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## Business Contacts & Company Representatives

Information in accordance with Art. 13, 14 GDPR

**Controller:**

RUCH NOVAPLAST GmbH  
Appenweierer Str. 54  
77704 Oberkirch  
Tel +49 7802 806-0  
Mail [info@ruch.de](mailto:info@ruch.de)

Represented by: Managing Director Roland Zeifang

**Data protection officer:**

Thomas Schneider, DSB Baden GmbH  
(Please state our company name in the subject line when contacting)  
Mail [datenschutz@ruch.de](mailto:datenschutz@ruch.de)

**Legal basis for data processing:**

- For individuals acting in their own name (e.g. end customers): Art. 6 Abs. 1 lit. b DSGVO (to initiate and fulfill a contract)
- For individuals representing a company (e.g. employees of a GmbH): Art. 6 Abs. 1 lit. f DSGVO (legitimate interest (balancing of interests))
- For marketing our own products and services: Art. 6 Abs. 1 lit. f DSGVO (legitimate interest (business development))

**Purposes of Processing:**

- Responding to your inquiry
- Initiating, managing, or ending a business relationship with you or your employer, Communication with authorities (e.g. health insurance funds, tax offices)
- Promoting additional products and services of our company Abwicklung Ihrer Anfrage

**Legitimate Interests:**

If we contact you to inform you about further products and services, we do so under Article 6(1)(f) GDPR, as we have a legitimate interest in expanding and maintaining business relationships. We use only your provided business contact details and always respect applicable legal requirements (e.g. no newsletters without prior consent). You may object to this use at any time.

In cases where your inquiry is related to a business relationship with your employer, we have a legitimate interest in managing that relationship. Your business contact details may have been collected directly (e.g. at a trade fair) or passed on by a third party (e.g. a business partner who involved us in a project on your behalf). We consider it reasonable to use this information for the purposes listed above, in the context of our business cooperation.

**Categories of Personal Data:**

We usually process your business contact data, which we received directly from you or from a third party. These are sometimes linked with a specific purpose (e.g. a product inquiry) and enriched with related business information.

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**Sources of Data:**

Most data is collected directly from you – for example, at a trade fair or when you contact us. In some cases, data may come from third parties (e.g. subcontractors, or professional databases relevant to your industry).

**Recipients (Categories) of Personal Data:**

We only share your data when necessary to fulfill the purposes listed above – possibly including subcontractors. If, in rare cases, data is shared with others (e.g. companies within our group), you will have been informed in advance.

**Retention Period:**

We generally assume an ongoing business relationship. Therefore, your contact data is stored in our systems indefinitely. We will delete your data only upon request, and after all legal retention periods have expired.

In some cases, data from specific inquiries may be deleted once the matter is resolved.

**Transfer to Third Countries:**

We do not transfer your personal data to recipients outside the EU.

If this should become necessary in the future, we will ensure that the receiving country offers an adequate level of protection in accordance with GDPR (e.g. Switzerland under an adequacy decision pursuant to Article 45 GDPR).

**Your Rights – Rights of the Data Subject under the GDPR:**

Articles 12 - 23 of the GDPR define your rights concerning the handling of your personal data.

These include:

- Right of access – Article 15 GDPR
- Right to rectification – Article 16 GDPR
- Right to erasure – Article 17 GDPR
- Right to restriction of processing – Article 18 GDPR
- Where applicable: right to data portability – Article 20 GDPR
- Right to object – Article 21 GDPR
- Right to lodge a complaint – Article 13(2)(d) GDPR, with a data protection authority. A list of supervisory authorities and their contact details is available here:  
[https://www.bfdi.bund.de/DE/Service/Anschriften/anschriften\\_table.html](https://www.bfdi.bund.de/DE/Service/Anschriften/anschriften_table.html)