

## **Privacy Policy**

With the following privacy policy we inform you about the processing of personal data. Personal data is all information relating to an identified or identifiable natural person, such as name, address, e-mail address.

### **1. Controller, Data Protection Officer**

Controller in the context of data protection is Vitra Inc., 100 Gansevoort St., New York, NY 10014, Tel.: +1 212 463 5700 (hereinafter: "we").

For all questions in connection with data protection you can also contact our data protection officer, Mr. Simon Brandmeier, Kirschmatt 37, 79576 Weil am Rhein, Germany, or send an e-mail to [info@sbmconsulting.de](mailto:info@sbmconsulting.de).

### **2. Data Collection**

We collect the following personal data for the execution and processing of the contractual relationship: name, e-mail address, address data, phone numbers, inventory data etc.

The legal basis is Art. 6 para. 1 (b) General Data Protection regulation (GDPR).

### **3. Duration of Data Storage**

Personal data is stored until the purpose for which it was entrusted to us has been fulfilled. As far as storage periods subject to commercial law and tax law are to be fulfilled, the duration of the storage of certain data can amount up to 10 years.

### **4. Transfer of Data**

To the extent necessary for the fulfillment of the contract, e.g. in the context of payment processing or the shipping of products, your data will be passed on to e.g. payment service providers, shipping service providers, technical service providers etc. Your personal data will not be passed on to third parties, unless we are obliged to do so by law or court order or you have given your express prior consent.

As far as we make use of the services of third parties for the processing of personal data, the regulations of the GDPR are adhered to. In particular, we carefully

select and commission these service providers in writing or electronically. They are bound by our instructions and are regularly checked by us.

## **5. Data Security**

We have taken extensive technical and operational precautions to protect your personal data stored with us against unauthorized access and misuse. Our security procedures are regularly reviewed and adapted to technological progress. Our employees are obliged to maintain confidentiality.

## **6. Your Rights**

Upon request, you will receive information free of charge about all personal data that we have stored about you, including the origin, recipients and categories of recipients to whom this data is passed on and the purpose of data processing. You can object to the processing of your personal data at any time. You also have the right to correction or erasure of your personal data, to limitation of the processing of your personal data and to data portability. You may also lodge a complaint with the competent supervisory authority.

If you have given your consent to the processing of your personal data, you can withdraw the consent at any time without affecting the lawfulness of the processing based on consent before its withdrawal.

If you have any questions regarding the collection, processing or use of your personal data or the exercise your rights, please contact Vitra Inc., 100 Gansevoort St., New York, NY 10014 by mail or send an e-mail to [privacy@vitra.com](mailto:privacy@vitra.com).