

# KSB Group General Data Protection Notice

Responsible according to the General Data Protection Regulation is:

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KSB SE & Co. KGaA and the group it manages ("**KSB Group**") is one of the leading providers of pumps, valves and associated services worldwide.

KSB SE & Co. KGaA is also responsible for the in their internet presence integrated representation of the group's additional entities, such as KSB Service GmbH, Dynamik-Pumpen GmbH, KAGEMA Industrieausrüstungen GmbH, Pumpen-Service Bentz GmbH, PMS-BER-CHEM GmbH and Uder Elektromechanik GmbH.

Entities within the KSB Group may refer to this Data Protection Notice. In this case, the company referring to this notice remains responsible (the company responsible is referred to as "**KSB**" hereinafter).

Contact information to the Group Data Protection Officer of all entities within the KSB Group that are subject to this Data Protection Notice, is:

KSB Group Data Protection Officer  
KSB SE & Co. KGaA  
Johann-Klein-Str. 9  
67227 Frankenthal  
Germany  
E-Mail: [datenschutz@ksb.com](mailto:datenschutz@ksb.com)

This Notice presents a general information to the collection and processing of personal data made by KSB within the context of their business operation. This Notice also contains the terms of use for KSB websites.

In addition to this information, KSB and individual KSB Group companies may, for specific processing, provide further supplementary information, in particular details to the respective processing, to the processing purposes, the categories of the data concerned, the receiving parties of data, the legal basis of the processing, and to the data storage period.

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### Part 1: Processing of Personal Data at KSB

Within the context of the business operation of KSB (marketing, distribution, consultation, supply, maintenance and repair of products, and services provided by KSB) – beyond the processing as pointed out in part 2 of the General Data Protection Notice – personal data of business partners, contacts of business partners and other prospects (including candidates) in particular by email, mail, fax, as well as conversations over the phone and in person, is collected. As a result, personal data of business partners, such as distribution and service partners of KSB, may also be transmitted.

#### 1. Data

The following categories of data may be collected and received:

- Last name, first name,
- Employer or client, business,
- Contact information: address, email address, telephone, fax,
- Interest in specific KSB products and services (selection),
- Orders, processing of orders,
- Financial information, in particular contact information and
- Application documents.

KSB does not process specific categories of data. Please do not make any sensitive data available to KSB.

Moreover, the KSB offer is only applicable to persons 18 years of age and older.

The provision of this personal data may be necessary for the conclusion of a contract and may be required by law or contract. If this data is not made available in whole or in part, it may not be possible to conclude a contract or a contract may not be executed.

#### 2. Receiving Party of Data

KSB processes your personal data. KSB deploys processors. The latter may be companies of the KSB Group, but also third-party companies within the European Economic Area. As a rule, KSB does not transmit data to receiving parties outside of the European Economic Area (for exceptions, please see the notices for specific processing in part 2).

### **3. Purpose of Processing**

To carry out their commercial activities, KSB processes data collected or received, in particular to substantiate and fulfill business transactions, as well as business communication including direct marketing.

### **4. Legal Basis**

If we are given consent to process personal data Article 6(1)(a) of the EU General Data Protection Regulation ("**GDPR**") serves as legal basis. Legal basis for the processing of personal data to initiate or perform a contract to which a data subject is party is Article 6(1)(b) GDPR. If processing is required for KSB to meet their legal obligations (obligations to preserve, for example), Article 6(1)(c) GDPR serves as legal basis. Personal data will also be processed to assert the legitimate interests of KSB and third parties under Article 6(1)(f) GDPR. Legitimate interests lie in the functionality of the IT system of KSB, the marketing of KSB products and services, as well as the documentation of business contacts required by law.

### **5. Consents and Revocations Procedure**

You may revoke your consent to collect and use personal data at any time without affecting the legitimacy based on the consent given up until revocation or based on the performed processing based on other permission reasons. The revocation must be addressed to: [info@ksb.com](mailto:info@ksb.com).

### **6. Legitimate Interest and Right to Object**

You may object to the processing of your personal data based on legitimate interests of KSB or third parties. Unless your objection is directed solely against direct marketing by KSB, you have to justify that you are in a special situation which makes the processing of your personal data based on legitimate interests unacceptable for you. The objection must be addressed to: [info@ksb.com](mailto:info@ksb.com).

