

Privacy Policy of memperience GmbH

for customers – Status: April 2022



In the course of the acquisition and processing of the contract concluded with our customers we receive this personal data, which is processed automatically. In accordance with Article 13, DSGVO, we provide you with the following information:

1. The responsible party is memperience GmbH with its registered office at Rüppurrer Strasse 4, 76137 Karlsruhe, Germany.

2. Contact details of memperience GmbH data protection officer: privacypolicy@memperience.com

3. Purpose and legal basis of data processing

Your data will be processed for the purpose of executing, billing, and managing the order you placed. The legal basis for this is the fulfilment of the existing contract with you. (Art. 6 Abs. 1 lit. b DSGVO). If you moreover have given us your consent to process personal data for specific purposes, lawfulness of processing is based on your consent (Art. 6 Abs. 1 lit. a DSGVO). Given consent may be withdrawn any time. Please note, however, that withdrawal will only become effective in future times. Any processing taken place before the withdrawal will therefore not be affected. Insofar as we have to fulfil legal requirements (e.g. storage requirements according to the German Tax Code) the legal basis is Art. 6 Abs. 1 lit. c DSGVO). In individual cases the lawfulness of processing may also result from the balancing of interests (Art. 6 Abs. 1 lit. f DSGVO). Should processing of your data is intended for a purpose other than for which it was collected, we will inform you in time and provide you with more information on this.

4. Recipients of the data

Within our organization your data is received by those employees who process your order. Further recipients are order processors commissioned by us (e.g. data centres) as well as service providers and other third parties whom we contact in order to fulfil your order placed (e.g. designers, photographers, etc.).

5. Data transmission to a third country (non-EU country)

Your data will not be transmitted to third countries (non-EU countries), unless included in your order or there is a legal obligation to do so.

6. Duration of data storage

We process and store your personal data at least for the duration of our business relationship and beyond to fulfil our statutory retention and documentation requirements.

7. Data privacy rights

Persons subject to data storage have the right of information in accordance with Art. 15 DSGVO, the right of rectification in accordance with Art. 16 DSGVO, the right of erasure in accordance with Art. 17 DSGVO, the right of restriction of processing in accordance with Art. 18 DSGVO and the right of data portability in accordance with Art. 20 DSGVO. The right of information and the right of erasure are subject to the restrictions of §§ 34 and 35 BDSG. In addition, there is the right to appeal to a data protection supervisory authority (Art. 77 DSGVO in conjunction with § 19 BDSG).

8. Obligation to provide data

Within the scope of our contractual relationship, we just need to be provided with the personal data which is required for the execution of your customer order or which we are legally obligated to collect.

9. Automated decision making is not taking place.

In addition, we would like to provide you with the following information about your right to object to the processing of your personal data in accordance with Art. 21 DSGVO:

Based on your particular situation you have the right to object the processing of your personal data at any time which is executed due to Art. 6 Abs. 1 lit. e DSGVO (data processing in the public interest) or Art. 6 Abs. 1 lit. f DSGVO (data processing based on a balance of interest).

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate reasons for the processing which override your interests, rights and freedoms, or the processing serves the purpose of asserting, exercising, or defending legal claims.

If we process your data for the purpose of direct marketing, you have the right to object the processing of your related personal data for the purpose of such marketing at any time. Should you object the processing for direct marketing purposes, we will no longer process your data for those purposes.

Objection is to be filed in writing to privacypolicy@memperience.com.