



## Information on the handling of personal data pursuant to Art. 13 EU GDPR

### Processing of data for direct marketing purposes

#### 1. Scope of application, controller & contact data

EUROIMMUN is a manufacturer of various laboratory diagnostic products for human and veterinary medical application.

Our company attaches great importance to providing customers as well as interested persons with well-founded information on latest offers and services. Our range of information on medical laboratory diagnostic products stretches far beyond the sending of classic advertising material. We also provide workshops, advanced training courses and seminars for medical professionals. Our information offer also gives insights into the latest developments in the laboratory medical field and research. The provision of scientifically sound information is an integral part of this offer.

In order to contact customers and to provide targeted requested information via pre-selected communication channels, EUROIMMUN processes different types of personal and contact data as the controller within the meaning of the EU General Data Protection Regulation (GDPR). In accordance with Article 13 GDPR, this document describes the handling of these data in more detail.

#### 2. Data categories

The data are initially collected on the landing page ([www.euroimmun.com/allergy-chemiluminescence-immunoassays](http://www.euroimmun.com/allergy-chemiluminescence-immunoassays)) through your entry. The personal and contact data transmitted from this page to us differ, depending on your preferred communication channel, form of address and initial demand for information, and include: form of address, first and last name, title, e-mail address, telephone number, company/institution, country, postcode, address, town, question content. Alongside these data, the following information is collected in the course of your demand: time point of registration and confirmation of the web form as well as the IP address.

Further processing of personal data in connection with the technical operation and provision of the landing page is specified under "Data Protection Declaration" on the landing page.

#### 3. Legal basis, data protection officer & rights of the data subject

The initially described contact for marketing purposes and the promotional exchange of information via postal mail, e-mail- and/or telephone takes place with your consent (Art. 6 (1) (a) GDPR), which you have transmitted to us on the landing page using the corresponding opt-in field.

You have the right to withdraw your consent - be it for all or individual communication channels - at any time and without statement of reasons by notifying EUROIMMUN.

The withdrawal of consent shall not affect the lawfulness of processing based on your consent before its withdrawal (Art. 7 (3) sentence 1 and 2 GDPR).

Your rights further include the right of access (Art. 15 GDPR), right to rectification (Art. 16 GDPR), right to erasure (Art. 17 GDPR), right to restriction of processing (Art. 18 GDPR) and right to data portability (Art. 20 DSGVO).

If you have questions or complaints with regard to data protection or the execution of your rights, please contact the data protection officer at EUROIMMUN. You can reach them by postal mail (EUROIMMUN, Datenschutzbeauftragter, Seekamp 31, 23560 Lübeck, Germany) or e-mail ([datenschutz@euroimmun.de](mailto:datenschutz@euroimmun.de)).

In particular, your withdrawal request can be submitted in the following way: via e-mail ([info@euroimmun.de](mailto:info@euroimmun.de)) or contact form (<https://www.euroimmun.de/kontakt/>).

Besides addressing a complaint to our data protection officer, you may also direct your complaint to the competent supervisory authority for data protection.

#### 4. Recipient of data

Within EUROIMMUN, access to processed data will be restricted to those departments requiring them for the fulfilment of the above-mentioned purposes and for compliance with our legal obligations. This also applies to the service providers and vicarious agents EUROIMMUN works with (IT, postal and printing service providers).

The data will only be transmitted to third parties and other recipients if required for the above-mentioned purpose, if a legal obligation exists or if you have given your prior consent to the transfer.

In all other cases, EUROIMMUN will only disclose data to third parties outside the company and their vicarious agents if the respective legal requirements are fulfilled.

#### 5. Storage period

EUROIMMUN will erase the above-mentioned data once you have effectively executed your right of withdrawal. If other regulatory obligations to retain data (e.g. pursuant to the German Commercial Law or Fiscal Law) or other legal grounds of justification (e.g. defence of legal claims) exist that require a further processing (e.g. after your withdrawal of consent) of your personal data, your data will be erased at the end of the time periods applicable to these retention obligations and justifications.

#### 6. Transfer of data to a third country or international organisation

The transfer of personal data to a non-EU or non-EEA country will take place only based on an adequacy decision by the EU Commission for that particular country or if other appropriate safeguards of data protection within the meaning of Art. 44 et seq. GDPR (e.g. EU standard contractual clauses) exist. The transfer is also permissible in exceptional cases, particularly if you have explicitly consented to the transfer into such country in accordance with legal regulations (see, in particular, Art. 49 GDPR).

#### 7. Obligation to provide data

The provision of your contact data is required for the above-described purpose. Without your contact data we are unable to contact you via postal mail, e-mail and/or telephone for the aforementioned purpose.



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**8. Automated decision finding in individual cases,  
including profiling**

The data processing described here does not include any automated decision finding in individual cases, including profiling, within the meaning of Art. 22 GDPR.