

CLOSE TO OUR CUSTOMERS

INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA

Data protection officer & data protection representative

The company that invites you to participate is responsible for processing your personal data in the context of our customer satisfaction surveys:

WIRTGEN IRELAND Limited
Enfield Industrial Estate
Trim Road,
A83A372 Enfield, Co Meath
Ireland
Tel: +353 46 9549 414
www.wirtgen-group.com

Contact person for data protection inquiries:

For data protection inquiries, please contact per email: privacy.ireland@wirtgen-group.com.

You can also contact the data protection officer of WIRTGEN GROUP at: data.protection@wirtgen-group.com.

Purpose and legal basis of processing

The protection of your personal data is very important to us. Therefore, compliance with the legal provisions on data protection is a matter of course for us. In the following, we would like to explain how we process your personal data.

Processing/purpose	Categories	Legal basis
<p>Wirtgen customer satisfaction surveys</p> <p>Customer Experience Surveys is a process in which our customers are surveyed continuously throughout their entire journey, from purchase to long-term use of the device. We rely on your feedback to a) identify areas for improvement and b) create a new metric, the Net Promoter Score. We conduct three surveys: The first is sent five days after delivery of the machine in question to evaluate our sales process, the second survey is sent to the fleet manager five weeks after delivery. The third survey is sent to both the buyer and the fleet manager five months after delivery. The surveys are triggered by the delivery of a machine. The contact details are collected by the responsible local unit via our sales staff. This data is transferred to the database of our CX service provider Qualtrics (see recipient), which sends out the three surveys at the three intervals. The data is necessary to identify the customer in case we need to follow up on an individual issue.</p>	<p>Company name, customer name, email address, phone number, performance ratings, survey responses, country, region, data about your order (e.g., product, order date). This information is combined and evaluated anonymously, as far as possible.</p>	<p>Article 6(1) f) GDPR (legitimate interest): We use the results of the survey to continuously improve our offerings, products, and services and to make the best possible use of your feedback. When you placed your order, you were informed that we may contact you for existing customer advertising purposes.</p>

Storage period

Your survey data will be deleted or anonymized no later than 24 months after completion of the survey, unless there are longer legal or contractual retention obligations.

Recipients of your personal data/data transfer to third countries

Within our group of companies (Wirtgen Group), only employees entrusted with conducting and evaluating the surveys will have access to your data, e.g., the system administrators of Construction Technologies Holding GmbH, Reinhard-Wirtgen-Straße 2, D-53578 Windhagen (CTH) as processors (platform operation and data hosting).

We use service providers for the technical implementation and evaluation of the surveys, to whom your personal data is transferred. These include in particular:

- Qualtrics Ireland Limited, Costello House, 1 Clarendon Row, Dublin2, D02 TA43, Ireland (Bereitstellung der Software zur Umfrageerstellung und -auswertung; Sitz ggf. außerhalb der EU)
- ZILL CONSULTING Ltd., 1, Terenure Place, Dublin 6W, D6WFN23, Dublin, Ireland (Anwendungsberatung und technischer Support)
- WIRTGEN INTERNATIONAL GmbH, Reinhard-Wirtgen-Straße 2, D-53578 Windhagen (Administration, Reporting)

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We have concluded data processing agreements with all service providers used in order to ensure the security and confidentiality of your data. By using Qualtrics International Inc., we cannot rule out data transfers to third countries, but we ensure data protection compliance through appropriate safeguards in accordance with Art. 45 ff. GDPR.

Your rights regarding the processing of personal data

We would like to inform you about your rights regarding the processing of your personal data. If you have any questions about your rights or wish to assert your rights against us, please contact our data protection officer at datenschutz.deutschland@wirtgen-group.com.

Withdrawal of your consent (Art. 7 (3) GDPR)

If you have given your consent to the processing of your personal data, you can revoke it at any time. The revocation of consent does not affect the lawfulness of the processing that took place on the basis of the consent until revocation. You will be informed of this right of revocation before you give your consent.

Right of access by the data subject (Art. 15 GDPR)

You have the right to request confirmation from us as to whether we are processing personal data about you. If this is the case, you have the right to access this personal data. When personal data is transferred to a third country or an international organization, you also have the right to be informed of the appropriate safeguards in place to ensure that the recipients comply with the provisions of the GDPR.

Right to erasure or "right to be forgotten" (Art. 17 GDPR)

You have the right to request the immediate erasure of your personal data if one of the following reasons applies: The personal data is no longer necessary for the purposes for which it was collected or otherwise processed,

- You have withdrawn your consent and there is no other legal basis for the processing,
- You object to the processing pursuant to Art. 21(2) sentence 1 GDPR on grounds relating to your particular situation and there are no overriding legitimate grounds for the processing,
- You object to the processing for direct marketing purposes pursuant to Art. 21 (2) sentence 2 GDPR,
- the personal data has been processed unlawfully,
- the personal data must be erased in order to comply with a legal obligation under European or German law,
- the data was collected directly from a child in connection with an offer of information society services, Art. 8 (1) GDPR.

We will comply with the request for deletion unless we are legally obliged or entitled to continue storing and processing your personal data. In addition, we are entitled to continue storing your data if we cannot assert, exercise, or defend legal claims without your personal data.

Right to restriction of processing (Art. 18 GDPR)

According to Art. 18 GDPR, we may only process personal data to a limited extent in the following cases if:

- you dispute the accuracy of your personal data until we can verify its accuracy,

the processing is unlawful and you refuse to delete the data and instead request the restriction of its use, we no longer need the data for the purposes of processing, but you need it to assert, exercise, or defend legal claims, or you object to the processing pursuant to Art. 21 para. 1 no. 2 GDPR for reasons arising from your particular situation, provided that it is not yet clear whether the legitimate reasons for processing by us outweigh your interests.

If processing is restricted, we may only store this data. In this case, further processing is only permitted with your consent or for the assertion, exercise, or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or a Member State. You can revoke your consent to this at any time. We will notify you before the restriction is lifted.

Notification obligation (Art. 19 GDPR)

Please note that we are obliged to inform all recipients to whom your personal data has been disclosed of any rectification or erasure of your data or any restriction of processing. This does not apply if such information is impossible or involves a disproportionate effort.

Right to data portability (Art. 20 GDPR)

You have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used, and machine-readable format. You also have the right to have us transfer this personal data to another controller in certain cases. However, this right must not adversely affect the rights and freedoms of others, including our company. If this is the case, we are entitled to refuse to disclose or transfer your personal data.

Right to object (Art. 21 GDPR)

If we process your data on the basis of a legitimate interest (Art. 6 (1) lit. GDPR), you have the right to object to this if the reasons for this arise from your particular situation. This also applies to 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. These must outweigh your interests, rights, and freedoms, or the processing serves to assert, exercise, or defend legal claims.



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If we process your personal data for direct marketing purposes, you may object to the processing of your personal data. This also applies to profiling insofar as it is related to such direct marketing.

After your objection, your personal data will no longer be processed for these purposes.

Right to lodge a complaint with a supervisory authority (Art. 77 GDPR)

You have the right to complain to a supervisory authority, in particular in the Member State where you reside, where you work, or where you suspect that the processing of your personal data violates the General Data Protection Regulation. Other administrative or judicial remedies to which you may be entitled remain unaffected.

Further information about the processing of personal data in the context of our general business activities in accordance with data protection regulations can be found here: <https://www.wirtgen-group.com/en-de/legal/privacy-policy/>.