

# Data Protection Notice

## WELCOME

GEA Farm Technologies GmbH, Siemensstrasse 25-27, 59199 Bönen ("**GEA**") values you as a business partner. When you interact with us, we will collect and process certain of your personal data, including personal data of third parties received from you. This Data Protection Notice explains how GEA uses the personal data provided by you or by your organization and which rights and options you have in this respect. It applies to personal data that you or your organization provide to GEA or which is derived from such data. Please note that where this notice explains applicable law and your rights, this applies only to personal data which is processed under the EU General Data Protection Regulation. Where the processing of your personal data is not subject to this regulation, different rules will apply under your applicable law.

The use of information that is gathered during your visit to our websites by cookies or other web tracking technologies is subject to our Cookie policy which can be found on the relevant GEA websites. If no cookie policy is stored, no cookies are collected.

## WHO IS RESPONSIBLE FOR YOUR PERSONAL DATA?

Your personal data will be controlled by GEA or an affiliate of GEA Group Aktiengesellschaft which is in business contact with you or your organization or otherwise identified as responsible controller in any communication you receive from us (herein referred to as "**us**" or "**GEA**"). A list of the GEA Group affiliates with contact details is available here: <https://www.gea.com/contact>.

## FOR WHICH PURPOSES WILL WE USE YOUR PERSONAL DATA?

Depending on the nature of our business relation, we may process your personal data for the following purposes (permitted purposes):

- Planning, entering into, performing, managing and administering your (or a third party's to whom you are related) contractual business relationship with GEA including the fulfilment of our obligations arising from your sales, e.g. by performing transactions and orders of products or services, processing payments, performing accounting, auditing, billing and collection activities, arranging shipments and deliveries, facilitating repairs and providing support services to your purchaser;
- Maintaining and protecting the security of our products, services and websites or other systems, preventing and detecting security threats, fraud or other criminal or malicious activities;
- Ensuring compliance with legal and regulatory obligations. This may include sales and business record keeping obligations for tax or other purposes and sending required notices or other disclosures, compliance screening or recording obligations (e.g. under antitrust laws, export laws, trade sanction and embargo laws or to prevent white-collar or money laundering crimes). In this context we may be required to conduct automated checks of your contact data or other information you provide about your identity against applicable sanctioned-party lists and contacting you to confirm your identity in case of a potential match, to record interaction with you which may be relevant for antitrust purposes and to report to or support investigations by competent supervisory, law enforcement or other public authorities;
- Informing you, where permitted in accordance with local laws, within an existing business relationship about GEA's products or services; or
- Solving disputes, enforcing our contractual agreements and to establish, exercise or defend legal claims.

Where you have expressly given us your consent, we may process your personal data also for the following purposes:

- Communicating with you through the channels you have approved to keep you up to date on the latest announcements, special offers and other information about GEA's products, technologies and services (including marketing-related newsletters) as well as events and projects of GEA;
- Administrating and performing customer surveys, marketing campaigns, market analysis, sweepstakes, contests or other promotional activities or events or
- Profiling and automated processing: Collecting information about your preferences on the basis of your activities when you use any products, downloadable content (e.g. registration for a software download, ebooks, whitepapers) or other services we offer to you online. On the basis of this information (e.g. which content is downloaded), we create a user profile to personalize and foster the quality of our communication and interaction with you (for example, by way of newsletter tracking). The logic behind our profiling activities is to identify areas which may be useful or otherwise of interest for you and to inform you about such areas in a more effective and targeted way. The algorithms used apply this logic and automatically deliver the targeted content or information to you.

Please note: Under the European General Data Protection Regulation (Article 21 (2)) you have the right to object to the use of your personal data for direct marketing purposes, including the profiling described above. Please refer to "Your data protection rights" below for further explanation of your rights and how to exercise them.

Where your explicit permission is required for any marketing-related communication, we will only provide you with such information if you have opted in. You may opt out at any time if you do not want to receive any further marketing-related types of communication from us.

We will not use your personal data for taking any automated decisions affecting you or creating profiles other than described above.

