

# Data Privacy Statement

We appreciate your interest in our company. The protection of your personal data is very important to us. Your personal data will always be processed in accordance with the General Data Protection Regulation and the Austrian Telecommunications Act (TKG 2003) as well as the country-specific data protection regulations that are applicable to us.

In this data protection statement, we would like to inform you of the key aspects of the data processing carried out in the context of our business relationship.

## 1. Purposes of Data Processing

### Legal basis of performing a contract or preparing for one

- Sale of our products
- Collection of customer data as part of product registration (warranty extension)
- Provision of training (ekey Academy)

### Legal basis of the company's legitimate interests

- Winning new customers and winning back former customers
- Increasing customer satisfaction and customer retention through customer surveys (e.g., after-sales), organizing competitions at trade shows
- Recording phone conversations as part of a service call (support)
- Distributing promotional materials (e.g., newsletter) for the company's goods and services ("marketing purposes")

## 2. Description of Legitimate Interests Relating to Marketing Purposes

We process your data so that we can use it for the purpose of marketing products and services of our company. Only the data that we hold as a result of the contractual relationship will be processed. The primary aim of this data processing is customer retention and acquisition with the aim of entering into a (pre-)contractual relationship.

We wish to notify you that the personal data that we process for marketing purposes will not be transferred by us to any third party (except the website host).

## 3. Right to Object to the Processing of Data for Marketing Purposes

You have the right to object at any time to the use of your personal data for marketing purposes without having to specify your reasons. As a result of your objection, we will stop processing your personal data for these purposes from that moment on.

#### **4. Subscription to Our Newsletter**

On our Internet site, you are given the option of subscribing to our company's newsletter. The input screen for ordering the newsletter determines which specific items of personal data will be sent to the person responsible for processing when you order the newsletter. The personal data that are collected when you sign up to the newsletter will only be used for the purpose of sending you our newsletter. This data will not be passed on to third parties. You may cancel your subscription to our newsletter at any time.

#### **5. Contact Facility on Our Homepage**

Our homepage contains information that enables people to contact us quickly using electronic means. If you contact us electronically, the personal data you send us will be stored automatically. Personal data such as this, which you send to us on a voluntary basis, are stored for the purposes of processing the data or contacting you. This data will not be passed on to third parties.

#### **6. Evaluation of Personal Aspects**

For the purpose of providing optimum customer care, we store details of customer activities (e.g., orders, complaints, and so on) so that relevant and purposeful steps may be taken to improve customer satisfaction or customize our service.

#### **7. Automated Decision-making**

You are not subject to any automated decision that produces legal effects concerning you.

#### **8. Types of Data Processed**

- First name and surname
- Address(es)
- Phone and fax numbers
- E-mail addresses
- Date of birth (only for competitions)
- Salutation
- Title
- Bank details
- Profession/position
- Complaints
- Information from surveys
- Registration data
- Participation in customer retention program
- Differing delivery addresses
- Differing invoicing addresses
- Differing delivery recipients
- Payment history

## **9. External Recipients of Data**

The data will not be sent to third parties, except where it is transferred to the transport or shipping company that we commission for the purpose of delivering the goods, and to our tax accountant for the purpose of meeting our obligations under tax law. Similarly, data may be shared with our website administrator.

If you have any questions about legal data protection matters, all external recipients can be contacted and reached centrally through ekey biometric systems GmbH or through our Data Protection Coordinator at [datenschutz@ekey.net](mailto:datenschutz@ekey.net).

## **10. Transfer to Third Countries**

We do not share any personal data for processing outside of the EU.

## **11. Storage Period**

The data are stored by virtue of the legal bases specified above. Accounting data, invoices, and supporting documents will be deleted no earlier than 7 years after the business relationship comes to an end, with the seven-year period commencing at the close of the calendar year.

## **12. Your Rights**

Based on Art 15 GDPR "Right of access"

You have the right to obtain information about whether or not personal data concerning you are being processed.

Based on Art 16 GDPR "Right to rectification"

You have the right to demand, without undue delay, the rectification of inaccurate personal data concerning you or to have this data completed if it is incomplete.

Based on Art 17 GDPR "Right to erasure"

You have the right to demand the erasure of your personal data without undue delay where the grounds specified in Art 17 (1) GDPR are applicable.

Based on Art 18 GDPR "Right to restriction of processing"

You have the right to demand that the processing of the personal data be restricted where the grounds specified in Art 18 (1) GDPR are applicable.

Based on Art 20 GDPR "Right to data portability"

You have the right to receive your personal data in a structured, commonly used, and machine-readable format.

Based on Art 21 GDPR "Right to object"

You have the right to object at any time to the processing of your personal data that are being processed based on your consent.

Based on Art 77 GDPR "Right to complain"

You have the right to lodge a complaint with the supervisory authority if you consider that the processing of the personal data infringes this Regulation.

Supervisory authority  
Österreichische Datenschutzbehörde (Austrian Data Protection Authority)  
Wickenburggasse 8-10  
1080 Vienna  
Phone: +46 52 152-0  
E-mail: [dsb@dsb.gv.at](mailto:dsb@dsb.gv.at)

### **13. Contact**

ekey biometric systems GmbH  
c/o Data Protection Coordinator  
Lunzerstraße 89, 4030 Linz, Austria  
E-mail: [datenschutz@ekey.net](mailto:datenschutz@ekey.net)  
Phone: +43 732 890 500 -0  
Fax: +43 732 890 500 2002

### **14. Changes to this Data Privacy Statement**

We want the offering that we present to our customers to remain constantly attractive. Therefore, we are constantly adapting to customer wishes. As a result, it may become necessary to update this data protection statement. We therefore recommend that you regularly check for and take note of any changes on this page. In cases where the changes could affect any consent that you have given, we will inform you of this separately.