

**Data protection information for customers (for the monetarily free download of FIR publications & tools)**

<b>Responsible party “Controller“</b>	Forschungsinstitut für Rationalisierung (FIR) e. V. an der RWTH Aachen Institute for Industrial Management at the RWTH Aachen University Campus-Boulevard 55 52074 Aachen Germany Telefon: +49 241 47705-0 E-Mail: datenschutz@fir.rwth-aachen.de
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<b>Description</b>	For the provision of FIR publications (whitepapers, position papers, FIR editions and expert papers as well as other FIR publications and tools) we process and store your personal data.  With a download on our website, the provision of the monetarily free documents and tools is paid for with the provision of your personal data.
<b>Purposes of the processing</b>	<ul style="list-style-type: none"><li>• Measures to win a customer (contact by e-mail and telephone on further topics/events relevant to you).</li><li>• Disclosure of your data to the partners mentioned in " terms and conditions for this download". You can view the partners before your data is released.</li><li>• Support of existing customers to maintain and improve a continuous contractual relationship, customer loyalty and advertising measures, sales, customer communication and assistance, complaints and revocation management.</li><li>• Establishment and provision of a CRM system for the input, processing and management of customer data and contract data for the shared use by employees.</li></ul>

<p><b>Legal basis</b></p>	<ul style="list-style-type: none"> <li>• Art. 6 Abs. 1 lit. a GDPR – consent</li> <li>• Art. 6 Abs. 1 lit. b GDPR – (pre)-contractual measures</li> <li>• Art. 6 Abs. 1 lit. f GDPR – Lawfulness of processing (legitimate interest)</li> </ul> <p>The processing of the personal data provided by you is necessary for the fulfilment of contractual obligations arising from the contract concluded with us.</p> <p>Data processing for other purposes can only be considered if the necessary legal requirements pursuant to Art. 6 para. 4 GDPR are met. Any obligations to provide information pursuant to Art. 13 para. 3 GDPR and Art. 14 para. 4 GDPR will of course be observed in this case.</p>
<p><b>Storage period</b></p>	<p>The deletion periods are based on the legal requirements. You can revoke your consent pursuant to Art. 6, para. 1, lit. a, GDPR at any time by contacting the controller.</p> <p>You may at any time (and without giving reasons) terminate the contract concluded with FIR e. V. (with effect for the future), concerning the storage of your personal data, which we collect while downloading a document and pass on to the named partners. Upon receipt of your notice of termination, it will take effect immediately. The FIR e. V. reserves the right to then cancel the contract concluded with you and not to perform the service.</p>
<p><b>Automated decision making and profiling</b></p>	<p>As a responsible company, we do not use automatic decision-making or profiling when collecting your personal data.</p>
<p><b>Recipients of the personal data outside the company / authority / third country</b></p>	<p>Your data will be transmitted to the partners mentioned in "terms and conditions for this download" for advertising purposes.</p> <p>No further transmission of data will take place.</p>
<p><b>Right to information</b></p>	<p>You have the right to information about the personal data we process about you. In the case of a request for information that is not made in writing, we ask for your understanding that we may then require evidence from you that proves that you are the person you claim to be.</p>
<p><b>Right to rectification</b></p>	<p>Furthermore, you have a right to rectification, i.e. you can demand that we correct your incorrect personal data without delay. Taking into account the purposes of the processing, you have the right to request the completion of incomplete personal data - also by means of a supplementary declaration.</p>
<p><b>Right to erasure</b></p>	<p>You have the right to request that we erase your data immediately.</p>
<p><b>Right to restriction of processing</b></p>	<p>You have the right to request the restriction of processing.</p>

<b>Right to object to processing</b>	In particular, you have the right to object to the processing of your data in connection with a direct advertising if this is carried out on the basis of a balancing of interests. To do so, please contact the controller of the processing.
<b>Right to data portability</b>	You have the right to obtain the data you have provided in a structured, common and machine-readable format from the controller. We must not hinder a transfer to another controller.
<b>Right to log a complaint with the competent supervisory authority</b>	You can lodge a complaint with a supervisory authority (Art. 77 GDPR).