

Data privacy information.

The following data privacy information applies to the processing of personal data in connection with your consent within the scope of the lead form and applies for the RATIONAL company specifically named in the consent (controller):

1. General information on processing

Your contact information (such as name, address, e-mail, telephone number) will be processed for the purpose of advertising in order to be able to provide you with information by e-mail, post and telephone/SMS within the scope of the consent you have granted, insofar as you have expressly consented (point (a) of Article 6(1) GDPR).

Where you provide your consent online, we use the double opt-in procedure. This means that after you provide your e-mail address, we will send you a confirmation e-mail to the e-mail address provided, in which we ask for your confirmation. If you do not confirm this within 24 hours, your data will automatically be deleted. If confirmed, we will store for verification purposes your e-mail address, IP address used when registering, time of registration, IP address at the time of DOI and time of DOI verification. This is to be able to provide evidence of your consent and if necessary to clarify any improper use of your personal data.

Your personal data for making contact will be regularly deleted if we have not yet made use of your consent until that time. This will usually take place after 2 years.

If you object to the processing or revoke your consent, your data for advertising contact will no longer be used by us. For purposes of proof, your data will be retained for another three years and then deleted.

The provision of your personal data is not prescribed by law or by contract.

Automated individual decision-making, including profiling, does not take place.

2nd Recipients of your data

Various recipients receive the above personal data.

Specifically, these are the following recipients or categories of recipients:

- > Recipients within the RATIONAL Group:
 - RATIONAL AG
- > External provider of contract data processing pursuant to art. 28 GDPR:
 - > Service provider for marketing or sales

Countries outside the European Union (and of the European Economic Area "EEA") treat the protection of personal data differently than countries in the European Union. We also use service providers located in third countries outside the European Union for the processing of your data. There is currently no decision by the EU Commission that these third countries offer an adequate level of protection.

We have therefore taken special measures to ensure that your data are processed as securely in the third countries as they are in the European Union. We conclude the standard contractual data protection clauses provided by the European Commission. These clauses provide for appropriate safeguards for the protection of your data by service providers in the third country.

Our service providers in the USA are also certified according to the EU-US Privacy Shield Framework.

If you would like to see the safeguards, you can contact us at datenschutzbeauftragter@rational-online.com.

3. Your rights

We would like to inform you that you have a right of access (Article 15 GDPR), to rectification (Article 16 GDPR), to erasure (Article 17 GDPR), to restriction of processing (Article 18 GDPR), to data portability (Article 20 GDPR) and a right to object against the processing (Article 21 GDPR).

Rights in the event of data processing for direct marketing purposes

Where we process your personal data for direct marketing purposes, you shall have the right pursuant to Article 21(2) GDPR to object at any time to processing of personal data concerning you for such marketing. Should you object to processing for the purposes of direct marketing, we shall no longer process your personal data for these purposes.

Note on the right to object in the event of overriding interests

If we have an overriding interest in processing your personal data, you may object against the processing. When exercising such an objection, we ask that you provide the reasons why we should not process your personal data in the manner we describe. In the event of a justified objection, we will examine the matter and will either suspend or modify the data processing or explain our vital and legitimate reasons to you.

You also have the right to lodge a complaint with the competent supervisory authority (point (f) of Article 57(1) GDPR).

You also have the right to revoke your consent at any time, without this affecting the lawfulness of processing on the basis of your consent until the revocation.

4. Data protection officer

You can contact our data protection officer by e-mail at datenschutzbeauftragter@rational-online.com