

Obligation to inform under Art. 13, para. 1 of the EU GDPR

We hereby inform you pursuant to Art. 13, paras. 1, 14 and 22 of the EU GDPR about our collection of personal data for the persons concerned

Responsible for data processing at Privatbrauerei Schweiger is:

Privatbrauerei Schweiger GmbH & Co. KG, Ebersberger Straße 25, 85570 Markt Schwaben
Telephone: +49 8121 / 9309-0, Fax: +49 8121 / 9309-88, Email: info@schweiger-bier.de
represented by the management: Erich Schweiger, Ludwig Schweiger, Siegfried Schweiger

Our company's data protection officer can be reached at the contact address above or via email: datenschutzbeauftragter@schweiger-bier.de

General processing of business partner data

In connection with the business relationship with our business partners (i.e. direct customers or goods recipients, who we supply on behalf of third parties, hereinafter also referred to as customers; suppliers; service providers; etc.) we process their address-, identification- and contractual content data along with any sales figures. Contained therein, especially in the case of individual companies, are also personal data such as name, address, email address, phone/fax numbers, date of birth, Vat No., GLN, possibly place of birth, nationality, passport data and also bank data and credit rating. The processing is done for purposes of uniquely identifying the business partner as well as the initiation, implementation, management and execution of contracts, assessment of credit ratings and securities, creating invoices / credit notes, the administration and enforcement of claims, compliance with legal requirements, data security and in the interests of a comprehensive customer service. For communication, we also process the names and contact details of the contact person for the business partner. We sometimes engage data processing companies to do processing.

The legal basis for this is Art. 6, paras. 1(b), 1(c) and 1(f) of the GDPR.

Deliveries/Services for the business partner

As part of the customer care and provision of services, we share, if need be, the necessary data of the business partner (name, address, phone/fax numbers and email address) with third parties whom we engage to provide the service (e.g. warehouse keepers, logistics staff, beer tap technicians, supplier partners/shippers and other service providers etc.). This is done to render the agreed services or to implement them faster and easier.

The legal basis for this is Art. 6, para. 1 (b) of the GDPR.

Guarantors and other collateral providers

Where a third party acts as a guarantor for us or offers some other security, we also process the above-mentioned data for them. This is done to assess the intrinsic worth of the security as well as for its administration and possible use.

The legal basis for this is Art. 6, para. 1 (b) of the GDPR.

Rental/Lease

Where the business partner has concluded a rental/lease agreement with us, we pass on the contact data to the property owner and, if applicable, to industry partners who have occupancy rights for the object. This is done for maintenance purposes and billing of the rental/leasing agreement.

The legal basis for this is Art. 6, para. 1 (b) of the GDPR.

Payment information

In addition, we pass on certain personal data of the business partner (name, address, etc.) as well as an assessment of payment history to certain companies affiliated with us. In the event of payment default, such details are also passed on to any collateral providers and possibly also to credit agencies. This is done for internal management of joint business partners and to preserve the interest in avoiding payment defaults.

The legal basis for this is Art. 6, para. 1(b) and (f) of the GDPR.

Disclosure of customer/sales data

We notify certain industry partners (manufacturers/distributors of the products we offer) regularly, or on request, about which business partners have procured which products in which quantity. Both customer and sales data is conveyed here. Firstly, this is done for the purpose of coordinating sales visits between us and the industry partners or establishing contacts for business partners with industry partners possibly of interest to them, as well as for recording, billing and executing the agreements possibly reached between the industry partner and us or the business partner in connection with procuring the products or assessing the economic viability of the business relationship. Secondly, this is done in the interests of the industry partner for better market cultivation, distribution analyses, sales control, decisions about marketing-/sales measures and possibly support of the business partner, creation of availability information for end consumers, plausibility checking of sales reports, market research, possibly for checking and settling the terms with us etc. With organised business partners, such disclosure also occurs to the respective head offices.

The legal basis for this is Art. 6, para. 1(f) of the GDPR.

Duration of data storage

We store the data for the duration of any business relationship with the business partner and until the expiration of the limitation periods of any resulting claims and statutory retention periods. For the industry partners, a maximum of 10 years after the last recorded sales notification to the POS or similarly as per the aforementioned criteria.

Data transfer to third countries

Your data are processed exclusively in countries of the European Union or the European Economic Area; no data is transferred to third countries. A legitimate publication of personal data on the Internet is not a transfer of personal data to a third country in this sense.

Automatic decision-making and profiling

We do not employ any purely automatic decision-making processes according to Art. 22 of the GDPR. As soon as we, as a responsible body, implement automatic decision-making processes according to Art. 22 of the GDPR or other profiling methods according to Art. 4 of the GDPR, we will inform those affected about the particular scope and intended consequences of such methods. The extent of this obligation to inform includes details of the logic or algorithm used for this.

Web application

The making available of company or personal data can take place via a web application. This is agreed through consenting to the data privacy information and serves to promote sales and turnover. The confidentiality, integrity, authenticity and availability of the personal data cannot be guaranteed. The data can also be retrieved via the web application in third countries which do not have any data protection regulations comparable to those of the European Union.

Rights of persons affected

Concerning personal data, persons affected have the right vis-a-vis us or the industry partners to information, correction, erasure, restriction of processing, data transfer and objection (Articles 15-21 of GDPR); if applicable, to revocation of granted consent (Art. 7 of GDPR) and to lodge a complaint with a supervisory authority (Art. 77 of GDPR). To exercise the rights of persons affected, please contact the company's data protection officer at

Address: Privatbrauerei Schweiger GmbH & Co. KG - Datenschutzbeauftragter
Eberberger Straße 25, 85570 Markt Schwaben

Email address: datenschutzbeauftragter@schweiger-bier.de

Telephone No.: +49 8121 9390

or the responsible supervisory authority at

Address: Bayerisches Landesamt für Datenschutzaufsicht
Promenade 27 (Schloss), 91522 Ansbach

Email address: poststelle@lda.bayern.de

Telephone No. +49 981 531300

Right of revocation

If the business partner has consented to processing and publication by Privatbrauerei Schweiger GmbH & Co. KG through an appropriate declaration, the business partner may at any time revoke this consent for the future. Until revoked, the legality of the data processing carried out on the basis of this consent remains unaffected by this. The revocation must be submitted in writing to the contact address above.