

Data privacy policy

Provision of information and publications

Information in accordance with Articles 13, 14 and 21 of the General Data Protection Regulation (GDPR)

In the following, LfA Förderbank Bayern provides you with information on processing of your personal data as part of the provision of information and publications by LfA and the rights you have under data protection law.

1. Who is responsible for data processing (the controller), and whom can I contact?

The controller pursuant to Article 4 No. 7 of the GDPR is:

LfA Förderbank Bayern
Königinstraße 17
80539 Munich, Germany

Telephone: +49 (0)89 / 2124 - 0

E-mail address: info@lfa.de

You can contact our Data Protection Officer at:

LfA Förderbank Bayern
Königinstraße 17
80539 Munich, Germany

Telephone: +49 (0)89 / 2124 - 0

E-mail address: datenschutzbeauftragter@lfa.de

2. What sources and data do we use?

We process personal data provided to us by you for the purposes specified under No. 3. It includes your name, title, postal address, telephone numbers, e-mail address and data on your company, for example. It relates to the contents of personal communication (e.g. business cards) and over-the-phone or written communication (e.g. e-mails).

Apart from the address data in our databases, we also use address data from Deutsche Post Direkt GmbH, Junkersring 57, 53844 Troisdorf, Germany, to send the LfA magazine. Deutsche Post Direkt GmbH processes your address data and selection characteristics on the basis of a weighing of interests pursuant to Article 6 (1) f) GDPR for the purposes of direct marketing by companies and for checking and enriching address databases of other companies. If you wish to object in general to processing of your data by Deutsche Post Direkt for marketing purposes, please contact Deutsche Post Direkt. You can obtain more information about your rights to access data, have data rectified and lodge a complaint at www.postdirekt.de/datenschutz.

In addition to personal data that we have received from you for this purpose as a result of your active request to be included in the distribution list, we also use contact data (surname, given name, e-mail address), including details of the publishing house, from publicly accessible sources and journalist databases for our press distribution list.

If you provide us with your personal data via a contact form that we make available on our website, please also note our "Data Protection Principles for the Website of LfA Förderbank Bayern" at <https://lfa.de/website/en/metanavi/privacy/index.php>.

3. For what purpose do we process your data, and what is the legal basis for this activity?

Processing of personal data is governed by the provisions of the European General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG). We process personal data:

3.1 to perform a contract (Article 6 (1) b) GDPR)

If you request publications (e.g. brochures, folders, the LfA magazine, the LfA art calendar, circulars) from us or wish to receive press releases, we use your personal data to send you this information via the agreed communication channel.

3.2 to safeguard legitimate interests (Article 6 (1) f) GDPR).

Where necessary, we process your data to safeguard the legitimate interests of LfA, namely to send out the LfA magazine, information material and press releases.

4. Who obtains your data?

Your data can be accessed by those departments within LfA that need the data in order to fulfil the processing purposes described above. Service providers whom we contract and employ (processors) may receive the data for the purposes described above as well.

5. How long is your data retained?

We process and retain your personal data as long as it is needed to fulfil the processing purposes described above. The need to retain the contact data stored in our database is reviewed regularly. We erase personal data we obtain from Media Information Systems Deutschland GmbH to send the LfA magazine after sending the issue of the LfA magazine for which we are allowed to use this data for the last time in accordance with the agreement with Media Information Systems Deutschland GmbH (usually three years after purchase). If you unsubscribe from our press distribution list, we will continue to store your contact data in order to exclude the possibility of your being included (contrary to your wishes) in the press distribution list again when it is updated.

6. Is data transferred to a third country or international organisation?

Your personal data will not be transferred to third countries (countries outside the European Economic Area – EEA) or to an international organisation.

7. What data protection rights do you have?

Every data subject has the right of **access to information** (Article 15 GDPR), the right to **rectification** of data (Article 16 GDPR), the right to **erasure** of data (Article 17 GDPR), the right to **restriction of processing** (Article 18 GDPR), and the right to **data portability** (Article 20 GDPR). The restrictions defined in Sections 34 and 35 of the German Federal Data Protection Act (BDSG) apply to the right of access to information, as well as to the right to erasure of the data. You also have a right to lodge a complaint with a data protection supervisory authority (Article 77 of the GDPR in conjunction with Section 19 of the German Data Protection Act). The responsible supervisory authority is the Bavarian Data Protection Authority (BayLDA), Promenade 27, 91522 Ansbach, Germany.

8. Are you obligated to provide data?

We can provide you with the information and publications you request only if we obtain the necessary contact data from you. Above and beyond that, you are under no statutory or contractual obligation to provide your personal data.

9. Is automated individual decision-making, including profiling, used?

No.

10. Information on your right to object to processing under Article 21 of the GDPR

You have the right to object, on grounds relating to your particular situation, at any time to the processing of your personal data under Article 6 (1) f) of the GDPR (data processing to safeguard legitimate interests).

If you object, we will no longer process your personal data, unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms or the processing serves the purpose of establishing, exercising or defending legal claims.

Your objection can be submitted without using a special form. Where possible, it should be submitted to one of the addresses specified under No. 1.