



Data protection information for MS Forms queries

We are delighted that you are interested in the events and surveys of Bürstner GmbH & Co. KG. We would like to provide you with the following information on the processing of your personal data, in connection with the respective action.

Purposes and legal basis for the processing of your personal data

The collection and processing of personal data are based on the provisions of the GDPR. Depending on the purpose of the query, the legal basis for data processing is your consent pursuant to Art. 6 (1) Sentence 1 lit. a) GDPR, in the case of binding registrations and any fee-based campaigns Art. 6 (1) lit. b) GDPR or our legitimate interest or the legitimate interest of a third party pursuant to Art. 6 (1) lit. f) GDPR.

Please note that, in addition to your data, we also collect personal data from your colleagues or employees, who may be considered as additional contacts or participants, for example. You are responsible for the accuracy of this data, as well as for its lawful collection – especially if participation/registration is on a voluntary basis.

Data collection and processing may occur when using the Forms query for the following purposes:

- Invitation/registration to Bürstner events with us on site or with the trade partner
- Invitation/registration to press events or test drives for journalists
- Enquiries addressed to (or for) trading partners about planned or desired actions on site

Categories of personal data

As a matter of principle, we only ask for the personal data that is required to carry out the respective action. As a rule, the name, contact details (telephone and/or e-mail address) and address of you or of other contact persons or persons responsible are collected.

Data transfer within the EU

Only those persons and departments (e.g. management, marketing, sales, internal sales, after sales) receive your personal data that they require for the internal organization and administration of the respective event. Your data will not be passed on within the group of companies.

Data transmission to further recipients

Depending on the type of event, it may be necessary for us to transfer your data to third parties. As a rule, these are partners or service providers who support us in the implementation of the event, or whose services are also used or booked by you (e.g. hotels or operators of separate event venues). As to which recipient receives your data will be explained to you in connection with your respective registration or booking.



Data transfer to a third country or an international organization

We use Microsoft Forms to collect your data. You can find more information about Forms via the following link:

<https://privacy.erwinhymergroup.com/privacy-ms365/datenschutz-ms-365>

Use of automated decision making – including profiling

We do not use automatic decision-making or profiling.

Retention period

After the campaign has been carried out (or after revocation of your consent), your data will be deleted unless there is a legal obligation to retain it.

Your rights

You have the right to the free disclosure of information about your stored personal data at any time, as well as the right to correction, data portability and deletion of this data; if the deletion conflicts with legal storage obligations, we will have this blocked. In addition, you have the right to object to the processing of this data, or to request that we restrict the processing. There is also the right to lodge a complaint with a supervisory authority.

If the data processing is based on your consent, you can revoke this at any time with effect for the future.

A request for the disclosure of information should be addressed to:

Data controller:	External Data Protection Officer:
Bürstner GmbH & Co. KG Weststr. 33 77694 Kehl	Stefan Fischerkeller – DDSK GmbH Dr.-Klein-Str. 29 88069 Tett nang
Tel.: +49 7851 85 -0	Tel.: +49 (0)7542 / 949 21 00
E-mail: marketing@buerstner.com	E-mail: datenschutz@buerstner.com