

## Bechtle Clouds Privacy Policy

Welcome to our website and thank you for your interest in our company. We take the protection of your data very seriously. We process your data in accordance with applicable legislation for the protection of personal data, in particular the EU General Data Protection Regulation (EU GDPR) and applicable national legislation. This Privacy Policy explains how and why Bechtle Clouds GmbH processes your personal data, as well as your rights as the data subject. Personal data means any information relating to an identifiable natural person, including their name, date of birth, postal address, phone number, e-mail address and IP address. Anonymous data means information that cannot be used to identify an individual.

### Responsible authority and data protection officer

- Contact:
- Address: Bechtle Clouds GmbH, Bechtle Platz 1, 74172 Neckarsulm, Germany
- Telephone: +49 7321 981 6200
- E-Mail: [clouds@bechtle.com](mailto:clouds@bechtle.com)
- Data protection officer: [privacy@bechtle.com](mailto:privacy@bechtle.com)

### Your rights as a data subject.

As a subject of the data we collect and process, you are entitled to exercise certain rights in accordance with Art. 15–22 EU GDPR. These include:

- The right of access (Art. 15 EU GDPR)
- The right to erasure (Art. 17 EU GDPR)
- The right to rectification (Art. 16 EU GDPR)
- The right to data portability (Art. 20 EU GDPR)
- The right to restriction of processing (Art. 18 EU GDPR)
- The right to object (Art. 21 EU GDPR)

To exercise these rights, please contact: [privacy@bechtle.com](mailto:privacy@bechtle.com). You may also contact us via this e-mail address if you have any questions about data processing in our company. You also have the right to appeal to a data protection supervisory authority.

### Right to object

Your right to object to us processing your data is subject to the following:

- If we process your personal data for the purpose of direct marketing, you have the right to object to such processing at any time without giving a reason. The same applies to customer profiling in relation to direct marketing.
- If you object to your personal data being processed for the purpose of direct marketing, we will cease to do so.  
You may submit your objection free of charge and without any formal requirements to: [privacy@bechtle.com](mailto:privacy@bechtle.com).
- If we process your data in line with our legitimate interests, you may object to such processing at any time for reasons relating to your particular situation; this also applies to customer profiling in relation to our legitimate interests.
- In this case, we shall no longer process such personal data unless we can demonstrate compelling legitimate grounds for the continued processing of your data which override the interests, rights

and freedoms of the data subject, or if this is required to establish, exercise or defend our legal claims.

### **Purposes and legal bases for data processing**

When we process your personal data, we observe all provisions of the EU GDPR and all other applicable data protection regulations. Legal bases for data processing arise in particular from Art. 6 EU GDPR. We use your data to initiate business opportunities, fulfil our contractual and legal obligations, perform our contractual relationship, offer products and services, and strengthen our relationship with you as our customer. This may also include analyses for marketing purposes, customer satisfaction surveys and direct marketing. Your consent is also deemed a legal basis for us to process your data for the specified purposes subject to your right to object. Should we obtain your consent in order to process special categories of personal data, we will make an express note of such an intent in obtaining your consent (Art. 88 Para. 1 EU GDPR). We will not process special categories of personal data according to Art. 9 Para. 1 EU GDPR unless we are required to do so by law and there is no reason to assume that your legitimate interest in the exclusion of the processing prevails (Art. 88 Para. 1 EU GDPR).

### **Transfer of data to third parties**

We will only pass on your data to third parties where this is permitted by applicable legislation or after obtaining your consent. This affects internal and external service providers within and outside of the company group who handle, for example, invoicing and obtain from us address, contract, payment and sales information for our customers and interested parties, and—in support cases—IT usage data, too. Therefore, your data is transmitted to these partners and/or places for processing orders and inquiries and to carry out additional services. or if we are required to do so by law (transfer to external bodies such as supervisory or law enforcement authorities).