### **7. Storage Period**

Personal data of data subjects are deleted or blocked as soon as the processing or storage purpose no longer applies. Storage beyond this period only occurs as long as and as far as it is designated by the EU or Member States legislation in Union Acts, Law, or other regulations, that KSB is subject to.

### **8. Automated Decision Making and Profiling**

They are not subject to any decision based solely on automated processing, including profiling.

### **9. Data Protection Rights of the European Union**

You have the right against KSB to access the respective personal data, as well as to correct, delete or limit the processing of these data. Such requests must be made to: [info@ksb.com](mailto:info@ksb.com). Beyond that, you have the right of complaint at a supervisory authority in the European Union.

## **Part 2: Specific Processing Situations**

In addition, the information under Part 1 also applies.

### **I. KSB Websites Provision and the Use of Cookies**

Every time a user accesses a KSB website and every time a file on our website is retrieved, the KSB IT systems collect automated data and information from the retrieving medium and stores these in a log file on the respective KSB server. KSB websites use cookies. Cookies are files that are stored on the respective medium applied by the user. When accessing a KSB website, a cookie may be stored on the user's medium. Cookies allow a clear identification of the medium when the website is revisited.

#### **1. Purpose of Processing**

The data stored in log files is evaluated exclusively for statistic purposes. KSB uses cookies to make their website user friendly and to make the chosen content available again after a website change. Furthermore, KSB uses cookies that allow for an analysis of user behavior on their websites. Log files and cookie data are not stored together with other personal data of users.

#### **2. Data**

In this regard, the following data may be collected:

- Information about the browser used (type/version) and the user's operating system,
- The user's Internet service provider,
- The user's IP address,
- Websites from where the user's system is directed to the KSB website (original link),
- Websites accessed by the user's system via KSB websites (follow-up link),
- Use of website functions, search words entered, and the frequency of pages visited,
- Date and time of access,
- Description of files retrieved,
- Volume of data transmitted and
- Access status (file transmitted, file not found, etc.).

#### **3. Disclosing data to third persons**

For the processing of personal data within the website provision KSB deploys other companies of the KSB Group within the European Economic Area and third parties as processors. This includes SalesViewer GmbH, Nikolaistr. 2, 44866 Bochum, Germany, which undertakes data analysis work for KSB. For web analyses and conversion tracking KSB has employed Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 as well as Facebook Inc., 1 Hacker Way Menlo Park, CA 94025 in the U.S. KSB also uses social media plugins of social network providers (pre-built links to the respective network) that, however, initially remain deactivated and do not transmit data to third parties. Only after the respective buttons are activated (first click) the data will be transmitted to these providers. Recommendations will only be transmitted with a second click. The providers are Google Inc. (see address above), as well as Facebook Inc. (see address above) or Facebook Ireland Limited, Hanover Reach, 5-7 Hanover Quay, Dublin 2 in Ireland, and Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103 in the USA. Data thereto may be transmitted to servers in the USA and processed there. No adequacy decision for the U.S. has been made by the European Commission within the meaning of Article 45(1) GDPR. Google Inc., Facebook Inc., and Twitter Inc. are, however, certified under the EU-U.S. Privacy Shield, with the result that the transmission is permitted under Article 46(2)(f) (implementing decision (EU) 2016/1250 of the

European Commission dated July 12, 2016). You may prevent the collection and transfer of data within the context of social media plugins by not activating the respective buttons through clicking. You may prevent the further collection and transfer of your data by Google. For this, Google Inc. provides the relevant information:

<https://tools.google.com/dlpage/gaoptout?hl=de>. You may also object to the further collection and transfer of your data by Facebook-Pixel and the processing for providing Facebook-Ads. Regarding Facebook Inc. please approach <https://www.facebook.com/settings?tab=ads> for further instructions. For additional information please send an email to [info@ksb.com](mailto:info@ksb.com).

#### **4. Legal Basis**

Legal basis for the temporary storage of data is Article 6(1)(f) GDPR. The temporary storage of data by the system is required in order to enable the website's appearance and the transfer of retrieved files to the user's computer. The purpose of cookies is to simplify the use of the websites for the user; without the use of cookies, several functions of our website cannot be provided. In addition, we have a justified interest in the analysis, optimization and economic operation of our online offering, for which we use Google Analytics and Facebook Pixel.

