

BMG: How we handle personal data in business relationships

The following is an overview of the use of personal data (hereinafter „data“) by the BMG entities for the purpose of getting in touch with and doing business with you as our (potential) business partner. Furthermore, this document informs you about your privacy rights as a person.

1. Who is accountable for the handling of my data?

Accountable in each case is the BMG entity you are in contact with or doing business with. You can find an overview of the BMG entities and their addresses under <https://www.bmg.com/company-finder>.

This BMG entity is the so-called **data controller**, accountable for the processing activity or activities and the addressee of your rights as a data subject. References in the following to **‚BMG‘**, **‚us‘** or **‚we‘** refer as a rule to the above stated company or companies. We process personal data in accordance with the applicable data protection laws and in particular the European General Data Protection Regulation (hereinafter GDPR).

You can contact our designated Data Protection Officer at the respective BMG address by using the reference ‘For the attention of the Data Protection Officer’ or directly via email to: data-protection@bmg.com.

2. What is the purpose of my data being processed and what is the legal basis?

If you are a business contact of ours, we process your data (name, address, job title, telephone number and email address) for the purpose of doing business with you and occasionally for the purpose of conducting voluntary customer surveys in order to better understand your satisfaction with our services and identify potential for improvement. If you are a potential business contact of ours, we process your above-mentioned personal data for the purpose of getting in contact with you to enter into future business relationships. It is in our legitimate interest to stay in contact with our business partners and their employees and to save information on potential business partners to potentially conduct business with them in future pursuant to Art. 6(1)(f) GDPR. It is also in our legitimate interest to provide our business contacts with a regular and efficient channel to voice criticism so that we can improve our products, our services and thus to also develop and improve our customer relations pursuant to Art. 6(1)(f) GDPR.

3. Where do we obtain your data from?

Most often from you directly (via business card or email signature) or from our own research of various media outlets aimed to find individuals and/or entities interested in our products or services or vice versa.

4. Who gets my data?

Any data we have is contained in password-protected files accessible only to members of BMG. We occasionally use external service providers (for instance shipping or mailing list technology providers and/or providers of survey services). All processors receive access to your data only to the extent and for the period required for the provision of the services. Insofar as these service providers process your data outside the European Union, this may result in your data being submitted to a country that does not guarantee the same level of data protection as the European Union. In this case, we ensure by contract or otherwise that the service providers guarantee an equivalent level of data protection. You may request information about those measures through the contact details referred to in section 1.

5. How long is my data stored?

We store your data as long as we consider you to be an active business contact. As soon as we learn that you are no longer active in a relevant business, i.e. a business interested in the products or services of BMG and/or vice versa, we will delete your data. Apart from that we store your data unless you object, in order to be able to fulfill our justified mutual interest in communicating with you and/or holding your information. If you object to us processing your data (see below), we will store your objection for a period of three (3) years for the purpose of preservation of evidence.

6. What are my rights as a person (data subject)?

You have the right to request access to your personal data, which are currently stored by us. Where these data are incorrect or not up to date, you have the right to request rectification. In addition, you can request erasure and/or restriction of your data where the criteria set out in Art. 17 and 18 of the GDPR are met. Where our processing of data provided by you is based on your consent or is subject of a contract, you may request a copy of these data in a structured, common and machine readable format (right to data portability).

You have the right to object to the processing of your data, Art. 21 GDPR .

If you want to exercise one or more of your rights, or if you have general questions regarding BMG's data protection procedures, you can address these using the contact information in section 1 above.

In addition, you have the right to lodge a complaint with the competent authority pursuant to Art. 77 GDPR. Additionally, you have the right to approach the authority in your place of residence and request support for the exercise of your rights.

Status: 03/2019