### **Data recipients / categories of recipients**

Within our company, we ensure that your data is only accessible to persons who need them to fulfil their contractual and legal obligations. In many cases, we rely on third-party services. All third-party service providers have signed the relevant agreements to ensure data protection.

### **Data transfer to third countries**

We do not transfer data to a third country, i.e. a country outside the European Union or the European Economic Area, unless this is necessary for the performance of a requested service, we are required to do so by law, or you have given consent to do so.

We transfer your personal data to service providers or affiliated companies outside the European Economic Area, namely in the USA.

Data protection compliance is ensured by the EU's standard contractual clauses.

### **Data retention**

We will store your data only for as long as it is needed for the intended purposes. Please note that statutory retention periods may require that data continue to be stored for extended periods of time. This applies in particular to retention periods stipulated in commercial or tax legislation (e.g. German Commercial Code, Fiscal Code, etc.). If there are no further obligations for us to retain your data, the data will be routinely deleted once its purpose has been achieved. In addition, we may retain data if

you have given us permission to do so or if legal disputes arise and we use it as evidence within statutory limitation periods of up to thirty years; the regular limitation period is three years.

### **Secure data transmission**

We have taken appropriate technical and organisational measures in order to protect data from accidental or deliberate manipulation, loss, corruption or unauthorised access. To this end, we work with security experts to continuously review our level of security and make adjustments to adopt the latest security standards. Any and all data transferred to and from our website is encrypted. Our website uses the HTTPS communication protocol along with current encryption technology. In addition, any information submitted through contact or application forms on our website is also encrypted and cannot be decrypted again by a third party. It is also possible to use alternative communication channels (e.g. by post).

### **Obligation to provide data**

Various personal data are necessary in order to establish, perform and terminate a contract and fulfil related contractual and legal obligations. The same applies to the use of our website and the various functions it provides. You can find these summarised above. In certain cases, we are required by applicable legislation to collect and/or disclose personal information. Please note that we are unable to process your enquiries or fulfil our underlying obligations without obtaining the required data.

### **Data categories, sources and origins**

The specific data we process is dependent on the purpose for which it is used. We require different data e.g. when you place an online order, submit a contact form or register a complaint. In certain situations, we may process specific types of information, which we will indicate in an appropriate place, e.g. next to a contact form

### **When you visit our website, we collect and process the following data:**

When you visit our website, we collect the following data through your internet browser:

- the IP address of the computer used to access the site
- the server requests (e.g. accessed pages) including time stamps
- the browser type
- the referral URL (i.e. the address of the previous website that you visited if you came to our site by following a hyperlink from there)

Your browser type and language, IP address and server requests are required in order to properly display the webpage you are viewing. In addition, this data may be used to safeguard secure operations of our website (e.g. to fend off hacking attempts). The referral URL is anonymised and used to compile statistics for marketing purposes. For reasons of technical security (in particular to prevent attacks on our web server, this type of data are also stored in accordance with Art. 6 Paragraph 1(f) EU GDPR. For purposes of anonymisation, the IP address is truncated after no later than seven days so that it is no longer possible to infer the user from it.

### **When you communicate through our website, we collect and process the following data:**

You can contact us thorough our website to, for example, enquire about specific products. The provided contact forms are used to collect the required details for communication (e.g. your name,

phone number or e-mail address) as well as receive your message. The collected data is used for customer relations management (contact history) and for responding to/fulfilling your request.

**When you place an order, we process the following data:**

Additional or personal data such as your company, industry, billing or delivery address, the managing director's name, purchasing department contact etc. are only collected and used if you once the relevant Bechtle system house activates your customer account on our platform. Our online shop, which is embedded into this website, enables business customers to order cloud services. To process your orders, we require your contact details, invoice/delivery address and payment information (e.g. credit card information).

