

## How we use your data

We hereby inform you how Grieneisen GBG Bestattungen GmbH processes your personal data and the rights you have according to the data protection law.

### 1. Who is responsible for the data processing and who can you contact?

You can contact the relevant office at:

Grieneisen GBG Bestattungen GmbH, Fürstenbrunner Weg 10/12 in 14059 Berlin

telephone: +49 30 78 78 2 – 0

e-mail: info@ahorn-gruppe.de

You can contact our data protection officer using the above mentioned postal address c/o data protection officer – or via e-mail: datenschutz@ahorn-gruppe.de

### 2. Why do we process your data (purpose of processing) and on what legal basis do we do so?

We process your personal data in compliance with the EU General Data Protection Regulation (GDPR), the German Federal Data Protection Act (BDSG), and any other relevant data protection laws.

**a.** To fulfil contractual requirements in connection with the conclusion of a pre-funeral arrangement contract and/or a funeral request, we rely on the information you provide on this website to organise and execute the desired funeral. We process these data to perform the services specified and required by public authorities and administrative bodies, such as registry office certifications, cemetery agreements and also to organise services provided by florists, funeral orators or other similar service providers.

**We cannot fulfil our obligations laid down in the pre-funeral arrangement contract without processing your personal data.**

Moreover, we need your personal data to compile industry-specific statistics, for example, for the development of new services. We use the aggregated data from all contracts existing with a company affiliated with the Ahorn Gruppe (see above) in order to assess the entire customer relationship so as to provide services such as consultations or offer comprehensive information.

Article 6(1)(b) GDPR forms the legal basis for the processing of personal data for pre-contractual arrangements and contractual purposes.

**b.** Based on your consent, where special categories of personal data are required (e.g. religious affiliation when concluding a pre-funeral arrangement contract), we will obtain your consent in accordance with Article 9 para. 2 a) in conjunction with Article 7 GDPR. We compile statistics with these data categories on the basis of Article 9 para. 2 j) GDPR in conjunction with Article 27 BDSG.

**c.** We also process your data to weigh up the respective interests so as to protect our legitimate interests or that of third parties (Article 6 para 1 f) GDPR). This may in particular be necessary:

- to ensure IT security and IT operation,
- to advertise for our own products and other products of the companies affiliated with Ahorn Gruppe and their cooperation partners as well as for market and opinion research purposes,
- in order to prevent and investigate criminal offences, we in particular use data analysis to identify evidence that may point to insurance fraud.
- to use for tests for new and further developments of our data processing systems.

**d.** Due to legal requirements, we also collect your personal data to comply with statutory obligations such as commercial and tax law duties specified for the retention of data or to comply with our duty to provide consultation. The respective legal provisions in conjunction with Article 6 para. 1 c) GDPR serve as the legal basis for the processing of data in this case.

In order to comply with legal requirements, we are obliged to combat money laundering and fraud. To this end, we also carry out data evaluations (e.g. in payment transactions). These measures also serve to protect you.

In the event we wish to process your personal data for a purpose other than mentioned above, we will inform you thereof in advance in line with statutory provisions.

### 3. Who gets your data? (categories of recipients of personal data)

#### External service providers:

In order to fulfil our contractual and legal obligations, we sometimes use external service providers, such as operators of the deregistration services, pension portals, florists or stonemasons.

Please go to overview in the appendix and in the respective current version on our website at [www.ahorn-gruppe.de/datenschutz/](http://www.ahorn-gruppe.de/datenschutz/) to find a list of contractors and service providers we use and with whom we maintain also longstanding business relationships.

#### Other recipients:

In addition, we may transfer your personal data to other recipients, such as public authorities in order to comply with statutory notification requirements (e.g. social security institutions, tax authorities or law enforcement agencies).

### 4. How long is your data kept?

We delete your personal data as soon as they are no longer required for the above-mentioned purposes. It may happen that personal data is kept for the time during which claims can be made against our company (statutory limitation period of three or up to thirty years). We also store your personal data to the extent that we are legally obliged to do so. Corresponding obligations to provide evidence and retain data arise from the German Commercial Code, the German Fiscal Code and the Money Laundering Act, among others. The data storage periods are up to ten years.

### 5. What data protection rights do you have?

You can submit an access request for personal information held about you to the above-mentioned address. In addition, under certain circumstances, you can demand that your data be rectified or deleted. You may also have the right to restrict the processing of your data and the right to have the data provided by you to be released in a structured, common and machine-readable format.

#### Right of objection

You have the right to object to the processing of your personal data for direct marketing purposes. All you need to do is send an e-mail to [info@ahorn-gruppe.de](mailto:info@ahorn-gruppe.de).

If we process your data to protect legitimate interests, you may object to this processing if reasons arise from your particular situation that speak against such data processing.

We will then cease to process your personal data unless we can prove compelling reasons for processing worthy of protection that outweigh your interests, rights and freedoms or the processing serves to assert, exercise or defend legal claims.

#### Right of appeal

You have the possibility to address a complaint to the above mentioned data protection officer or to a data protection supervisory authority. The data protection supervisory authority responsible for us is:

Berlin Commissioner for Data Protection and Freedom of Information  
Friedrichstr. 219  
Visitors' entrance: Puttkamerstr. 16–18 (5th floor)  
10969 Berlin

### 6. To what extent do we use automated decision-making (including profiling)?

We currently do not perform automated decision making or profiling.

We are required by law to combat money laundering and fraud. To this end, we also carry out data evaluations (including in payment transactions). These measures also serve your protection.

**Please pass on the information to current and future authorised representatives and beneficial owners as well as the insured person, if they differ. This also includes, for example, different contributors, beneficiaries in the event of death or authorized agents.**