#### **5. Storage Period for Log Files**

Data to the website appearance will be deleted after each session has ended. Log files will be deleted upon expiry of legal retention obligations, at the latest after 38 months.

#### **6. Prevention of Cookies / Deletion**

You may deactivate or limit the transfer of cookies through your Internet browser or Flash Player settings. The user may delete previously stored cookies at any time. In the event that cookies are deactivated, you may not be able to use all KSB website functions to their fullest extent any longer.

#### **7. Links to Other Websites**

The online offering contains links to other website (e.g. social media plugins). KSB has no influence on the website content of third parties. KSB is not responsible for the external content that can be reached by clicking the links and does not adapt the content as their own. Responsible for the content of linked sites is always the respective provider or website operator. As soon as a violation of law becomes known, KSB will remove such links immediately. Please inform us at [info@ksb.com](mailto:info@ksb.com).

## **II. Newsletter**

You have the option to subscribe to a free newsletter on the KSB website.

### **1. Purpose of Processing**

KSB uses the newsletter for information about their products (pumps, valves and associated service) as well as about the Group (company news), and about their distribution and service partners (distribution and service information). Furthermore, the newsletter and its use are evaluated, including optimization or improvement of its design and the provision by KSB and its processors operating on its behalf.

## **2. Data**

In this context, the following data, in particular from the input mask, is transmitted to us upon registration to the newsletter:

- Last name, first name,
- Employer or client, business,
- Contact information: address, email address, telephone, fax, social media contact,
- Interest in specific KSB products and services (selection),
- IP address of computer used as well as
- Date and time of registration and
- Opening and number of accesses to the newsletter as well as the respective times, IP address in case the newsletter is opened or if its information (links) are called up, time when the newsletter is opened or information is called up, information about the browser used (type/version) and the user's operating system.

## **3. Disclosing data to third persons**

KSB SE & Co. KGaA processes your personal data. KSB deploys companies of the KSB Group and outside companies as processors within the European Economic Area. The newsletter will be provided by Episerver Inc., 542 Amherst Ave, Nashua, New Hampshire 03063, USA, Apsis International AB, Starmgatan 11, S-21120 Malmo, Sweden, Mark-i, Tramplein 8.1441 GP Purmerend, KvK 37148290, The Netherlands or MailChimp, a dispatching platform for newsletters provided by Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. Data thereto may be transmitted to servers in the USA and processed there. No adequacy decision for the U.S. has been made by the European Commission within the meaning of Article 45(1) GDPR. Episerver Inc. and Rocket Science Group, LLC. is, however, certified under the EU-U.S. Privacy Shield, with the result that the transmission is permitted under Article 46(2)(f) (implementing decision (EU) 2016/1250 of the European Commission dated July 12, 2016). For additional information please send an email to [info@ksb.com](mailto:info@ksb.com).

## **4. Legal Basis**

With the approval of the newsletter registration, you consent to the mentioned processing of your personal data entered into the input mask. The legal basis for processing in the context of a consent is Article 6(1)(a) GDPR. You may revoke your consent to process your personal data for the purpose of newsletter mailing at any time. Hereto you can find a corresponding link at the end of each newsletter. You may also revoke your consent by sending an email to [newsletter@ksb.com](mailto:newsletter@ksb.com). Revocation of consent does not affect the legality of the processing that has taken place up until the receipt of revocation based on your consent. Without valid consent you cannot receive any newsletters. KSB may also process personal data after the receipt of revocation on the basis of its legal obligations to preserve under Article 6(1)(c) GDPR as well as due to legitimate interests of KSB and third parties under Article 6(1)(f). Legitimate interests lie in the functionality of the IT system of KSB and its technical improvements, the optimization of the direct marketing of KSB as well as in the documentation of business contacts required by law.

## **5. Storage Period**

Data will be deleted immediately after revocation or the discontinuation of the newsletter.

### **III. Registration**

You have the option to register at the KSB website by providing your personal data. This will also allow for the provision of KSB's newsletter (Please observe the information as provided regarding newsletters in part 2 section II.).

