated information. If the change of purpose concerns processing of personal data based on the legal basis of a voluntary declaration of consent, we will inform you accordingly and request your formal consent to do so.

## 16. Cookies

On our website we use Cookies and similar functions to process end-user device information and personal data. The processing is used for purposes such as the integration of content, external services and elements from third-party service providers, statistical analysis/measurement, personalized advertising and the integration of social media. Depending on the function, the data is forwarded to up to 17 third-parties where it is processed by them. This consent is voluntary, it is not necessary for the use of our website, and can be revoked at any time using the icon at the bottom left.

Here you can issue or reject your consent, or make your choice of permissible Cookies:

[Privacy settings](#)

## 17. Outstanding questions, complaints and suggestions

You are welcome to contact us in the event of questions, complaints, and suggestions concerning data protection. If necessary, you are welcome to contact our data protection officer (see Item No.2 in this Privacy Statement).

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