

Data protection information according to Art. 13 para. 3 GDPR

SophiaViva[®] GmbH

Principles of data processing

As part of your normal purchase from us, your personal information will be processed by us and stored for the time necessary to process your order and comply with legal requirements. We would also like to inform you, particularly with regard to the General Data Protection Regulation (GDPR), about what data we collect, how we use it and what rights you have under the data protection regulations.

Who is responsible for data processing?

The controller within the meaning of the General Data Protection Regulation (GDPR) is:

SophiaViva[®] GmbH - Am Kaisergraben 21 – 87600 Kaufbeuren

You will find further information about our company, details of the authorized representatives and other contact options in the imprint of our website: <https://www.sophiaviva.de/>

Which of your data do we process? And for what purposes?

We only process personal data that is required to fulfill the specified purposes and legal obligations. This may include the following categories:

- Contact information such as title, first name, surname, address, e-mail address, telephone numbers
- Other information such as access data, IP address or payment data

If we have received data from you, we will only process it for the purposes for which we received or collected it, e.g.

- to fulfill the contract and to process the contract
- for correspondence with you
- to fulfill legal and statutory obligations
- to safeguard legitimate interests
- for the processing of any existing mutual settlements

Data processing for other purposes will only be considered if the necessary legal requirements pursuant to Art. 6 (4) GDPR are met. In this case, we will of course comply with any information obligations pursuant to Art. 13 para. 3 GDPR and Art. 14 para. 4 GDPR.

What is the legal basis for this??

The legal basis for the processing of personal data is generally - unless there are specific legal provisions - Art. 6 GDPR. The following options in particular come into consideration here:

- Consent (Art. 6 para. 1 lit. a) GDPR)
- Data processing for the performance of contracts (Art. 6 para. 1 lit. b) GDPR)

Data processing is necessary in particular to ensure the completeness and accuracy of the data, as well as its digitization and to be able to execute the contract.

- Data processing on the basis of a balancing of interests (Art. 6 para. 1 lit. f) GDPR)

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Data processing is necessary in particular to ensure and optimize informed decisions by the parties involved in your interest and to optimize, as well as to ensure a permanently high quality and uniformity of customer advice by the responsible person.

- Datenverarbeitung zur Erfüllung einer rechtlichen Verpflichtung (Art. 6 Abs. 1 lit. c) DSGVO)

Data processing is necessary in particular to ensure the completeness and accuracy of tax data in accordance with the German tax code, trade regulations and the German Commercial Code.

If personal data is processed on the basis of your consent, you have the right to revoke your consent at any time with effect for the future.

If we process data on the basis of a weighing of interests, you as the data subject have the right to object to the processing of personal data, taking into account the provisions of Art. 21 GDPR.

How long is the data stored?

The duration of the storage of personal data is determined by the respective legal basis, the purpose of processing and - if relevant - additionally by the respective statutory retention period (e.g. retention periods under commercial and tax law). When processing personal data on the basis of explicit consent in accordance with Art. 6 para. 1 lit. a GDPR, the data concerned will be stored until you withdraw your consent.

If there are statutory retention periods for data that is processed within the scope of legal or similar obligations on the basis of Art. 6 para. 1 lit. b GDPR, this data will be routinely deleted after the retention periods have expired, provided that it is no longer required for contract fulfillment or contract initiation and/or we no longer have a legitimate interest in further storage.

When processing personal data on the basis of Art. 6 para. 1 lit. f GDPR, this data is stored until you exercise your right to object in accordance with Art. 21 para. 1 GDPR, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defense of legal claims.

When processing personal data for the purpose of direct marketing on the basis of Art. 6 para. 1 lit. f GDPR, this data will be stored until you exercise your right to object in accordance with Art. 21 para. 2 GDPR.

Unless otherwise stated in the other information in this declaration on specific processing situations, stored personal data will be deleted when it is no longer necessary for the purposes for which it was collected or otherwise processed.

To which recipients will the data be passed on?

In principle, your personal data will only be passed on to third parties if this is necessary for the execution of the contract with you, the disclosure is permissible on the basis of a balancing of interests within the meaning of Art. 6 para. 1 lit. f) GDPR we are legally obliged to pass it on or you have given your consent to this.

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Transfer of personal data to a third country

The transfer of personal data to a third country is only necessary in order to properly execute the contract with you. This includes the selection of a payment provider. There are no plans to transfer your personal data to a third country or an international organization beyond this, unless this is necessary for the execution of the contract with you. If required by law, you will be informed of the details separately.

If you select a payment method of the provider for which you make an advance payment, the payment data you provide during the ordering process (including name, address, bank and payment card information, currency and transaction number) as well as information about the content of your order will be passed on to the provider in accordance with Art. 6 para. 1 lit. b GDPR. In this case, your data will only be passed on for the purpose of payment processing with the provider and only to the extent that it is necessary for this purpose.

Where is the data processed?

Your personal data will be processed by us exclusively in data centers in the Federal Republic of Germany, with the exception of the above-mentioned reasons for fulfilling the purpose.

Our data protection representative

We have not appointed a data protection representative in our company.

Right to file a complaint

You have the right to complain to a data protection supervisory authority about the processing of personal data by us:
Bavarian State Office for Data Protection Supervision, Promenade 27, 91522 Ansbach
Telephone 0981 531300, Fax 0981 53981300, E-Mail: poststelle@lda.bayern.de, Internet: www.lda.bayern.de

