

Privacy Policy

This Privacy Policy informs you about the nature, scope and purpose of the processing of personal data within our online offer and the websites, functions and content associated with it, as well as external online presences, such as our social media profiles. With regard to the terms used, we refer to the definitions in Art. 4 of the General Data Protection Regulation (GDPR).

Controller:

Name: Landratsamt Erzgebirgskreis
Street, house no.: Paulus-Jenisius-Straße 24
Postcode, city, country: 09456 Annaberg-Buchholz
Representative: District Administrator Rico Anton
Telephone number: 03733 8310
E-mail address: kontakt@jba-erz.de

Data protection officer:

Name: Data Protection Officer
Erzgebirgskreis District Office
E-mail address: datenschutz@kreis-erz.de

Types of data processed:

- Inventory data (e.g. names, addresses)
- Contact details (e.g. e-mail, telephone numbers)
- Content data (e.g. text input, photographs, videos)
- Usage data (e.g. websites visited, interest in content, access times)
- Meta and communication data (e.g. device information, IP addresses)
- As a matter of principle, no special categories of data pursuant to Art. 9(1) GDPR are processed, unless they are supplied for processing by the users, e.g. entered in online forms.

Categories of data subjects:

- Clients and interested parties
- Visitors and users of the online offer.

Purpose of the processing:

- Provision of the online offer, its contents and functions.
- Responding to contact requests and communicating with users.
- Marketing, advertising and market research.
- Statistical purposes.

Last updated:

26 July 2023

1. Relevant legal bases

In accordance with Art. 13 GDPR, we inform you about the legal basis of our data processing. If the legal basis is not stated in the Privacy Policy, the following applies: The legal basis for obtaining consent is Art. 6(1)(a) and Art. 7 GDPR, the legal basis for processing to fulfil our services and carry out contractual measures and respond to enquiries is Art. 6(1)(b) GDPR, the legal basis for processing to fulfil our legal obligations is Art. 6(1)(c) GDPR, and the legal basis for processing to protect our legitimate interests is Art. 6(1)(f) GDPR. In the event that processing of personal data is required due to vital interests of the data subject or another natural person, the legal basis is Art. 6(1)(d) GDPR.

2. Changes and updating of the Privacy Policy

Please check the content of our Privacy Policy on a regular basis. We adapt the Privacy Policy whenever changes in the data processing activities we carry out make this necessary. We will inform you as soon as the changes require an act of cooperation on your part (e.g. consent) or other individual notification.

3. Security measures

- 3.1. We take appropriate technical and organisational measures to ensure a level of protection appropriate to the risk in accordance with Art. 32 GDPR, taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of the processing, as well as the varying likelihood and severity of the risk to the rights and freedoms of natural persons; the measures include, in particular, ensuring the confidentiality, integrity and availability of data by controlling physical access to the data, as well as access concerning them, input, disclosure, ensuring availability and their separation. We have also established procedures to ensure that data subjects' rights are exercised, that data are erased and that we respond when data are compromised. Furthermore, we already consider the protection of personal data when developing or selecting hardware, software and processes, in accordance with the principle of data protection through technology design and through data protection-friendly default settings pursuant to Art. 25 GDPR.
- 3.2. The security measures include in particular the encrypted transmission of data between your browser and our server.

4. Cooperation with order processors and third parties

- 4.1. If, in the course of our processing, we disclose data to other persons and companies (order processors or third parties), transmit it to them or otherwise grant them access to the data, this will only be done on the basis of a legal permission (e.g. if a transmission of the data to third parties, such as to payment service providers, is required for the performance of the contract pursuant to Art. 6(1)(b) GDPR), you have consented, a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).
- 4.2. Where we commission third parties to process data on the basis of a so-called "order processing agreement", this is done on the basis of Art. 28 GDPR.

5. Transfers to third countries

If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or if this happens in the context of the use of third-party services or disclosure or transfer of data to third parties, this will only occur if it is done to fulfil our (pre-)contractual obligations, on the basis of your consent, due to a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we only process or allow data to be processed in a third country if the special requirements of Art. 44 ff. GDPR are met. This means that processing is carried out, for example, on the basis of special guarantees, such as the officially recognised establishment of a level of data protection corresponding to that of the EU (e.g. for the USA through the "Privacy Shield") or in compliance with officially recognised special contractual obligations (so-called "standard contractual clauses").

6. Rights of the data subject

- 6.1. You have the right to request confirmation as to whether data in question are being processed and to information about these data as well as further information and a copy of the data in accordance with Art. 15 GDPR.
- 6.2. In accordance with Art. 16 GDPR, you have the right to request that the data concerning you be completed or that the incorrect data concerning you be corrected.
- 6.3. Pursuant to Art. 17 GDPR, you have the right to have the data in question erased promptly, or alternatively, pursuant to Art. 18 GDPR, to demand that the processing of the data be restricted.
- 6.4. You have the right to request to receive the data concerning you that you have provided to us in accordance with Art. 20 GDPR and to request their transfer to other data controllers.
- 6.5. You also have the right to lodge a complaint with the competent supervisory authority pursuant to Art. 77 GDPR.

7. Right of revocation

You can revoke your consent in accordance with Art. 7(3) GDPR with effect for the future.