**Contact forms / communication by e-mail (Art. 6 Para. 1 (a, b) EU GDPR)**

Our website provides a contact form, which you may use to communicate with us. If you send us a message through the contact form, we will process the information you provide to contact you and respond to your questions and requests (Art. 6 Para. 1 S 1 (a, b) EU GDPR).

All data required to complete the form is subject to the principles of data reduction and data economy, meaning you only have to provide the data that is absolutely necessary for processing and responding to your enquiry.

You can also contact us via e-mail. The personal data contained therein will only be used for the purposes of processing your enquiry.

**Online shop (Art. 6 Para. 1(b) EU GDPR)**

The data you provide when you submit an order is processed exclusively for the purpose of fulfilling our contractual obligations to you unless you have given your consent for us to process your data for other purposes, as well. All data required to submit an order is subject to the principles of data reduction and data economy, meaning you only have to provide the data that is absolutely necessary for the purpose of fulfilling our contractual obligations to you—i.e. your name, postal address, e-mail address, and payment information depending on your chosen payment method—or which we are obliged to collect under applicable law. Due to technical and legal reasons, we will also process your IP address. Without this data we will unfortunately have to decline your order, as we would not be able to perform our obligations. We may also have to terminate an existing contract. You may of course choose to provide additional optional data.

**Customer account (Art. 6 Para. 1(a, b) EU GDPR)**

You may choose to register an account on our website, providing certain personal information. A customer account allows you to review your order history without having to re-enter your information for each individual order. An account is required to fulfil a contract through our online shop. All data required to register an account is subject to the principles of data reduction and data economy, meaning you only have to provide the data that is absolutely necessary. This includes your e-mail address, password, and confirm password. If you place an order through our online shop, we also require a delivery and invoice address (company name, first name, last name, postal address),

as well as a separate shipping address should this be different.

Please note: Your password is stored in an encrypted form, meaning it cannot be viewed by our company's employees. If you forget your password, we will therefore be unable to disclose it to you.

Our employees will never ask you for your password. Please never reveal this information even if you are requested to do so. Once registration has been completed, we will store your data so you can access your secure customer account. When you log in to our website with your e-mail address and password, you will be able to access this data to use site functionality such as placing an order.

**Payment systems (Art. 6 Para. 1(a, b) EU GDPR), credit check (Art. 6 Para. 1(f) EU GDPR)**

In our online shop, you can pay on account and, in certain circumstance, with a credit card, via PayPal or direct debit. To this end, data are collected in order to process your order and payment. Due to technical and legal reasons, we will also process your IP address.

All data required for payment are subject to the principles of data reduction and data economy, meaning you only have to provide the data that is absolutely necessary for the purpose of processing your payment and fulfilling contractual obligations, or which we are obligated to collect under applicable law. Invoicing is handled by the respective sales unit.

If you choose not provide this data, we are unable to accept your request to enter into a contract with us, as we would be unable to fulfil our contractual obligations.

The payment system we use employs SSL encryption to ensure the secure transfer of your data.

**A note on paying by invoice:** If you select this payment method in our online shop, we will carry out a credit check. Data required to carry out a credit check/non-payment risks are sent to:

- Creditsafe Deutschland GmbH, Charlottenstraße 68-71 in 10117 Berlin
- Euler Hermes Deutschland AG, Friedensallee 254 in 22763 Hamburg
- Verband der Vereine Creditreform e.V., Hellersbergstraße 12 in 41460 Neuss

**A note on credit card payments:** Credit card details will be checked as is standard for this type of payment.

**A note on PayPal:** PayPal is a company of PayPal (Europe) S.à r.l. et Cie, S.C.A. 22-24 Boulevard Royal, L-2449 Luxembourg. If the data subject selects PayPal as their payment method, data shall be automatically transmitted to PayPal.

By selecting this payment option, you consent to the transfer of the personal data required to process your payment. Data transferred to PayPal typically include your first and last names, postal address, e-mail address, IP address, phone number, mobile number or other data necessary to process your payment.

