

Privacy Statement of Believe Digital GmbH for the use of the B2B Label Portal

- Last updated July 2023 -

In the following, we would like to inform you about the kind of data we process, for which purpose and to what extent we process such data during a visit to our B2B Label Portal (reachable via our websites www.roughtrade.de, www.rough-trade.net, www.rough-trade-distribution.de)D. Details regarding your rights, in particular your rights to information, deletion and objection can be found at the end of this statement.

Responsible Party in the meaning of Article 4 of the General Data Protection Regulation (GDPR)

Believe Digital GmbH
van-der-Smissen-Strasse 3
22676 Hamburg

Register court:
Amtsgericht Hamburg, HRB 93724
VAT-ID: DE243951903

Managing Directors:
Thorsten Freese, Denis Ladegaillerie

Data Protection Officer: datenschutzbeauftragter@roughtrade.de

Collection of general information when visiting our websites

If you visit our B2B site merely for informational purposes i.e. without logging in or otherwise transfer personal data, we will only process information that is technically required to operate our website.

This information comprises: Browser type/version, operating system used, referrer URL (previously visited page), host name of the accessing computer (IP address), date and time of server request, volume in bytes of data sent, our website(s) you visited.

We are unable to allocate this so-called server log file data to specific persons. This data will not be combined with data from other data sources. Such data is temporarily stored and regularly deleted. Data required for evidential purposes will not be deleted but further retained until the final clarification of the respective matter.

The aforementioned information is technically required in order to correctly provide the content requested by you and is mandatory when using the Internet. Such data however, will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. Article 6 para 1 lit. f GDPR provides the legal basis for the temporary storage of data and log files.

Our legitimate interest pursuant to Article 6 para 1 lit. f GDPR. Our legitimate interest in the meaning of Article 6 para 1 lit. f GDPR is the provisioning of the functionality of our website.

A user shall not be entitled to object to the processing of such data, as its collection is absolutely essential for the provisioning of web pages and the operation of our websites.

B2B – Label Portal

Access to the B2B section mandatorily requires the use of a customer number and a password. We create and store the customer number and the password. For the purpose of static analysis, we process the date and time of your login and logout and your customer number once you log into the B2B Label Portal. If you make changes in the user interface in order to adjust the presentation in the B2B section, your changes will be saved so that they can again be applied the next time you login. Article 6 para 1 lit. f GDPR provides the legal basis for the processing of such data.

Cookies

We use cookies, i.e. small files which are stored on your computer and that store certain settings and data for any exchange with our system via your browser. The purpose of cookies is to facilitate navigation and ensure your ease of use by, for example, storing specific input you enter so that you do not have to keep repeating it.

We use so-called session cookies, which are automatically deleted from your hard drive at the end of the browser session (end of the session).

Consent to the use of cookies

By using our website, you consent to the use of cookies and consequently to your usage data being collected, stored and deployed. You may revoke this consent at any time in the future by refusing to accept cookies in your browser settings.

Article 6 para 1 lit. f GDPR provides the legal basis for the processing of personal data using cookies in order to safeguard our legitimate interests for the best possible functionality of our website.

You can also benefit from our offers without using cookies. In order to do this, you must deactivate the use of cookies in your browser settings. Please note that some areas of our website may not work if you have deactivated the use of cookies.

Contact Us

In the event that you should contact us by e-mail or telephone, we will store your personal data transmitted to us in order to process your request and to contact you (legitimate interest in the meaning of Article 6 para 1 lit. f GDPR). Such data will not be transmitted to third parties. This data will be deleted as soon as it is no longer required for the purpose it was collected for, i.e. upon final clarification of the respective matter. You may at any time object to the storage of personal data (refer to 'Your Rights' section below). The matter or the dialogue can subsequently no longer be continued. Article 6 para 1 lit. f GDPR provides the legal basis for the processing of personal data.

Data security

We deploy technical and organisational measures to protect our website and other systems against loss, destruction, access, modification or distribution of your data by unauthorised persons. We will also implement the encryption via the SSL standard in a timely manner. Although the contents offered in the B2B section are encrypted, the transmission of your data to us is currently not encrypted.

Amendments to the Privacy Statement

We reserve the right to change our Privacy Statement at any time. However, any use of our website is always governed by the version of our Privacy Statement, which is retrievable online at the time of your visit. In the event that the Privacy Statement at hand should be modified, such change shall be indicated in the statement itself and at appropriate places of our website.

Your Rights

You shall be entitled

- pursuant to Article 15 GDPR, to request information at any time as to whether and in what form your personal data is being processed by us and as to whether it is being transmitted to a third party or to an international organisation. In this context, you shall be entitled pursuant to Article 46 GDPR, to request a notification of the appropriate guarantees;
- pursuant to Article 16 GDPR, to the immediate correction, if your personal data that is processed by us should be incorrect or incomplete;
- pursuant to Article 17 GDPR, to the deletion of your personal data stored with us, unless the processing of such data is required to exercise the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or for the assertion, exercise or defence of legal claims;
- pursuant to Article 18 GDPR, to demand the limitation of the processing of your personal data, provided you dispute the accuracy of the data, the processing of such data would be in violation of the law and you however, reject the deletion thereof and we no longer require such data, but the data is still required by you for the assertion, exercise or defence of legal claims or if you have filed an objection to its processing pursuant to Article 21 GDPR;
- pursuant to Article 7 para 3 GDPR, to revoke your consent and disallowing further use in the future at any time;
- pursuant to Article 77 GDPR, to complain to a supervisory authority, in particular in the member state of your place of residence or the place of the alleged infringement, should you believe that the processing of your personal data violates the GDPR;
- pursuant to Article 20 GDPR, to receive your personal data, which you have transmitted to us, in a structured, common and machine-readable format or to request the transmission of such data to another responsible body;
- pursuant to Article 21 GDPR and in the event of the processing of such data based on legitimate interests pursuant to Article 6 para 1 page 1 lit. f GDPR, to object to such data processing, insofar as the reasons for such objection result from your particular situation.

In the event that you exercise your right of objection, we will stop the processing of the affected data. We reserve the right to continue to process such data, if we can demonstrate compelling legitimate reasons for the processing of the affected data and if these reasons do not outweigh your interests or if the processing of the affected data is intended to assert, exercise or defend legal claims.

Should you have any questions or wish to exercise your rights, please contact us using the contact options listed at the beginning of the Privacy Statement at hand.