



# Kemper Service Newsletter Privacy Notice and Consent

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## Information on controller and purpose of data processing

Maschinenfabrik Kemper GmbH & Co.KG, Breul, 48703 Stadtlohn, ("Kemper") collects and processes personal data

- Name, title, e-mail address

directly from you and about your activities with us in relation to the Kemper Service Newsletter.

We use this personal data to send you e-mails as part of our Kemper Service Newsletter that will contain information about

- Retrofit kits, wear parts, service videos etc. in Aftermarket or in Kemper Plus.
- Documents and Downloads.

We also use this personal data to send you a confirmation e-mail to verify your interest in the Kemper Service Newsletter, to manage your voluntary participation in our activities and to analyze your use of the Kemper Service Newsletter and improve our Kemper Service Newsletter and promotion material.

## Legal basis for data processing

We are processing this personal data based on your consent as a legal basis for data processing in accordance with Article 6 (1) lit. a) General Data Protection Regulation (GDPR). In case you are participating in our Activities, we are processing this personal data based on a contract with you as a legal basis for data processing in accordance with Article 6 (1) lit. b) GDPR, as further explained in the respective terms & conditions.

## Retention period

We keep this personal data until you withdraw your consent and in accordance with our retention policy. However, the withdrawal of your consent does not affect the legality of the processing of your personal data, which took place until the withdrawal of the consent.

## Categories of recipients of personal data

We engaged third party companies who will process this personal Data on our behalf to provide the Kemper Service Newsletter. We also share with or disclose this personal data to our Affiliates and with your preferred Dealer in case you provided that information as part of one of our activities.

Your personal data is transferred to non-EEA countries with different, and less protective data protection laws (including the United States of America), but, where the latter is the case, Kemper relies on admissible data transfer mechanisms, such as Standard Contractual Clauses, Binding Corporate Rules or the US recipient's Privacy Shield certification, if any.

## Data Subject Rights

You can withdraw your consent at any time by clicking the respective link "Withdraw Consent" in any of the e-mails we are sending you or by sending an email to [service@kemper-stadtlohn.de](mailto:service@kemper-stadtlohn.de).

To request access to your personal data, to ask us to rectify or erase personal data or restrict the processing, to object to processing or to exercise any of the other data protection rights available to you, or to request information/a copy of the relevant international data transfer mechanism, please contact us under [service@kemper-stadtlohn.de](mailto:service@kemper-stadtlohn.de). You also have the right to complain to the relevant supervisory authority in the EU Member State of the habitual residence, place of work or alleged infringement of the GDPR.

**By clicking the check box, I confirm that I have read the Digital News Service Privacy Notice and consent to the processing of my personal data by John Deere to provide the Digital News Service.**