Personal data connected to the order is also necessary to enable the processing of the purchase agreement. Details on data protection at PayPal can be found here: <https://www.paypal.com/webapps/mpp/ua/privacy-full> (for the legal position from 25 May 2018).

**Advertising purposes – Existing customers (Art. 6 Para. 1(f) EU GDPR). A note on direct debits:** As is standard with this payment method, account information is collected to enable the billed amount to be deducted.

Bechtle would like to maintain a relationship to its customers and send information and offers on products and services. We therefore use your data to email you relevant information and offers as well as customer satisfaction surveys. If you would prefer us not to do so, you can object at any time to the use of your personal data for direct marketing purposes. This right also applies to profiling as long as it is connected with direct advertising. As soon as we receive your objection, your data will no longer be processed for this purpose. An objection is free of charge and can be made without giving a reason

or the need to complete a form by calling +49 800 476 66 68, by e-mail to [clouds@bechtle.com](mailto:clouds@bechtle.com) or by post to Bechtle Clouds GmbH, Bechtle Platz 1, 74172 Neckarsulm, Germany.

### **Automated case-by-case decisions**

We do not use purely automated processes to make a decision

### **Cookies (Art. 6 Para. 1(a, f) EU GDPR, § 25 Para. 1 and 2 Germany's Act on the Regulation of Data Protection and Privacy in Telecommunications and Telemedia (TTDSG)**

Our website uses cookies on various pages to make your experience more effective, secure and user-friendly. Cookies are small text files that are saved by your browser and stored on your local hard drive. Cookies contain pseudonymised data. Some cookies expire at the end of a browser session (session cookies) whereas others are saved for a longer period of time (persistent cookies e.g. shopping basket). Persistent cookies are deleted automatically after a given period of time (usually six months). We use our own cookies, but also those of third parties, who use the data contained therein to, for example, display content or collect information on the sites you visit.

We use cookies that are required to operate our webpage and ensure its functionality within the scope of our legitimate interest in accordance with Art 6 Para. 1 S. 1(f) EU GDPR. We also use cookies without your consent when their only purpose is to save or access information on the end device to send messages or when they are absolutely necessary to provide the service you have requested (§ 25 (2) TTDSG).

Other cookies may be used, subject to your consent, which allow us or third parties to analyse how our services are used. enabling us to design the content according to the visitor's needs. In addition, cookies enable us to measure the effectiveness of a particular advert and to place it according, for example, to the user's thematic interests. The legal basis for this is your express consent (Art. 6 Para. 1 S. 1(a) EU GDPR, § 25 Para. 1 TTDSG).

You can withdraw your consent at any time and change your settings in the cookie banner. Please note that settings must be changed for each end device.

If you have and are logged into an account with one of the third-party providers we use, your data may be linked to that account. This can be avoided by not giving or revoking consent for these cookies or by logging out of the third-party account in advance.

We use the following tools and services across our website:

#### **YouTube (Art. 6 Para. 1(a) EU GDPR, § 25 Para. 1 (TTDSG)**

We use components (videos) on our website provided by YouTube, LLC 901 Cherry Ave., 94066 San Bruno, CA, USA, a Google Inc. company, Amphitheatre Parkway, Mountain View, CA 94043, USA.

Advanced privacy mode is enabled for YouTube-generated iFrames on our website. According to YouTube, when privacy-enhanced mode is turned on, only data regarding which of our sites you visited

when you watched a video are transmitted to the YouTube servers. Data collection from simply using a website with framed content is therefore prohibited. If you are logged into YouTube at this time, this information will be linked to your account. You can prevent this by logging out of your account before visiting our website.