We apply modern technology to monitor and analyze data in relation to our products (also known as Internet of Things). Such information is used to support our customers, e.g. by improving our product design and enhancing product service. Typically, no personal data is processed in connection with any such technologies. Where that is the case, personal data will be processed strictly in line with this Data Privacy Notice and in accordance with applicable law.

## **ON WHICH BASIS DO WE PROCESS YOUR PERSONAL DATA?**

We will process your personal data for the above purposes

- where it is necessary for the performance of a contract with you or in order to take steps at your request prior to entering into such a contract;
- where it is necessary for our or a third party's legitimate interests, always provided that such interests are not overridden by your interests or fundamental rights and freedoms. Our "legitimate interests" may include our commercial interests in operating our business in a professional, sustainable manner, in accordance with all relevant legal and regulatory requirements;
- for our compliance with our legal obligations;
- where it is necessary to protect your or another person's vital interests;

- where we have obtained your specific or, where necessary, explicit consent to do so. We will in each case inform you about the processing of your data and your related rights prior to obtaining your consent.

The legal bases for processing of your personal data are set forth in Article 6 of the European Data Protection Regulation.

## SCOPE OF PERSONAL DATA

Depending on the nature of our business relationship with you or your organization, we may collect and process in particular the following categories of personal data:

- **Private or work contact information**, such as full name, address, telephone number, mobile phone number, fax number and email address, mobile device unique identifier and the IP address of your computer if you use our services online;
- Communication data, such as emails or other communication exchanged with you in connection with your or your organization's business relationship with GEA;
- Further **business information** necessarily processed in a project or contractual relationship with GEA or voluntarily provided by you, such as orders placed, payments made, requests and projects and other business activities, product feedback and any other information you may provide to us;
- **Information about your interests and preferences** and other information obtained by the analytics described above, in particular your activities when you use any products, downloadable content (e.g. registration for a software download, ebooks, whitepapers) or other services we offer to you online. This includes which content you download, click or view for how often and how long.
- Information we are legally required to collect to comply with our **legal or regulatory obligations**, which may include information about relevant and significant litigation or other legal proceedings against you or a third party related to you and interaction with you which may be relevant for antitrust purposes.
- **Special categories of Personal Data**. In certain circumstances, where required by law or where you have permitted us to do so, we may collect special categories of your personal data which are specifically protected under data protection law. Any use of such information is based on your consent. If you do not provide any such information about disabilities or special dietary requirements, we will not be able to take any respective precautions.

## HOW DO WE COLLECT YOUR PERSONAL DATA?

We will typically collect your personal data directly from you when you interact with us, e.g. when you communicate with us in relation to our products and services, insert personal data in the Chatbot, request a product or service, register to receive our newsletter or other specific marketing material or participate in our customer surveys. We do not obtain personal data from third parties unless specified herein (e.g. information from publicly available resources, integrity data bases and credit agencies).

Where you have expressly given your consent, we may also obtain your personal data from third parties for marketing purposes. In such cases, you will be informed about this in accordance with applicable law.

## HOW DO WE PROTECT YOUR PERSONAL DATA

We maintain physical, electronic and procedural safeguards in accordance with the technical state of the art and legal data protection requirements to protect your personal data from unauthorized access

or intrusion. These safeguards include implementing specific technologies and procedures designed to protect your privacy, such as secure servers, firewalls, pseudonymization and SSL encryption. We will at all times strictly comply with applicable laws and regulations regarding the confidentiality and security of personal data.

## **WITH WHOM WILL WE SHARE YOUR PERSONAL DATA?**

We may share your personal data as follows:

