

## **Information on data protection for photos and film recordings at events**

### **Data protection information according to Art. 13 DSGVO**

#### **I. Responsible**

Scheidt & Bachmann Fuel Retail Solutions GmbH  
Breite Str. 132  
41238 Mönchengladbach  
Telefon: 02166/266-321  
Email: [sigma@scheidt-bachmann.de](mailto:sigma@scheidt-bachmann.de)

#### **II. Data Protection Officer**

Scheidt & Bachmann Fuel Retail Solutions GmbH  
Datenschutzbeauftragter  
Breite Str. 132  
41238 Mönchengladbach  
Telefon: 02166 / 266-839  
Email: [datenschutzbeauftragter@scheidt-bachmann.de](mailto:datenschutzbeauftragter@scheidt-bachmann.de)

#### **III. Purpose and legal basis of data processing**

We would like to point out that photos will be taken at events. If you do not wish to be photographed, please inform the photographer directly so that your wish can be taken into account.

The legal basis for data processing is Art. 6 Para. 1 lit. f DS-GVO. The photos/films will be taken for the purpose of documenting the event and will be used/stored/copied/distributed/exhibited/published on the internet via the company homepage of the responsible party and/or on the intranet, in social media channels as well as in print media, in particular in the newsletter, for the purpose of documenting the event, for public relations work and the presentation of the activities of the responsible party in order to increase the level of awareness of the responsible party and, if applicable, also for the long-term documentation of the company history of the responsible party.

#### **IV. Right of objection**

You have the right to object to the processing. The objection can be addressed to the bodies mentioned in points I and II.

However, it can be assumed that the interest of the responsible person in the production and use of the photos/films does not unduly interfere with the rights and

freedoms of the natural persons, especially since they were informed about the production and use of the photos in advance and at the event, and care is taken both in the production of photos/films and in the publication thereof that no legitimate interests of persons depicted are violated. If the rights and freedoms of a person depicted are violated for reasons that are particularly worthy of consideration, we will take appropriate measures to refrain from further processing. A deletion in print media that have already been issued cannot take place. Deletion on the website, in social media channels or on the intranet will be carried out within the scope of technical possibilities.

## **V. Retention periods**

Data not used following the event will be deleted immediately. Otherwise, the data will be stored and deleted at the end of the 4th calendar year after production, insofar as it has not been used.

## **VI. Recipient types**

Departments of the responsible person that necessarily need to receive the data in the course of carrying out the activity (e.g. marketing, IT, other administrative units).

Contractors and processors involved in the processing (production and publication).

If applicable, tax advisors, authorities (tax office, other authorities) as well as legal representatives (in the enforcement of rights or defence of claims or in the context of official proceedings). The data will be made available on the internet to the worldwide public, on the intranet worldwide to the employees of the Scheidt & Bachmann group of companies, and published in social media channels.

The data will be published in print media: Employee magazines will be distributed to employees of the Scheidt & Bachmann group of companies in a limited edition of 4,000 copies. Trade press/ newsletters are distributed to the global public.

The data is not passed on to recipients who pursue their own purposes with this data. In the case of social media channels, however, the respective social media service may be granted exploitation rights to the published data. No other transfer to recipients in a third country (outside the EU) or to an international organisation is intended.

Through the use on the website, there is the possibility of worldwide access to the images or the retrieval of the posted data and images also from countries in which there is no or no sufficient data protection standard. The responsible party can therefore neither influence the access to these data via the Internet nor the use of these data and in this respect cannot guarantee that data protection will be observed.

Using suitable search engines, personal data can be found on the Internet and the persons depicted on images can also be identified under certain circumstances. This also makes it possible to form personality profiles by combining this data and information with other data available on the Internet and to open up additional possibilities of use, e.g. for advertising purposes. Due to the possibilities of worldwide retrieval and storage of data by other bodies or persons, further use by other bodies or persons or retrieval via archive functions of search engines cannot be ruled out in the event of revocation of consent and despite removal of your data and images from our website. Anonymisation in print media that have already been issued cannot take place.

## **VII. Rights of Data Subjects**

As a data subject, you generally have the right to information under Article 15 of the GDPR, the right to rectification under Article 16 of the GDPR, the right to erasure under Article 17 of the GDPR, the right to restriction of processing under Article 18 of the GDPR and the right to data portability under Article 20 of the GDPR. To exercise the aforementioned rights, you can contact the offices mentioned in points I and II.

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data relating to you which is carried out on the basis of Article 6(1)(f) of the DSGVO (processing of data on the basis of a balance of interests). The objection can be made without formalities and should preferably be addressed to the offices mentioned under points I and II. If you, as an employee of the data controller, object to the processing of the data, you do not have to fear any disadvantages as a result.

Furthermore, you have the right to lodge a complaint with a data protection supervisory authority (Art. 77 DSGVO). The competent supervisory authority for Scheidt & Bachmann is:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen (LDI NRW).

## **VIII. Validity and up-to-dateness of the privacy policy**

This Privacy Policy is dated August 2021 and is valid as long as no updated version replaces it.