#### **1. Purpose of Processing**

KSB uses your registration as basis to electronically communicate business with you and to transmit the KSB newsletters.

#### **2. Data**

Within the context of the registration, in particular data obtained from the input mask, the following data will be collected:

- Last name, first name,
- Employer or client, business,
- Contact information: address, email address, telephone, fax, social media contact,
- Interest in specific KSB products and services (selection),
- IP address of computer used as well as
- Date and time of registration

#### **3. Disclosing data to third persons**

KSB SE & Co. KGaA processes your personal data. KSB deploys companies of the KSB Group as processors within the European Economic Area. KSB does not transfer personal data to third parties outside of the Group. Transmission of data to receiving parties outside of the European Economic Area does not take place.

#### **4. Legal Basis**

With your registration, you consent to the mentioned processing of your personal data entered into the input mask. The legal basis for processing in the context of a consent is Article 6(1)(a) GDPR. You may revoke your consent to process your personal data for the purpose of business communication and/or the mailing of newsletters at any time. Hereto you can find a corresponding link at the end of each newsletter. You may also revoke your consent by sending an email to [newsletter@ksb.com](mailto:newsletter@ksb.com). In doing so, you may determine if you would like to revoke the consent to the continuation of business communication or to the receipt of the newsletter. Revocation of consent does not affect the legality of the processing that has taken place up until the receipt of revocation based on your consent. Without a valid consent, you are not able to participate in electronic business communications or receive newsletters. KSB may also process personal data after the receipt of revocation on the basis of its legal obligations to preserve under Article 6(1)(c) GDPR as well as due to legitimate interests of KSB and third parties under Article 6(1)(f). Legitimate interests lie in the functionality of the IT system of KSB, as well as in the documentation of business contacts required by law.

#### **5. Storage Period**

Data will be deleted immediately after revocation or discontinuation of the newsletter, and as soon as the purpose of processing or storage no longer applies. Storage beyond this period only occurs as long as and as far as it is designated by the European or national legislature in Union Acts, Law, or other regulations, that KSB is subject to.



## **IV. KSB Web Shop**

KSB operates a web shop for direct sales of its own products and services (Please refer also to the information as provided regarding KSB websites provision and the use of cookies in part 2 section I.).

### **1. Purpose of Processing**

KSB uses its web shop and the corresponding websites for the sale of products and services. In addition, the design of the web shop will be further developed and optimized, including direct marketing and the corresponding data evaluation, and the products and services offered by KSB will also be improved.

### **2. Data**

In addition to the data categories used for the operation of KSB websites (see part 2, section I, no. 2), the following additional categories of data may be processed:

- Last name, first name,
- Employer or client, business,
- Contact information: address, email address, telephone, fax,
- Interest in specific KSB products and services (selection),
- Orders, processing of orders and
- Financial information, in particular contact information.

The provision of this personal data may be necessary for the conclusion of the contract and may be required by law or the contract. If this data is not made available in whole or in part, it may not be possible to conclude the contract or the contract may not be executed.

### **3. Disclosing data to third persons**

Your personal data will be processed by KSB SE & Co. KGaA. KSB deploys processors (see also the information on KSB websites provision and the use of cookies in part 2 section I no. 3). For order processing, these may be companies of the KSB Group or third parties in the European Economic Area.

### **4. Legal Basis**

If we are given consent to process personal data Article 6(1)(a) GDPR serves as legal basis. Legal basis for the processing of personal data to initiate or perform a contract to which a data subject is party is Article 6(1)(b) GDPR. If processing is required for KSB to meet their legal obligations (obligations to preserve, for example), Article 6(1)(c) GDPR serves as legal basis. Personal data will also be processed to assert the legitimate interests of KSB and third parties under Article 6(1)(f) GDPR. Legitimate interests include the performance of warranty and repair services as well as product development and the marketing of KSB products and services and the legally required documentation of business contacts (see also the information on KSB websites provision and the use of cookies in part 2 section I no. 4).

### **5. Consents and Revocations Procedure**

You may revoke your consent to collect and use personal data at any time without affecting the legitimacy based on the consent given up until revocation or based on the performed processing based on other permission reasons. The revocation must be addressed to:

[info@ksb.com](mailto:info@ksb.com).

