



General Privacy Policy

The protection of your personal data is important to us. According to the EU General Data Protection Regulation (GDPR) we are obliged to inform you about the purpose for which we collect, store or forward data. The information also tells you what rights you have with regard to data protection.

The responsible controller:

SR SUNTOUR EUROPE GmbH

Sales, Customer Support and Technical Services

Riedstrasse 31

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Phone: +49 (0)8021 50793-0

Fax: +49 (0)8021 50793-29

Email: service@srsuntour-cycling.com

I. Collection of personal data

In principle, the collection of your data is carried out by yourself. The processing of the personal data provided by you - this is all data that identifies you or makes you identifiable, such as name, address, contact data - is necessary to fulfill the contractual obligations arising from the contract concluded with us. Due to your obligations to cooperate, it is essential to provide the personal data requested by us, otherwise we cannot fulfil our contractual obligations. The same applies to a pre-contractual relationship, e.g. in the case of an inquiry, as otherwise we will not be able to process your inquiry nor will we have the necessary data available for a subsequent conclusion of the contract.

In order to fulfil the contract concluded with you, it may be necessary to process personal data which we have received from third parties, e.g. authorities, business partners or similar for the respective purpose.

In addition, we may process personal data from publicly accessible sources, e.g. websites, which we only use within the legal framework and only for the respective contractual purpose.

Furthermore, data processing is carried out for the purpose of direct advertising (advertising by mail or, only with the appropriate consent, also by e-mail).

II. Purposes and legal basis of the processing

The legal basis can be found in the regulations of the the EU General Data Protection Regulations (GDPR) and the Federal Data Protection Act (BDSG)

1. The consent according to art. 6 para. 1 a) GDPR

If you give your consent, we will process your data for the purpose stated when you gave us your consent. Consent can be revoked at any time, whereby the processing carried out until revocation remains lawful (e.g. advertising e-mails received until revocation)

2. Fulfillment of our contractual obligations according to art. 6 para. 1 b) GDPR

We process your personal data when it is necessary for the performance of a contract (e.g. invoicing, shipping, payments) as well as in the context of contract initiation (inquiries by e-mail, preparation of offers).

3. Compliance with a legal obligation according to art. 6 para. 1 c) GDPR

We process your personal data for compliance with a legal obligation that apply to us, e.g. in relation to the tax office or due to legal retention periods.

4. Legitimate interests according to art. 6 Para. 1 f) GDPR

We process the data for purposes of our legitimate interests, provided that in a weighing up to be carried out your basic freedoms or interests in the protection of the data do not outweigh our interests. We are required to take appropriate measures, if necessary, e.g. by pseudonymization or anonymization of the data.

Our legitimate interest may also arise from the interest of direct advertising, otherwise we would not be able to draw attention to our offers and services. Likewise, the legitimate interest can also result from the assertion or defence of legal claims.

III. Transfer of personal data

We only transfer your personal data to third parties if we are legally permitted or you have given your consent.

Within our company, the employees authorized to do so are granted access to your personal data which they need to fulfill their contractual and legal obligations.

In fulfillment of the contract concluded with you, companies receive your personal data, which we must necessarily use to fulfill the contract, e.g. banks, as well as public authorities, which require the data for legal reasons, e.g. tax authorities, social insurance carriers or courts.

Within our service provision, we commission processors who contribute to the fulfilment of the contractual obligations, e.g. IT service providers. Processing agreements have been concluded with these service providers in order to ensure an adequate level of protection when processing your data.

IV. Transfer to companies in third countries or international organizations

A transfer of the data provided by you to a third country - these are countries outside the European Economic Area, i.e. the EU and Lichtenstein, Iceland and Norway - or an international organization will not take place.

V. Automated decision making including profiling

No fully automated decision making (including profiling) is used to process the data you provide.

VI. Duration of storage

We only store your personal data for as long as necessary for the execution of the contract.

Due to legal requirements, we are obliged to keep data longer, such as accounting documents relevant to tax and commercial law: 10 years; commercial and business letters: 6 years; records on suppliers, type, quantity, acquisition, delivery: 3 years.

Likewise, longer limitation periods of up to 30 years can arise due to civil law statutes of limitations according to the German Civil Code. The standard statutory limitation period is 3 years from the year in which the claim arose.

VII. Your rights

You have the right to be informed about the personal data concerning you. You may also request that incorrect data will be corrected.

Furthermore, under certain conditions you have the right to delete data, the right to restrict data processing and the right to data transferability.

The processing of your data is based on legal regulations. Only in exceptional cases do we need your consent. In these cases you have the right to revoke your consent for future processing.

Right of objection

If we process your data for purposes of legitimate interests, you may object to this processing for reasons arising from your particular situation. We will then no longer process your personal data unless we can prove compelling reasons for processing worthy of protection that outweigh your interests, rights and freedoms or the processing serves to assert, exercise or defend legal claims.

In the event of an objection to data processing for the purpose of direct marketing, processing for this purpose will no longer be carried out.

You also have the right to lodge a complaint with a supervisory authority if you believe that your personal data are being processed unlawfully.

The address of the supervisory authority responsible for us is:

Bavarian State Office for Data Protection Supervision

PO Box 606

91511 Ansbach

Germany

Phone: +49 (0) 981 53 1300

Fax: +49 (0) 981 53 98 1300

e-mail: poststelle@lda.bayern.de