

## **Data Privacy Policy for Sharp Electronics GmbH**

**Last update: September 2019**

### **1. Introduction**

We at Sharp Electronics GmbH (“we,” “us,” “Sharp”) take your privacy very seriously. The following privacy policy introduces us as data controllers, explains what data we collect on our website, how and why we collect this data and states your rights to this data.

As a responsible company, we have implemented extensive technical and organizational measures to ensure the maximum protection of personal data (e.g. name, address, email address, telephone number) that are processed through this website in order to protect our General Data Protection Regulation ("GDPR") and comply with the country-specific data protection laws. Nevertheless, vulnerabilities are possible when transmitting data over the Internet, which means that absolute security can not be guaranteed. For this reason, each data subject is free to provide us with personal data via alternative channels, e.g. on the phone.

[Section A\) Sharp as data controller](#)

[Section B\) How and why we use your data](#)

[Section C\) Your control rights regarding your data](#)

### **2. Name and Address of the Data Controller**

For the purposes of the GDPR and for other data protection laws in force in the member states of the European Union and other provisions of data protection, the data controller is:

Sharp Electronics GmbH, Nagelsweg 33-35, 20097 Hamburg, Germany

Phone: +49-(0)40-2376-0

Email: [datenschutz.seg@sharp.eu](mailto:datenschutz.seg@sharp.eu)

Website: <https://energyshop.sharp.eu/>

As the data controller, we are responsible for deciding how we store, use and protect personal data. It also means that we are responsible for responding to your inquiries regarding the use of your personal information. If you have any questions about the use of your personal information, please contact the following person:

#### **2.1 Name and address of the data protection officer**

The data protection officer for Sharp Electronics GmbH is:

Sharp Electronics GmbH,

Data protection officer

Nagelsweg 33-35, 20097 Hamburg, Germany

Email: [dschott@intersoft-consulting.de](mailto:dschott@intersoft-consulting.de)

## Section B) How and why we use your information

### **3. Collecting Personal Data and General Information**

We capture personal data whenever you register in our web shop, order items, contact us by phone, email or fill out and send us our contact form.

Following are the types of personal data we collect from you:

**Contact Data:** Information that you submit to us if you contact us by phone or email or via the contact form. Your email address, telephone number, name and company address are part of your user account after you have successfully registered.

**How to use our website:** Our website collects certain general data and information when a user visits our website. This general data is stored in the server log files. We may capture (1) browser types and the versions being used, (2) the operating system used by the accessing system, (3) the web page through which an accessing system accesses our web site (so-called referrers), (4) the sub-web sites, (5) Date and time of access to the website, (6) an Internet Protocol address (IP address), (7) the Internet access provider for the accessing system and (8) all other and comparable data and information in the event of attacks on our IT systems can be used.

We do not draw any conclusions about users based on this website data. Rather, this information is used to (1) properly display the content of our website, (2) to optimize the content of our website, (3) to guarantee the long-term usability of our IT systems and website technology, and (4) to provide law enforcement agencies with the information they need during criminal investigations in the event of a cyber attack. For this reason, the data controller conducts an anonymous statistical analysis of the collected data and information in order to increase data protection and data security in-house and to ensure an optimal level of protection for the personal data that we process. Anonymous data stored in server log files is kept separate from any personal data provided by a data subject.

### **4. Legal Basis for Processing**

We limit the extent of personal information that we collect by only capturing that information necessary to fulfill legal and business obligations. However, in some cases, providing personal information may be required by law (for example, due to tax laws), contract negotiation, or as part of providing services. The lack of provision of personal data would mean that a contract with the data subject or service cannot be concluded or provided to the data subject, so that in this case a legitimate interest in processing is assumed.

Described below are:

- the purposes for which we collect personal information;
- the categories of personal information we process for these purposes;
- the legal basis that allows us to process personal data; and
- the periods of how long we store personal information.

