



Privacy policy

when sending in the AMAZONE service card of AMAZONEN-WERKE H. DREYER SE & Co. KG

By using the AMAZONE service card, the customer establishes a business relationship with us. As part of the AMAZONE service card, AMAZONE offers customers the free opportunity to send in a fertilizer sample of five kilograms with the enclosed service card. This sample is then examined by AMAZONE for its physical properties in a subsequent process to create optimum settings for the fertilizer spreader from the results. The knowledge gained in this way is then transmitted to customers via the communication channel they want.

For you to benefit from this information, AMAZONE requires personal data from you, in particular your company name, first and last name of the contact person, address and telephone numbers, as well as your e-mail address. With our privacy policy, we inform you about the use of your personal data when using the AMAZONE service card. You understand that we process your data in accordance with the relevant data protection regulations. The legal basis for data processing is the necessity of data processing for the performance of the contract within the meaning of Art. 6 para. 1 lit. b) GDPR [or our legitimate interest in data processing within the meaning of Art. 6 lit. f) GDPR]. By giving your consent, you confirm that you have read our privacy policy and that you consent to the processing of your personal data.

1. Person responsible for data processing

The responsible body for the processing of your personal data is AMAZONEN-WERKE H. DREYER SE & Co. KG, represented by HD International SE, Europäische Aktiengesellschaft, which is represented by the managing directors Ludger Braunsmann, Dr. Stephan Evers, Andreas Hemeyer and Dr. Rainer Resch.

You can contact us as follows:

AMAZONEN-WERKE H. DREYER SE & Co. KG
Am Amazonenwerk 9–13
49205 Hasbergen, Germany
Phone: +49 (0)5405 501-0
Fax: +49 (0)5405 501-147
Email-address: amazone@amazone.de

2. Data protection officer

Our data protection officer is available to you as a contact person for all data protection-related concerns and the exercise of your rights in this regard.

You can contact our data protection officer as follows:

Data protection officer of AMAZONEN-WERKE H. DREYER SE & Co. KG
Am Amazonenwerk 9–13
49205 Hasbergen, Germany
Phone: +49 5468 7788 2101
Email-address: datenschutzbeauftragter@amazone.de

3. Affected data

3.1 Personal data

We process data as part of the use of the AMAZONE service card. This also includes personal data, i.e. information relating to an identified or identifiable natural person (hereinafter referred to as “data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

3.2 Processing

Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

The data processing of the AMAZONE service card is carried out exclusively by the “Spreader Application Center” department.

AMAZONE ensures that the stored data can only be viewed by authorized persons. Authorized persons include the “Spreader Application Center” department and all associated employees.

4. Form and duration of data storage

Personal data is stored in a form that allows the identification of the data subject only for as long as is necessary for the purposes for which it is processed.



5. Rights of data subjects

According to the GDPR, you have in particular the following rights as a data subject:

5.1 Right of access (Art. 15 GDPR):

You have the right to request confirmation from us as to whether we are processing personal data concerning you. If this is the case, you have the right to access this personal data and to the following information:

- the purposes of processing;
- the categories of personal data that are processed;
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular in the case of recipients in third countries or international organizations;
- if possible, the envisaged period for which the personal data will be stored or, if this is not possible, the criteria for determining this duration;
- the existence of your right to rectification or erasure of personal data concerning you or your right to restriction of processing or your right to object to such processing;
- the existence of your right to lodge a complaint with a supervisory authority;
- if the personal data has not been collected from you, all available information about the origin of the data;
- the existence of automated decision-making, including profiling, in accordance with Art. 22 para. 1 and para. 4 and, at least in these cases, meaningful information about the logic involved, as well as the scope and intended effects of such processing for you.

You can get a free copy of your data from us. If you request further copies, we reserve the right to charge you for them.

5.2 Right to rectification (Art. 16 GDPR):

You have the right to ask us to correct personal data concerning you if it is incorrect or incomplete.

5.3 Right to erasure (Art. 17 GDPR):

You have the right to request that we delete your personal data if one of the following grounds applies:

- the personal data are no longer necessary for the purposes for which they were collected or otherwise processed;
- You have withdrawn your consent, which is the basis of the processing, and there is no other legal basis for the processing;
- You have objected to the processing in accordance with Art. 21 para. 1 and there are no overriding legitimate grounds for the processing, or you have objected to the processing in accordance with Art. 21 para. 2;
- the personal data has been processed unlawfully;

if the processing is not necessary,

- to ensure that we comply with legal obligations that require us to process your data (in particular, legal retention periods);
- to establish, exercise or defend against legal claims.

5.4 Right to restriction of processing (Art. 18 GDPR):

You have the right to request that we restrict the processing of your personal data if:

- you contest the accuracy of the data, for the duration it takes us to verify the accuracy of the data;
- the processing is unlawful and you oppose the erasure of the data and instead request the restriction of the use of the personal data;
- we no longer need your data for the purposes of the processing, but you need the data for the establishment, exercise or defense of legal claims, or
- you have objected to the processing in accordance with Art. 21 para. 1, pending the determination of whether our legitimate grounds outweigh yours.

5.5 Right to data portability (Art. 20 GDPR):

Upon your request, we will receive your personal data in a structured, commonly used and machine-readable format and transmit it to another data processor, provided that the data processing is based on your consent or is carried out for the purpose of fulfilling a contract and this is done by means of an automated process.

5.6 Right to object (Art. 21 GDPR):

You have the right to object, for reasons arising from your particular situation, at any time to the processing of personal data concerning you on the basis of Art. 6 para. 1 lit. e) or lit. f) GDPR, including profiling based on these provisions. In this case, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend our legal claims.

5.7 Right of revocation (Art. 7 para. 3 GDPR):

You have the right to revoke your consent at any time without giving reasons. The withdrawal of your consent does not affect the lawfulness of processing based on consent before its withdrawal.

5.8 Right to lodge a complaint:

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your residence, your place of work or the place of the alleged infringement, if you believe that our processing of personal data concerning you infringes the General Data Protection Regulation.