## **6. Storage Period**

Personal data of data subjects are deleted or blocked as soon as the processing or storage purpose no longer applies. Storage beyond this period only occurs as long as and as far as it is designated by the EU or Member States legislation in Union Acts, Law, or other regulations, that KSB is subject to.

## **V. KSB Applications (KSB apps)**

KSB develops applications to diagnose and control KSB products. KSB products can be observed and used on devices running iPhone, Android and window operating systems. In the process, machine data may be combined with personal data.

### **1. Purpose of Processing**

KSB processes data collected or received via the KSB app for diagnosis as well as controlling, but also to further develop their products.

In addition, KSB uses the data for consulting and information of the respective customer.

### **2. Data**

The following categories of data may be processed:

- Last name, first name,
- Employer or client, business,
- Contact information (e.g. address, email address, telephone, fax, social media contact),
- technical information about the smart phone, tablet or other device used, which will be transmitted when using the app (e.g. IP address or Android IP, GPS data, Operating system and/or browser information, device identifier),
- Parameters recorded and transmitted via the app (e.g. machine data, settings, operating information, diagnosis information) and
- Logging data of the app.

### **3. Disclosing data to third persons**

KSB SE & Co. KGaA processes your personal data. KSB deploys processors. The latter may be companies of the KSB Group, but also third-party companies within the European Economic Area. The transmission of data from the respective device depends on the operating system used, the telecommunication network provider, as well as other providers of data communication (e.g. Wi-Fi provider). Please observe the data protection notices of these companies.

### **4. Legal Basis**

If we are given consent to process personal data Article 6(1)(a) of the GDPR serves as legal basis. Legal basis for the processing of personal data to initiate or perform a contract to which a data subject is party is Article 6(1)(b) GDPR. If processing is required for KSB to meet their legal obligations (obligations under a warranty), Article 6(1)(c) GDPR serves as legal basis. Personal data will also be processed to assert the legitimate interests of KSB and third parties under Article 6(1)(f) GDPR. Legitimate interests lie in the implementation of warranty and repair services, as well as in the product development and marketing of KSB products and services, and in the documentation of business contacts required by law.

## **5. Consents and Revocations Procedure**

You may revoke your consent to collect and use personal data at any time without affecting the legitimacy based on the consent given up until revocation or based on the performed processing based on other permission reasons. The revocation must be addressed to:

[info@ksb.com](mailto:info@ksb.com).

## **6. Storage Period**

Personal data of data subjects are deleted or blocked as soon as the processing or storage purpose no longer applies. Storage beyond this period only occurs as long as and as far as it is designated by the EU or Member States legislation in Union Acts, Law, or other regulations, that KSB is subject to.

## **VI. Administration of Shareholders**

KSB administers personal data of the shareholders of KSB SE & Co. KGaA.

### **1. Purpose of Processing**

Shares of KSB SE & Co. KGaA are publicly traded. KSB processes personal data of shareholders in connection with the provision of obligatory company information as well as the organization of shareholder meetings.

### **2. Data**

Thereby, the following categories of personal data may be processed by KSB:

- Last name, first name
- Contact information: address, email address, telephone, fax, social media contact, name and contact data of a representative
- Depository bank and depository number
- Number of shares if KSB SE & Co. KGaA in possession, their identification number, book and market value, date of acquisition and deposition

### **3. Disclosing data to third persons**

KSB SE & Co. KGaA processes your personal data. KSB deploys companies of the KSB Group and financial service providers as processors within the European Economic Area. Transmission of data to receiving parties outside of the European Economic Area does not take place.

### **4. Legal Basis**

Personal data of shareholders of KSB SE & Co. KGaA are processed to comply with obligations as defined by company law according to Article 6(1)(c) GDPR as well as due to legitimate interests of KSB under Article 6(1)(f). Legitimate interests lie in the interest to inform and market shares, products and services of KSB.

### **5. Storage Period**

Personal data of data subjects are deleted or blocked as soon as the processing or storage purpose no longer applies. Storage beyond this period only occurs as long as and as far as it is designated by the EU or Member States legislation in Union Acts, Law, or other regulations, that KSB is subject to.

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