

# PRIVACY NOTICE

## 1. CONTROLLER, CONTACT PERSON AND CONTACT DETAILS

The controller for the processing of your personal data in all areas is E. Breuninger GmbH & Co., Marktstraße 1-3, 70173 Stuttgart, Germany. You can reach us by phone at +352-450231-0 and by email at [info@bram.lu](mailto:info@bram.lu).

If you have any questions about data protection at Breuninger, you can contact [privacy@breuninger.de](mailto:privacy@breuninger.de). Furthermore, all data subjects can contact Breuninger's data protection officer, who can be reached at [privacy@breuninger.de](mailto:privacy@breuninger.de) or by mail at the above address with the addition "c/o the Data Protection Officer". If you wish to contact the responsible supervisory authority with a question concerning the processing of your data or lodge a complaint, this is the State Officer for Data Protection and Freedom of Information, postal address: PO Box 10 29 32, 70025 Stuttgart, Germany, Phone: 0711/61 55 41-0, Fax: 0711/61 55 41-15, Email: [wpoststelle@lfdi.bwl.de](mailto:wpoststelle@lfdi.bwl.de). However, you can also contact any other supervisory authority for data protection. In Luxembourg you may contact the National Commission for Data Protection Authority (CNPD), 15 boulevard du Jazz, L-4370 Belvaux (<https://cnpd.public.lu>).

## 2. DATA PROCESSING BY BREUNINGER

### 2.1 BRAM Card

#### Purposes of processing and legal basis:

As a BRAM Card customer, you enjoy numerous advantages and benefit from selected specials such as tailor-made offers, services and exclusive events. For this purpose, we process the personal data (name, address, date of birth, email address, telephone number, IBAN and BIC, results of credit checks, income data) provided when an application for a BRAM Card is submitted and later on when the BRAM Card is used. These data concern the primary or secondary BRAM Card holder (hereafter card holders). Breuninger will only use these data to process the BRAM Card application, manage the customer relationship, process and effect payments, and prevent payment defaults.

Breuninger uses the card holders' email address to send information about the BRAM Card and its other offers that supplement the card relationship or are related to it as well as for authentication purposes. In addition, personal data of card holders will be used for Breuninger's own advertising and marketing purposes, in particular for sending advertising information, as well as for Breuninger's own market research, in compliance with the statutory provisions.

The legal basis for this is Art. 6 (1) lit. b of the GDPR, i.e. data processing for the fulfilment of the contract, as well as Art. 6 (1) lit. f of the GDPR (legitimate interest) with regard to checks in the event of bad debts as well as statistical evaluations and advertising and marketing purposes.

#### Data recipients:

If there is a payment default, data is forwarded to lawyers, debt collection agencies and credit agencies<sup>1</sup>.

#### Storage duration:

Breuninger will normally delete your personal data when the card relationship is no longer required (usually within 15 months of the end of the contract) and any other legally required retention periods expire (e.g. up to ten years in accordance with the German Commercial Code and the German Tax Code). If the card is not used for an extended period of time, Breuninger will delete your personal data 48 months after the last time the card was used and after the expiry of other legal retention periods.

### 2.2 Newsletter dispatch

#### Purposes of processing and legal basis:

As part of your BRAM Card application, we also offer you the chance to register for a personalised newsletter service.

We use your personal data to send you customised information about products, promotions, events and news from the lifestyle sector, as well as information about product data from your favourites list and shopping basket and to send you recommendations that match the product you are looking for in the service emails of the re-availability notification.

The data processing includes the following data:

- Your contact details such as title, surname and email address
- Your purchase and order data for sending the satisfaction bonus
- Your date of birth for our annual birthday email, if you are registered in our online shop
- Your affinities (online/offline, preferred branch, product range, favourites) based on your purchase and order data
- Your online usage behaviour, provided you have agreed to the use of cookies.
- Your country of origin and gender
- General click behaviour, i.e. whether and when you have opened our newsletter and click behaviour in the newsletter, i.e. whether and when you clicked on which information in the newsletter to receive information on products and services that are of interest to you
- Your user behavior in the online shop in order to send you personalized content in the newsletter based on your interests.
- Device tracking, i.e. we record the terminal device with which you have opened the newsletter and the operating system
- Product data related to your shopping cart, if you have not completed the purchase: If there is no purchase after two days, you will receive a one-time reminder email from us
- Product data related to your favourites list. We will send you an email reminder and information about items on your favourites list, such as availability, price changes and relevant offers

In order to prevent errors and misuse, you will receive a confirmation email when you request the newsletter, which should ensure that you have actually requested the newsletter. Only after confirmation on your part will the personalised newsletter be sent to you. The legal basis for the above-mentioned data processing is your consent in accordance with Art. 6 (1) lit. a of the GDPR.

