
DATA PROTECTION GUIDELINES

for the General Conditions of Sale of "Brugg" Lifting AG

General

1. General and scope

- ¹ In the initiation and performance of its contractual relationships, Brugg Lifting AG processes certain personal data from its customers. In doing so, Brugg Lifting AG is obliged to adhere to the EU's General Data Protection Regulation (GDPR) and respective national data protection legislation. Brugg Lifting AG always processes personal data in accordance with the respective relevant provisions.
- ² In this document, Brugg Lifting AG provides information on the processing of its customers' personal data in the performance or initiation of its contractual relationships as well as the rights that customers have in this context.

2. Data categories

- ³ Brugg Lifting AG processes the personal data of its customers that it obtains as part of its business relationships with customers or from third parties. This applies in particular to the following data: contact data (name, address, telephone number and email address) and – where required for the purposes of contract execution – details concerning banks or payment methods (bank, account number, reason for payment, credit card information), information from publicly available sources or information databases (e.g. internet, commercial register, debt collection register) as well as other data that the customers of Brugg Lifting AG may offer in the performance or initiation of the contractual relationship.

3. Legal basis and purpose of the processing

- ⁴ Brugg Lifting AG only processes personal data in a lawful manner. Data processing is specifically carried out on the following legal bases and for the following purposes:
 - For the fulfillment and/or initiation of a contract, its performance and the termination of the contractual relationship (Art. 6(1)(b) GDPR); e.g. supply or

rendering of a service and payment process or general correspondence with customers;

- For the fulfillment of a legal obligation to which Brugg Lifting AG is subject (Art. 6(1)(c) GDPR); e.g. fiscal retention and reporting obligation – or obligation to inform authorities, etc.;
- On the basis of consent granted by the customer (Art. 6(1)(a) GDPR); e.g. participation in surveys or marketing campaigns;
- For the safeguarding of the legitimate interests of Brugg Lifting AG (Art. 6(1)(f) GDPR); e.g. assertion and enforcement of legal claims, defense of own assets; securing of IT security and compliance requirements, etc.

4. Transfer of data to third parties

⁵ In line with item 2 above, Brugg Lifting AG may transfer personal data for the purposes outlined in item 3, i.e. for the performance of a contractual relationship, to affiliated companies of Kabelwerke Brugg AG Holding.

⁶ Some of these affiliated companies and other recipients are in Switzerland, but they may also be in other countries. The transfer of personal data to third countries or to countries outside the European Union or to international organizations is carried out in accordance with legal provisions (Chapter V GDPR, Art. 44 et seq.), i.e. with a constant guarantee of data security.

⁷ In the event that Brugg Lifting AG uses an external service provider for certain business activities, Brugg Lifting AG will enter into appropriate contract data processing contracts with such service providers to guarantee the protection of personal customer data in accordance with Art. 28 GDPR.

5. Duration of retention

⁸ In general, Brugg Lifting AG only stores the relevant personal data as long as required for the concrete processing purpose. In some circumstances, Brugg Lifting AG may also store the data beyond this point, specifically to safeguard its rights in the event of legal dispute and/or to satisfy its statutory obligations (information to public entities). In general, personal data is deleted as soon as the purpose of the processing or storage is void.

Rights of the data subject

Data subjects have the right to receive information about the processing of the personal data related to them (Art. 15 GDPR) in accordance with the legal provisions of the right to rectification, erasure or restriction of processing (Art. 16, Art. 17 and Art. 18 GDPR) and – where applicable – to change or withdraw their consent for data processing at any time with effect for the future. Data subjects then have a right to object to the processing under statutory provisions (Art. 21. GDPR) and the right to lodge a complaint with a responsible regulatory authority (Art. 77 GDPR). Finally, under the requirements stipulated in Art. 20 GDPR, data subjects are entitled to receive personal data related to them in a structured, commonly used and machine-readable format and to transmit this data to another controller without hindrance from Brugg Lifting AG

Contact

The controller pursuant to the GDPR and other national data protection legislation of the member states as well as other data protection provisions is:

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