

Privacy Notice for Business Partners

GEZE Deutschland GmbH provides this notice to inform you about the processing of personal data relating to customers, suppliers, other business partners and their contact persons, including the use of our online shop.

1 Name and contact details of the controller and the data protection officer

The controller is GEZE Deutschland GmbH, Maybachstraße 7/1, 71229 Leonberg, Germany. For data protection enquiries and to exercise your rights, you can contact our data protection team at datenschutz@geze.com or by post at the above address.

You can contact our data protection officer confidentially at d.heieck.extern@geze.com or at V-Formation GmbH, for the attention of David Heieck, Stephaniensstraße 18, 76133 Karlsruhe, Germany.

2 Categories of data and purposes of processing

In particular, we process master data such as your name, form of address, company and role; contact details such as your address, telephone number and email address; contract and order data; invoice and payment data; and the content of our correspondence. Depending on the business relationship, we also process other data necessary for its administration. In connection with the shop, we also process the registration and usage data described in Section 7.

The purposes of processing are to identify and support our business partners, provide advice and prepare quotations, initiate and perform contracts, organise training and information events, handle warranty claims, conduct correspondence, issue invoices and administer payment reminders, comply with legal obligations, carry out permissible direct marketing, and establish and defend claims.

We generally obtain the data from you. Where you are a contact person, the relevant business partner may also provide us with your data. Where necessary and permissible, we obtain additional information from publicly accessible sources, such as company websites and registers, or from credit reference agencies for creditworthiness checks.

The data necessary to initiate and perform a contract must be provided; without these data, we cannot enter into or conduct the relevant business relationship. Voluntary information and consent must be distinguished from this requirement.

3 Legal bases

Article 6(1)(b) GDPR applies where processing is necessary for the performance of a contract with you as a natural person or in order to take steps at your request prior to entering into a contract. This applies in particular to quotations, orders, the provision of services, billing and the handling of warranty claims.

If you are an employee or contact person of a company that is our contracting party, the processing of your data necessary to initiate and conduct this business relationship is based on Article 6(1)(f) GDPR. Our legitimate interest is to communicate with the relevant contact persons and to conduct the business relationship reliably and efficiently.

Article 6(1)(c) GDPR applies where processing is necessary for compliance with a legal obligation to which we are subject, in particular retention obligations under commercial and tax law pursuant to Section 257 of the German Commercial Code (HGB) and Section 147 of the German Fiscal Code (AO), as well as applicable obligations under export control and sanctions law.

Article 6(1)(f) GDPR also applies where processing is necessary for the purposes of legitimate interests and these interests are not overridden by your interests or fundamental rights and freedoms. Our interests are to improve our business processes and offerings, maintain existing business relationships, set commercially appropriate terms, avoid payment defaults, and enforce and defend legal claims. This may include necessary analyses of sales data, creditworthiness checks and any exchange of data with credit reference agencies necessary for these purposes, such as participation in Creditreform's Debitorenregister Deutschland (German Debtors Register).

Market and opinion research and direct marketing are carried out only to the extent permitted by law. For advertising by email or telephone, we also comply with Section 7 of the German Act against Unfair Competition (UWG); a legitimate interest does not replace any consent required under that provision. The right to object to direct marketing is explained in Section 6.

Article 6(1)(a) GDPR applies where you have voluntarily given consent to specific processing. We then process the data only for the stated purpose and to the extent described. You may withdraw your consent at any time with effect for the future.

4 Retention periods

We retain personal data only for as long as necessary for the relevant purpose. Contract data are retained for the duration of the business relationship and, where necessary, for handling warranty claims or until the applicable limitation periods have expired. In the event of specific legal disputes, retention may be necessary until those disputes have been concluded.

Statutory retention obligations take precedence over erasure. Under Section 257 HGB and Section 147 AO, the applicable periods depend on the type of document and include, in particular, ten years for books and certain financial reporting documents, eight years for accounting records and six years for commercial and business correspondence. The start of the retention period and any extensions are governed by the statutory requirements. Data subject to retention obligations are processed only for purposes that remain necessary.

The information in Section 7 also applies to shop accounts and voluntary processing. Closing an account or withdrawing consent does not result in the erasure of data that must continue to be retained on another legal basis.

5 Recipients and transfers to third countries

Within GEZE Deutschland GmbH, access is restricted to those departments that require the data for the stated purposes. We transfer data to other GEZE Group companies only where necessary for the relevant task and where a legal basis exists. Our legitimate interest under Article 6(1)(f) GDPR lies in particular in sharing customer support tasks and ensuring efficient internal administration. Article 6(1)(b) GDPR applies only where there is a contract with the data subject.

Other recipients may include IT, hosting and shop service providers, shipping and logistics companies, payment service providers, external subcontractors, credit reference agencies, legal and tax advisers, and public authorities, where disclosure is legally permissible and necessary for the relevant purpose. Service providers acting on our instructions are engaged under a contract pursuant to Article 28 GDPR. Independent controllers process data in accordance with their own legal obligations and privacy notices.