#### Data recipients:

If external processors are used for the dispatch of the newsletter, they are contractually obliged in accordance with Article 28 of the GDPR.

#### Storage duration:

You can unsubscribe from the newsletter free of charge at any time using the unsubscribe link at the end of each newsletter or by sending an email to [info@bram.lu](mailto:info@bram.lu). After you unsubscribe from the newsletter, reaction data held by the email service provider are erased at the contact level after two months. The email address is retained for three months after you unsubscribe and then anonymized. Anonymized contacts are erased after one year.

### 2.3 Contact for advertising purposes/direct marketing

#### Purposes of processing and legal basis:

Within the framework of the legal requirements, as our customer you will receive regular postal advertising with products and services that are of interest to you, unless you have already objected to this in the past. For this purpose, we use your postal address. For the purpose of a more interest-oriented advertising approach, we can assign your data collected from business transactions, such as purchases or returns, to different customer or interest groups (profiling).

The legal basis with regard to postal mailing of advertisements and statistical analysis is Art. 6 (1)(f) GDPR. Contact will only be made by telephone for advertising purposes if you as a customer have expressly agreed to this in accordance with Art. 6 (1) lit. a of the GDPR. You can object to profiling in connection with advertising use at any time with future effect. Please contact [info@bram.lu](mailto:info@bram.lu) for this.

#### Data recipients:

If external contract processors are used to carry out direct marketing, they are contractually bound in accordance with Article 28 of the GDPR.

#### Storage duration:

If you no longer wish to receive telephone or postal advertising from us, you can object to their use with future effect. Your contact details will then be blocked for this use. You can only object to telephone or postal advertising for all advertising measures collectively. The objection can also be sent by e-mail to the above addresses or by post to the contact details mentioned above.

### 2.4 Customer surveys and market and opinion research

#### Purposes of processing and legal basis:

At various points in the customer relationship, we invite you to provide feedback on your experience with Breuninger and your shopping experience. The legal basis for participation in customer surveys and market and opinion research is your consent in accordance with Art. 6 (1) lit. a of the GDPR and, in the case of an invitation to provide purchase-related customer feedback, Art. 6 (1)(f) GDPR, legitimate interest.

#### Recipients of the data:

The data that we collect in the course of customer surveys and market and opinion research are intended for internal use only in order to make your future shopping experience even more enjoyable. However, we use external service providers to carry out customer surveys and market and opinion research. They are carefully selected as processors and are contractually obliged in accordance with Art. 28 of the GDPR. You can view these processors at [e-breuninger.de/bram-dse](mailto:e-breuninger.de/bram-dse)

#### Storage duration:

The survey results are evaluated and documented anonymously. If you provide your personal data (e.g. telephone number for a callback) in the course of a survey, these data will be deleted after one year at the latest. All other personal data (e.g. email address for invitations to take part in the survey) will be deleted after three years at the latest. You can revoke your consent to this data processing at any time with future effect. To do this, it is sufficient to send an email to [info@bram.lu](mailto:info@bram.lu).

## 3. YOUR RIGHTS AS A DATA SUBJECT

As the data subject, you have the right to access information about the personal data concerning you in accordance with Art. 15 of the GDPR.

If you would like to exercise your right to information or data research or any other data protection right in accordance with Art. 15-22 of the GDPR, including revocation of consent for marketing purposes and unsubscription from the newsletter, please send an email to [info@bram.lu](mailto:info@bram.lu).

**In the case of requests for information, we may ask you for further proof of identity to ensure that your data will not be disclosed to third parties. You are welcome to enclose sufficient proof of identity with your application to enable rapid processing.**

In accordance with Art. 16 of the GDPR, you have the right to have your data rectified or, if the conditions detailed in Art. 17 of the GDPR are met, erased. You also have the right to restrict the processing of your data in accordance with Art. 18 of the GDPR. If you can assert a special personal situation, you can object to the processing of your data in general or in part in accordance with Art. 21 of the GDPR, provided that the data processing is based on Art. 6 (1) lit. e or f. You also have the right to data portability under the conditions set out in Art. 20 of the GDPR.

If you have given consent for us to process your data, you can withdraw it at any time. Please note that the withdrawal of consent will only affect future activities and any processing performed before then will therefore not be unlawful.

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority if you believe that the processing of personal data concerning you is in breach of the GDPR. You can contact the State Commissioner for Data Protection and Freedom of Information of the State of Baden-Württemberg for this purpose.

**We check our privacy notices regularly and will update them as required. You can find any important changes made to these privacy notices and further information about data protection at [e-breuninger.de/dse](mailto:e-breuninger.de/dse).**