

# Principles of Data Processing within the press work of Eduard Gerlach GmbH

You have reached this page via a link because you have received a press release from us and require information about our handling of (your) personal data. In order to fulfill our information duties according to art. 12 ff. of the General Data Protection Regulation (GDPR), we are pleased to provide you with our privacy information below within our press relations.

## 1. Responsibilities

As media representative/s, you receive press releases from us or agree media services with us. For this purpose, we process your data because we have an interest in informing the media about relevant subjects from our business activity.

### 1.1 Our responsibility

The person responsible for the processing of your data (data controller), e. g. for the purpose of sending out the press releases issued by us or of publishing press releases or the media partnerships commissioned by us within the meaning of privacy law is:

EDUARD GERLACH GmbH  
Chemische Fabrik  
Bäckerstraße 4 - 8  
32312 Lübbecke  
Telephone: 0 57 41 / 3 30-0  
Email: [info@gehwo.de](mailto:info@gehwo.de)

You can find more information on our company, its authorized representatives and further contact options in the imprint of our website: <https://www.gehwol.de>.

We have appointed a Data Protection Officer for our company. You can reach him/her at the indicated contact data.

### 1.2 Order processing

We have hired an agency for our press work and concluded a processing contract with it according to art. 28 GDPR. Within this agreement, we have also regulated the responsibility for the respect of your privacy rights (see below).

The agency working for us is:

DOROTHEA KÜSTERS Life Science Communications GmbH  
Leimenrode 29  
60322 Frankfurt am Main  
Telephone: 069 / 61 998-0  
Email: [info@dkcommunications.de](mailto:info@dkcommunications.de)

For our account, the agency covers the following activities:

- Production of press distribution lists from the agency's contact lists
- If required, completion of the press distribution lists from non-public, commercial sources and press contact lists like [Zimpel](#), [Meltwater](#) and [Mynewsdesk](#)
- Organization and maintenance of our press portal: <https://newsdesk.gehwol.de/>
- Preparation of contact lists in the press portal
- Dispatch of press releases to contacts on the lists
- Management of the relationship with journalists
- Invitation to press events
- Realization of cooperation projects with the media

### **1.3 Responsibility of the agency**

As far as the agency mandated by us processes data from media representatives from its own contact lists and other, non-public, commercial sources, it is responsible for the collection and storage of these data within the meaning of privacy law. Our agency has published the principles of its data processing. You find them at <https://www.dkcommunications.de/datenschutzgrundsaeetze>.

### **2. Which of your data will be processed? And for which purposes?**

If we or our agency has/have received or collected data from you, in principle, we or our agency will process them only for the purposes for which we have obtained or collected them. If we or our agency collect data, then only such categories that are necessary for a legitimate processing purpose.

The purpose of our data processing is to inform media, media representatives and journalists about foot care subjects and activities of our company.

Within media contacts, we or our agency collect and process personal master data and contact data like, if applicable, the name of the media, the editor and the publisher, first and last names of the journalist/ media representative, address, email address, telephone number, fax number and website address and an ID for the fields of interest relevant for the journalist / media representative. In addition, when ordering media services, order / contract data are collected and saved.

Within media cooperation structures or events, in individual cases, image data may also be collected and processed. However, this will only happen after consultation with the concerned media representatives and with their consent.

Any data processing for other purposes is only admissible if the required legal conditions according to art. 6 sec. 4 GDPR are fulfilled. Of course, we will respect any potential information duties according to art. 13 sec. 3 GDPR and art. 14 sec. 4 GDPR.

### **3. Entitlement to data processing**

In principle, the legal basis for the processing of personal data is – unless there are even more specific legal provisions – art. 6 GDPR. In particular, the following possibilities may exist in this respect:

- Consent (art. 6 sec. 1 lit. a GDPR)
- Data processing to fulfill contracts (art. 6 sec. 1 lit. b GDPR)
- Data processing on the basis of a balancing of interests (art. 6 sec. 1 lit. f GDPR)

- Data processing to fulfill a legal obligation (art. 6 sec. 1 lit. c GDPR)

If any personal data are processed on the basis of a consent from you, you have the right to revoke the consent vis-à-vis us anytime with effect for the future.

If we process data on the basis of a balancing of interests, you as the concerned person are entitled to object to the processing of the personal data by us or our contractor, taking the requirements of art. 21 GDPR into account.

#### **4. Duration of the data processing**

We or our agency process the data as long as this is required for the respective purpose, you do not legitimately object to the data processing or revoke your consent. As long as there are any legal retention duties, the personal data concerned will only be stored for the duration of the retention duty. After the expiry of the retention duty, it will be verified if there is another requirement for the processing. If there is no more requirement, the data will be deleted.

#### **5. Forwarding of data**

In principle, your personal data will only be forwarded to any third parties if this is required to fulfill the contract with you, forwarding them on the basis of a balancing of interests within the meaning of art. 6 sec. 1 lit. f) GDPR is admissible if we or our agency are legally required to forward them or you have given your consent to that.

#### **6. Where will the data be processed?**

Normally, your data will only be collected and processed in Germany or in the European Union (EU) / in contract countries of the European Economic Area (EEA), i. e. within the geographical validity of the General Data Protection Regulation.

However, to provide and send out press releases, we and our agency can cooperate with subcontractors. If any such data recipients are located or active in a third country outside the EU / the EEA, your personal data can be transmitted into such a country. If such a transmission occurs, this will happen according to the applicable privacy law. This ensures e. g. that the country in which the recipient is located grants an appropriate data protection level according to the European Commission or that the standard contract clauses issued by the European Commission or binding internal privacy provisions (Binding Corporate Rules) which guarantee appropriate measures for the protection of your rights and freedoms are applied.

#### **7. Your rights as “concerned person(s)”**

You have a right to information on the personal data on your person processed by us or our agency.

In case of a non-written request for information, we ask you to understand that we or our agency may require evidence from you proving that you are the person you pretend to be.

In addition, you have a right to correction or deletion or to the restriction of the processing, as far as you are legally entitled to that.

In addition, you have a right to objection to the processing within the legal provisions. There is also a right to data portability within the legal privacy provisions.

## **8. Contact persons for your rights**

If you are a journalist or media representative, you can contact our agency with respect to your privacy rights. As the person responsible for the collection and storage of data, our agency is also competent for the respect of your rights as concerned person, as far as your data are concerned.

Our agency has appointed a Data Protection Officer.  
You can reach him at the following contact data:

DOROTHEA KÜSTERS Life Science Communications GmbH  
Dirk Fischer  
Leimenrode 29  
60322 Frankfurt am Main  
Telephone: 069 / 61 998-21  
Email: [datenschutz@dkcommunications.de](mailto:datenschutz@dkcommunications.de)

## **9. Automatic decision-making**

We do not use any types of processing based on an automated decision-making, including profiling within the meaning of art. 22 GDPR.

## **10. Data Protection Officer**

We have appointed a Data Protection Officer for our company. You can reach him/her at the following contact options:

EDUARD GERLACH GmbH  
Chemische Fabrik  
Bäckerstraße 4 - 8  
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Email: [info@gehwo.de](mailto:info@gehwo.de)

## **11. Right to complain**

You have the right to complain to a privacy supervisory authority about the processing of personal data by us.

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