8. Right to objection

You can object to the future processing of data concerning you at any time in accordance with Art. 21 GDPR. The objection can be made in particular against processing for the purpose of direct advertising.

9. Cookies and right to object to direct advertising

We use temporary and permanent cookies, i.e. small files that are stored on users' devices. In part, the cookies serve security purposes or are necessary for the operation of our online offer.

A general objection to the use of cookies for online marketing purposes can be declared for a large number of services, especially in the case of tracking, via the US website <http://www.aboutads.info/choices/> or the EU website <http://www.youronlinechoices.com/>. Furthermore, the storage of cookies can be refused by deactivating them in the browser settings. Please note that you may then not be able to use all the functions of this online offer.

10. Erasure of data

- 10.1. The data processed by us are erased or restricted in their processing pursuant to Art. 17 and 18 GDPR. Unless expressly stated within the scope of this Privacy Policy, the data stored by us will be erased as soon as they are no longer required for their intended purpose and the deletion does not conflict with any statutory retention obligations. If the data are not erased because they are required for other and legally permissible purposes, their processing will be restricted. This means that the data are blocked and not processed for other purposes. This applies, for example, to data that must be retained for reasons of commercial or tax law.
- 10.2. According to legal requirements, the retention period is 6 years in accordance with Section 257(1) HGB [German Commercial Code] (commercial books, inventories, opening balances, annual financial statements, commercial letters, accounting vouchers, etc.) and 10 years in accordance with Section 147(1) AO [German Fiscal Code] (books, records, management reports, accounting vouchers, commercial and business letters, documents relevant for taxation, etc.).

11. Provision of contractual services

- 11.1. We process inventory data (e.g. names and addresses as well as contact data of users) for the purpose of fulfilling our contractual obligations and services pursuant to Art. 6(1)(b) GDPR. The entries marked as mandatory in online forms are required for this purpose.
- 11.2. We process usage data (e.g. the web pages visited on our online offer, interest in our products) exclusively for statistical purposes to improve our offer.
- 11.3. Data are erased after the expiry of statutory warranty and comparable obligations, the necessity of storing the data is reviewed every three years; in the case of statutory archiving obligations, the data are erased after expiry of these obligations (end of retention periods under commercial law (6 years) and tax law (10 years)).

12. Making contact

- 12.1. When contacting us (via contact form or e-mail), the user's details are processed for the purpose of handling the contact request and its processing pursuant to Art. 6(1)(b) GDPR.
- 12.2. Users' details may be stored in our Customer Relationship Management System ("CRM System") or comparable query management system.
- 12.3. We delete the queries if they are no longer required. We review the necessity every two years. In the case of statutory archiving obligations, data are erased after expiry of these obligations (end of retention periods under commercial law (6 years) and tax law (10 years)).

13. Collection of access data and log files

- 13.1. On the basis of our legitimate interests pursuant to Art. 6(1)(f) GDPR, we collect data about each access to the server on which this service is located (so-called server log files). The access data include the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, the previously visited page, IP address and the requesting provider.

- 13.2. Log file information is stored for security reasons (e.g. for the clarification of abuse or fraud actions) for a maximum duration of seven days and deleted afterwards. Data that must be stored for a longer period for evidence purposes are excluded from deletion until the respective incident has been conclusively clarified.

14. Cookies

- 14.1. Cookies are pieces of information that are transmitted from our web server or third-party web servers to the user's web browser and stored there for later retrieval. Cookies may be small files or other types of information storage.
- 14.2. We use "session cookies", which are only stored for the duration of the current visit to our online presence. A randomly generated unique identification number, a so-called session ID, is stored in a session cookie. In addition, a cookie contains information about its origin and the storage period. These cookies cannot store any other data. Session cookies are deleted when you have finished using our online offer.
- 14.3. If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies may lead to functional restrictions of this online offer.
- 14.4. You can opt out of the use of cookies that are used for reach measurement and advertising purposes via the Network Advertising Initiative's opt-out page (<http://optout.networkadvertising.org/>) and additionally the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

15. Integration of third-party services and content

- 15.1. Within our online offer, we use content or service offers of third-party providers on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6(1)(f) GDPR) in order to integrate their content and services, such as videos or fonts (hereinafter uniformly referred to as "Content"). This always assumes that the third-party providers of this Content are aware of the IP address of the user, as without the IP address they would not be able to send the Content to the user's browser. The IP address is thus only required to display this Content. We endeavour to only use Content by providers who use the IP address solely to deliver the Content. Third-party providers may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may contain, among other things, technical information about the browser and operating system, referring websites, time of visit and other information about the use of our online offer, and may also be linked to such information from other sources.

- 15.2. The following presentation provides an overview of third-party providers and their content, together with links to their privacy policies, which contain further information on the processing of data and, in part already mentioned here, options for objection (so-called opt-out):
- External fonts from Google, LLC., <https://www.google.com/fonts> ("Google Fonts"). The integration of Google Fonts is done by a server call at Google (usually in the USA). Privacy policy: <https://policies.google.com/privacy>, Opt-out: <https://adssettings.google.com/authenticated>.
 - External code of the JavaScript framework "jQuery", provided by the third-party provider jQuery Foundation, <https://jquery.org>.