- With our affiliates within GEA Group worldwide if and to the extent required for the Permitted Purposes and legally permitted. In such cases, these entities will then use the Personal Data for the same purposes and under the same conditions as outlined in this Data Privacy Notice. Please see <https://www.gea.com/contact> for a list of the GEA Group affiliates with contact details.
- We may also instruct service providers (so called data processors) within or outside of GEA Group, domestically or abroad, e.g. shared service centers, to process personal data for the Permitted Purposes on our behalf and in accordance with our instructions only. GEA will retain control over and will remain fully responsible for your personal data and will use appropriate safeguards as required by applicable law to ensure the integrity and security of your personal data when engaging such service providers.
- With courts, law enforcement authorities, regulators or attorneys if legally permitted and necessary to comply with a legal obligation or for the establishment, exercise or defense of legal claims.
- We may also share your personal data with third parties if we sell or buy any business or assets, in which case we may disclose personal data to the prospective seller or buyer of such business or assets, along with its professional advisers. If GEA or substantially all of its assets are acquired by a third party, personal data held by us about customers and other contacts will be one of the transferred assets.
- Otherwise, we will only disclose your personal data when you direct or give us permission, when we are required by applicable law or regulations or judicial or official request to do so, or when we suspect fraudulent or criminal activities.

## **WHERE WILL YOUR PERSONAL DATA BE PROCESSED?**

GEA is a globally active enterprise. In the course of our business activities, we may transfer your personal data also to recipients in countries outside of the European Economic Area ("third countries"), in which applicable laws do not offer the same level of data protection as the laws of your home country. When doing so we will comply with applicable data protection requirements and take appropriate safeguards to ensure the security and integrity of your personal data, in particular by entering into the EU Standard Contractual Clauses which are available here:

[https://eur-lex.europa.eu/eli/dec\\_impl/2021/914/oj](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj). You may contact us anytime using the contact details below if you would like further information on such safeguards.

## **YOUR DATA PROTECTION RIGHTS**

Subject to certain legal conditions, you may request access to, rectification, erasure or restriction of processing of your personal data. You may also object to processing or request data portability. In particular you have the right to request a copy of the personal data that we hold about you. If you make this request repeatedly, we may make an adequate charge for this. Please refer to Articles 15-22 of the EU General Data Protection Regulation for details on your data protection rights.

For any of the above requests, please send a description of your personal data concerned stating your name, customer number or other GEA identification number (if applicable) as proof of identity to

the contact details below. We may require additional proof of identity to protect your personal data against unauthorized access. We will carefully consider your request and may discuss with you how it can best be fulfilled.

If you have given us your consent for the processing of your personal data you may withdraw the consent at any time with future effect, i.e. the withdrawal of the consent does not affect the lawfulness of processing based on the consent before its withdrawal. In case consent is withdrawn, we may only further process the personal data where there is another legal ground for the processing.

If you have any concerns about how your personal data is handled by us or wish to raise a complaint, you can contact us at the contact details below to have the matter investigated. If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the competent data protection supervisory authority in your country.

## **ARE YOU REQUIRED TO PROVIDE PERSONAL DATA?**

As a general principle, you will provide us with your personal data entirely voluntarily; there are generally no detrimental effects on you if you choose not to consent or to provide personal data. However, there are circumstances in which GEA cannot take action without certain of your personal data, for example because this personal data is required to perform the business relationship with you or your organization, provide you with access to a web offering or newsletter or to carry out a legally required compliance screening. In these cases, it will unfortunately not be possible for GEA to provide you with what you request without the relevant personal data.

## **HOW LONG DO WE STORE YOUR PERSONAL DATA?**

We will hold your personal data as long as required for the Permitted Purposes described above and to provide you with the products, services or information you have requested and to execute and administer your business relationship with us. If you have asked us not to communicate with you, we will hold this information as long as required to comply with your request. We are also required to keep certain of your personal data (e.g. relating to business or tax relevant transactions) for certain retention periods under applicable law. Your personal data will be promptly deleted when it is no longer required for these purposes.

## **UPDATES TO THIS DATA PROTECTION NOTICE**

This Data Privacy Notice was last updated as of the date shown at the top right. From time to time, we may update and change this Data Protection Notice from time to time later on in order to reflect and changes to the way in which we use your personal data or changing legal requirements. In case of any such changes, we will inform you about the changed Data Protection Notice.

## **HOW TO GET IN TOUCH WITH US**

For any questions and comments or in case you want to assert your rights, you can contact us by sending an email to: GEA Farm Technologies GmbH, Data Protection Officer: Jens Hofmann, e-mail: [jens.hofmann@gea.com](mailto:jens.hofmann@gea.com)