Purpose of Processing	Categories of Processed Data	Legal Basis for this Processing	Period of Data Storage
For identifying and operating a web shop	All personal data required for the user account, server log data such as IP addresses etc.	To fulfill the contract that exists between us in case of a successful order. Legitimate interest of the person responsible	For as long as you are a customer. We will delete your user account at any time at your request.
To communicate via the contact form and via email	For news content and email address	To fulfill the existing contract between us	As long as you have an account with the webshop
For ordering and delivering goods	Delivery address data, goods recipient, communication data	To fulfill the contract that exists between us in case of a successful order	Orders, invoices and proofs of delivery, etc. are kept file for six to 10 years in accordance with HGB (The German Commercial Code) and the tax code

**5. Who has access to your personal data**

We share your personal information with the following groups of recipients:

**Our staff:** Our staff has access to your personal information as necessary for their purposes and tasks.

**IT service providers:** It may happen that IT service providers access your data. There are corresponding data protection agreements between Sharp and service providers.

**Transport companies:** Freight forwarders need access to personal data in order to deliver the ordered goods to the proper destination.

**6. Cookies**

Our website uses “cookies.” Cookies are text files that are stored on a computer system via an Internet browser.

Many websites and servers use cookies. They contain so-called cookie IDs, i.e. a unique identifier of a cookie. It consists of a string used to link web pages and servers to the specific Internet browser where the cookie has been stored. This allows web pages that are viewed and for servers to distinguish the user's individual browser from other Internet browsers that contain other cookies. A specific web browser can be recognized and identified by the unique cookie ID.

By using cookies, we provide the users of our website with relevant services and content that would not be possible without these cookie settings. Click here to learn more about our [cookie policy](#).

**7. Profiling**

Profiling involves the automated analysis of personal data (e.g. digital behaviors such as the pages visited, the links clicked, the downloads) to identify or predict the behavior of users of our website.

No personal data is collected on this website for the purpose of profiling.

## 8. Registration as well as inquiry and order forms on the website

Registration: Users of the webshop will be able to purchase our products by registering on our site. This personal information (such as name, e-mail address, delivery address, etc.) is collected in order to provide them with this service, to verify their identity and to deliver the ordered goods to them.

Inquiry form and communication per email: These serve the exclusive purpose of communicating with registered customers, for which their contact details (such as e-mail address, etc.) are required.

### Section C) Your rights regarding your data

Rights of the data subject (your rights)

According to the General Data Protection Regulation (GDPR), you have the following rights regarding your data:

**Right to Confirmation** – This means that you have the right to find out whether we are processing data about you.

**Right to Access** – This means that you are allowed to know what information is stored about you (also known as the data subject's right of access). This will give you the opportunity to obtain a copy of the personal information we store regarding you and to verify that we are lawfully processing that information.

**Right to Correction** – This means that you have the opportunity to change your data or to correct any information we have stored about you that is incomplete or incorrect.

**Right to Deletion** – This means that you have the ability to be removed from our databases/systems if there is no just cause for us to continue processing data concerning you; you withdraw your consent to having your data stored; we have stored your data improperly, or we should erase your information to comply with applicable EU law. You have the right to ask us to remove or delete your personal information if you have exercised your right to object to the processing.

**Right to Restrict Processing** – This means the ability to restrict or suspend the processing of certain personal data.

**Right to Data Transfer** – This means that you have the option of transferring your data to another provider

**Right of Opposition** – This means means that you have the ability to prevent certain types of processing of your personal data or that you can withdraw your consent.

Please contact us by email to exercise any of these aforementioned rights [email](#)

- We will do our best to assist you in exercising your rights, but in some cases there are legal reasons why we would have to decline your requests.
- All inquiries you make will be processed promptly and at the latest within one month of receiving your request. This period may be extended by two months if necessary, taking into account the complexity and number of requests. We will notify you of such an extension within one month of receipt of your request and inform you of the reasons for the extension.
- Should we decide not to act on your request, we will inform you of the reasons for this decision.
- Complaint to the supervisory authority: If you disagree with a decision we have made in response to a rights request or believe that we have violated applicable privacy laws, you may lodge a complaint with a data protection authority in the EU. You can contact the data protection authority responsible for Germany using the contact data on their website [www.bfdi.bund.de](http://www.bfdi.bund.de).

## **9. Updates to this Statement**

From time to time, we will update this privacy policy to reflect changes in our processing of personal information (such as when we introduce new systems or processes that require new forms of use of personal information), or to explain the information contained in this communication. Such changes are made in accordance with data protection laws.

We encourage you to review this release from time to time for updates, but we will also actively notify you of changes to this notice or the way we use your personal information if required to do so by law.