Transfers outside the EU or the EEA are made only in compliance with Articles 44 et seq. GDPR. They are based in particular on an applicable adequacy decision under Article 45 GDPR or appropriate safeguards under Article 46 GDPR, such as standard contractual clauses, together with any necessary supplementary measures. For recipients in the United States, reliance on the EU-U.S. Data Privacy Framework is possible only where the recipient holds a valid certification covering the relevant processing and an adequacy decision is in force. Derogations under Article 49 GDPR are limited to the individual cases permitted by law. You may request information about the safeguards used in each case and a copy of them from our data protection team.

6 Your rights and the rights to object and withdraw consent

Subject to the statutory conditions, you have the right of access under Article 15 GDPR, the right to rectification under Article 16 GDPR, the right to erasure under Article 17 GDPR, the right to restriction of processing under Article 18 GDPR and the right to data portability under Article 20 GDPR.

Where we process your personal data on the basis of Article 6(1)(f) GDPR, you may object at any time on grounds relating to your particular situation. We will then no longer process the data unless we demonstrate compelling legitimate grounds which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims. You may object at any time, without giving reasons, to processing for direct marketing, including profiling related to such direct marketing; the data will then no longer be processed for these purposes. You may exercise this right, for example, by email or by post using the contact details provided; no particular form is required.

You may withdraw your consent at any time with effect for the future. Withdrawal does not affect the lawfulness of processing based on consent before its withdrawal. Contact details are provided in Section 1; for newsletters, you may also use the relevant unsubscribe option.

You have the right to lodge a complaint with a data protection supervisory authority (Article 77 GDPR), in particular in the place of your habitual residence, place of work or place of the alleged infringement. The authority responsible for us is the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg (Landesbeauftragter für den Datenschutz und die Informationsfreiheit Baden-Württemberg), Heilbronner Straße 35, 70191 Stuttgart, Germany, <https://www.baden-wuerttemberg.datenschutz.de>.

7 Registration and use of the GEZE online shop

7.1 User account and order processing

To use our online shop, you must register and create a user account. We process the data marked as mandatory in the registration form, in particular the master data and contact details necessary to associate you with your company and to contact you, as well as login credentials and access

authorisation information. When you place an order, we also process the necessary order, delivery, invoice and payment data. Voluntary information is marked accordingly.

These data are processed to create and administer the account, authenticate users, verify and manage access authorisations, provide shop functions, process orders, arrange delivery and payment, and conduct the associated communications.

The legal basis is Article 6(1)(b) GDPR where you are the contracting party and processing is necessary for the performance of the user agreement or purchase contract or to take steps at your request prior to entering into a contract. If you use the shop as an employee or contact person of a company, the necessary processing of your data is based on Article 6(1)(f) GDPR. Our legitimate interest is to enable authorised contact persons of our business partners to place orders securely, associate orders with the relevant company and properly conduct the business relationship. We comply with statutory documentation and retention obligations on the basis of Article 6(1)(c) GDPR.

The mandatory information must be provided to register and use the shop. Without it, we cannot create a user account or process an order. Registration does not require consent to advertising or non-essential tracking.

7.2 Security and limited shop optimisation

Where necessary, we process technical access and error data, in particular IP addresses, access times, functions accessed and error messages, under Article 6(1)(f) GDPR. Our legitimate interest is to protect the shop against unauthorised access and misuse, detect and resolve technical faults, and ensure a stable, reliable and usable ordering function.

To improve shop processes, we may analyse operational order and error data to the extent necessary, for example to detect technical interruptions, resolve recurring errors and improve order processing. For this purpose, we primarily use aggregated or anonymised analyses and limit data relating to identifiable individuals to what is necessary. We rely on a legitimate interest only where it is not overridden by your interests or fundamental rights and freedoms. We do not rely on this legal basis to monitor your behaviour across providers or create individual advertising profiles.

7.3 Consent and access to terminal equipment

Voluntary additional functions, newsletters and analytics or marketing activities requiring consent are provided or carried out only with separate consent under Article 6(1)(a) GDPR. This consent is not a prerequisite for the essential shop functions and may be withdrawn at any time with effect for the future.

The storage of or access to information on your terminal equipment, for example through cookies, is also subject to Section 25 of the German Telecommunications Digital Services Data Protection Act (TDDDG). Without consent, only access covered by a statutory exemption is permitted, in particular access that is strictly necessary to provide the service you have expressly requested. Non-essential analytics and marketing technologies are used only after you have given consent under Section 25(1) TDDDG. Further information about the services, data, providers and durations involved is available in the website privacy notice and cookie settings. A legitimate interest in shop optimisation does not replace any required consent.

7.4 Retention periods and account deletion

We retain registration and account data for as long as the account exists and the data are necessary to provide it. You may request closure of your account using the contact details in Section 1. Once the account has been closed, we erase account data that are no longer required, unless statutory retention obligations or other continuing legal bases prevent this. Order and invoice data are subject to the periods described in Section 4.

Technical access and error data are retained only for as long as necessary to ensure secure operation and resolve errors. In the event of specific security incidents, longer retention may be necessary, limited to investigation and legal enforcement. Analytics and marketing data processed on the basis of consent are subject to the periods specified when consent is obtained.

8 Additional information and date of this notice

For further processing of data when you visit our websites, please refer to the website privacy notice at <https://www.geze.de/de/datenschutz>. Separate social media privacy notices also apply to our corporate profiles and are available at <https://www.geze.de/de/datenschutz>.

We update this privacy notice when processing activities or legal requirements change. An amendment does not replace any consent required for new purposes.

As of October 2026