

# DATA PROTECTION NOTICE FOR THE INFORMATION OF OUR CUSTOMERS AND POTENTIAL CUSTOMERS

**FOCUS Marketing Research Ges.m.b.H. Maculangasse 8**

**A-1220 Vienna**

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**Fax: 0043/1/258 97 01 – 99**

**E-mail: [gdpr@focusmr.com](mailto:gdpr@focusmr.com)**

(in the following, “we” or the “controller”)

## **1. Preamble**

- 1.1. This notice has the purpose of informing you and describes how we, as the controller for data protection, process your personal data in relation to our services and our business operation and which rights you have, as a **data subject**.
- 1.2. The protection of natural persons with the processing of personal data is a constitutional right, which we take very seriously. Any data processing occurs in compliance with the EU General Data Protection Regulation, as well as the relevant laws of the Republic of Austria.

## **2. Which data we process about you**

During the course of contract processing and administration, we will collect the following information:

- a. Gender,
- b. Title,
- c. First name, surname of the contact persons
- d. Position
- e. Date of birth
- f. Address,
- g. (Mobile) telephone or fax number,
- h. E-mail including communication
- i. and, if applicable, UID / VAT No.

## **3. Purpose and legal foundations of processing**

- 3.1 We will process your personal data for the following purposes:
  - a) in order to contact you,
  - b) in order to fulfil the contract concluded with you,

c) in order to answer your enquiries.

3.2 The legal basis for this processing of your personal data is our predominant legitimate interest in accordance with Art. 6 Subsection 1 lit. f EU General Data Protection Regulation, which is comprised of, achieving the purposes referred to above in Point 3.1 a and c and fulfilling your contract (in accordance with Art. 6 Subsection 1 lit. b EU General Data Protection Regulation).

3.3 We are also informing you about **joint data processing (Article 26 GDPR)** with our Group companies in the field of **international FOCUS Services**:

- FOCUS internationale Homepage ([www.focusmr.com](http://www.focusmr.com)),
- ActionFOCUSOnline: This web application is the entry, export and analysis tool for the FOCUS ActionFOCUS service and is used in the entire FOCUS Group within the scope of order management and offer and customer management.
- Household panel management: Within the scope of the FOCUS ActionFOCUS service, the group of persons: "Panelists", with the data categories: name data, contact data, personal data, identification data and demographic data, is entered in the ActionFOCUS database of the FOCUS national companies and processed centrally by FOCUS in Vienna and then made available to the online tool with extrapolation data.
- "CRM tool": This web application is the Customer Relations Management Tool and is used in Austria, Slovenia, Croatia, Romania and Bulgaria within the scope of order management and offer and customer management. The FOCUS Group companies enter the groups of persons: customers and interested parties with the data categories: name data, contact data, personal data into the CRM tool and this personal data is then processed centrally by FOCUS in Vienna and provided to the online tool.

The **joint point of contact** for the rights of data subjects is the respective Data Protection Coordinator of the FOCUS branches in the respective countries. Please feel free to direct your enquiry to the point of contact shown in Point 7.

#### **4. Sending of your personal data**

4.1 For the purposes referred to above, we will send your personal data to the following recipients:

- a) to our Accounting department;
- b) and, if necessary, to our data transfer recipients (tax advisor, bank, lawyer, tax office, administrative authorities)
- c) Companies, which belong to our Group (a current list of all Group companies can be found at [LINK])

d) At present, sending of your data to third countries is not planned

## 5. Duration of storage

As a general rule, we will store your data for the duration of contract processing. Longer storage only occurs, if this is legally necessary or if limitation periods of potential legal claims have not yet expired.

## 6. Your rights in relation to personal data

Under the statutory preconditions, you are authorised:

- a) to check whether and which personal data we have stored about you and obtain copies of these data,
- b) request the correction, supplementation or deletion of your personal data, which are incorrect or have not been processed in conformity with the law,
- c) request from us, to limit the processing of your personal data, and
- d) under certain circumstances, object to the processing of your personal data or revoke the previously granted consent for processing,
- e) request data transferability,
- f) know the identity of third parties, to whom your personal data have been sent, and
- g) file a complaint with the responsible authority (data protection authority [www.dsb.gv.at](http://www.dsb.gv.at)).

## 7. Our contact details

7.1 If you have questions or concerns about the processing of your personal data, **please contact us:**

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7.2 Alternatively, you may also contact our Data Protection Coordinator:

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**E-mail: [gdpr@focusmr.com](mailto:gdpr@focusmr.com)**

**8. Last updated on 14 May 2018**

Please note that we constantly update our data protection notice, in order to comply with the national and European-law data protection policies in the best possible manner. You can find our data protection notice, constantly updated, on our website at <https://www.focusmr.com/data-protection-notice>.