We require your consent to play YouTube content on our website (Art. 6 Para. 1 S. 1(a) EU GDPR, § 25 Para. 1 TTDSG). You may give your consent either via our website's general cookie settings or by clicking on the corresponding button that you will find next to embedded YouTube videos. When you click on the play button, you consent to your IP address being sent to YouTube (YouTube, LLC 901 Cherry Ave. San Bruno, CA 94066 USA), and to YouTube installing browser cookies on your system. For your convenience, your consent is valid for 30 days. Consent can be revoked at any time by clicking on the fingerprint symbol.

Further information on how YouTube handles user data can be found in its Privacy Policy at <https://policies.google.com/privacy?hl=en-GB&gl=de>

### **Google Analytics**

We use Google Analytics, a tracking tool provided by Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. This tool enables us to analyse how you use our website,

by collecting the following information:

- Your IP address.
- Usage data
- Click path
- App activity
- Browser information
- Device information
- JavaScript support
- Pages visited
- Referrer URL
- Downloads
- Flash version
- Location information
- Purchasing activity
- Widget interactions
- Date and time of visit

The legal basis for processing your personal data is your consent in accordance with Art. 6 Para. 1 S. 1(a) EU GDPR. Consent can be revoked at any time by clicking on the fingerprint symbol. We use Google Analytics to understand how our website is being used in order to continuously optimise our online offering and improve your experience. We delete or anonymise data collected with Google Analytics as soon as they are no longer required for our purposes This is the case after 26 months.

The Google Analytics service can transfer collected data to another country, including to third countries outside of the European Union or the European Economic Area, which may not offer a suitable level of data protection. Should your data be transferred to a server located in the USA,

there is a risk that they will be processed by US authorities for purposes of control and surveillance. In this case, you may not be entitled to legal recourse. We do, however, take all possible and necessary measures in accordance with Art. 44 et seqq. EU GDPR to ensure the level of protection guaranteed by the GDPR in the third country.

### **Google Tag Manager**

This website uses Google Tag Manager provided by Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. This service enables website tags to be managed via an interface. The tag manager tool itself (that implements tags) is a cookie-free domain which means generally speaking, no cookies are used and no personal data are collected. Google Tag Manager triggers other tags that, in turn, may collect data. Google Tag Manager does not access this data. If you have disabled domains and cookies, this shall also apply to all tracking tags that are implemented with Google Tag Manager.

For more information please visit <https://www.google.com/tagmanager/use-policy.html>.

Furthermore, Google Tag Manager includes the following sub-services (Eloqua, LinkedIn Insight Tag, Hotjar, Google Ads Remarketing, Google Ads Conversion Tracking, Facebook Pixel). This means that consenting to Google Tag Manager means consenting to all the sub-services (Art. 6 Para. 1 S.1(a) EU GDPR). Your option to revoke consent is described in the individual sub-services. As soon as you object to one sub-service, your objection will automatically apply to all others included within Google Tag Manager.

Within the scope of these services, data may be transferred outside of the European Union / European Economic Area to a third country, which does not offer a suitable level of data protection. If transferred to the USA, there is a risk that your data will be processed by US authorities for purposes of control and surveillance. In this case, you may not be entitled to legal recourse. However, we take all possible and necessary measures in accordance with Art. 44 et seqq. EU GDPR to establish a level of data protection in the third country.

### **Social media plug-ins**

No social media plug-ins are enabled on our website.

### **Use of online services by children**

Individuals under the age of 16 may not submit personal information or a declaration of consent to us without the consent of their legal guardian. We ask parents and legal guardians to actively participate in the online activities and interests of their children.

### **Links to other providers**

Our website contains links to websites of other companies, and these links are clearly recognisable as such. We have no control over the content of these websites and cannot, therefore, be held responsible for them. The respective provider or operator is always responsible for the content on the page. We review websites for possible violations and obvious infringements at the time we place the a link on our website. We did not identify any unlawful content on these websites when the link was added to our website. However, we cannot be reasonably expected to continuously review the content of external websites unless we become aware of a potential violation. Should we become aware of any illegal content on an external website, we will promptly remove any links to that site.