

Privacy Policy

Dear Customer,

We, Maschinenfabrik Bernard Krone GmbH & Co. KG, Heinrich-Krone-Straße 10, 48480 Spelle, Germany, T: +49(0)5977-935-0, F: +49(0)5977/935-339, info.idm@krone.de together with Our sister and subsidiary companies, including mykrone.green GmbH (hereinafter jointly: "**KRONE**", "**We**" or "**Us**") are very pleased that You have placed Your trust in Us as a Customer or User of the goods and services offered by Us (hereinafter jointly: "**KRONE Offers**").

We have always taken the protection of Your data seriously and We also take seriously the additional duties related to Our data protection responsibilities as imposed upon Us when the EU-General Data Protection Regulation (Regulation (EU) 2016/679; hereinafter: "**GDPR**") came into effect, in order to ensure the protection of personal data of a data subject affected by processing (We address You as the data subject hereinafter as "**Customer**", "**User**" or "**You**"). One of the GDPR obligations includes the duty to inform the data subject in a transparent manner (cf. Article 13 and 14 GDPR), particularly concerning the nature, scope, purpose, duration, and legal basis for the processing of personal data, to the extent that We determine the purpose and means of that processing either alone or together with others. We gladly fulfil this information duty as well as any other applicable in this data protection notice (hereinafter: "**KRONE Privacy Policy**"), by informing You how KRONE processes Your personal data.

The KRONE Privacy Policy is structured in a modular manner. This means it consists of a general part, the contents of which pertain to all processing situations when using KRONE Offers (Part A) and several special parts (Parts B to M), each of which pertain only to the processing situation indicated there, naming the respective KRONE Offer. Since You may not use all KRONE Offers, not all parts of the KRONE Privacy Policy may be relevant for You. In order to find those parts that are relevant for You, please note the following overview showing the subdivision of the KRONE Privacy Policy:

Part	Description	For You, this Part is...	You find there, inter alia, information concerning:
A	General Provisions	...always relevant.	Definitions, controllership , contact details, processing principles, Your rights
B	mykrone.green	...relevant when You use Our e-commerce portal mykrone.green.	Data categories, processing purposes , legal basis, processing period, data transmission, cookie policy
C	Dealer Portal	...relevant, when You use Our order tracking and order information system Dealer Portal.	Data categories, processing purposes , legal basis, processing period, data transmission
D	KRONE Sales	...relevant when You use Our product configurator KRONE Sales in the browser version or by using Your mobile device.	Data categories, processing purposes , legal basis, processing period, data transmission (each for browser and app version)
E	KRONE Used	...relevant, when You use Our web-based platform KRONE Used for the sale and purchase of used agricultural machinery.	Data categories, processing purposes , legal basis, processing period, data transmission
F	E-Solutions	...relevant when You use Our online shop E-Solutions for the purchase of software products or add-ons for Your agricultural machinery.	Data categories, processing purposes , legal basis, processing period, data transmission
G	KRONE Smart Telematics / Smart Support	...relevant when You use Our telemetry and data management system KRONE Smart Telematics / Smart Support for Your agricultural machines in the browser version or via Your mobile device.	Data categories, processing purposes , legal basis, processing period, data transmission (each for browser and app version)
H	KWS Online	...relevant when You use Our guarantee and warranty processing system KWS Online.	Data categories, processing purposes , legal basis, processing period, data transmission
I	KRONE Media	...relevant when You retrieve information and content from Our media center KRONE Media.	Data categories, processing purposes , legal basis, processing period, data transmission
J	KRONE Training	...relevant when You use Our electronic training portal KRONE Training for basic, advanced and further training.	Data categories, processing purposes , legal basis, processing period, data transmission

K	KRONE TIC	...relevant when You download technical documents and information from Our knowledge database KRONE Technical Information Center (TIC).	Data categories, processing purposes , legal basis, processing period, data transmission
L	KRONE Service Application	...relevant when You use the KRONE Service Application as browser version or via Your mobile device in order to get digital support for service activities for KRONE products and to simplify administrative processes concerning the transfer of ownership thereof.	Data categories, processing purposes , legal basis, processing period, data transmission
M	Special Provisions for Foreign Customers	...relevant when You use the aforementioned KRONE Offers outside of Germany or otherwise are in business contact with Us from a foreign country.	Peculiarities in AU, AT, BE, CH, CZ, DK, ES, FI, FR, GB, HU, HR, IE, IT, NL, NZ, NO, PL, SB, SE, SI, SK, US, ZA

A. GENERAL PROVISIONS

A.1. Definitions

Based on the definitions contained in the GDPR, for the purposes of the KRONE Privacy Policy the following terms have the meaning described hereinafter:

- **"personal data"** is any information relating to an identified or identifiable natural person ("**data subject**"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. The ability to identify a natural person may also be due to a link of such information or other additional knowledge. How the information is obtained, the form, or the embodiment of the information is not relevant to whether the information meets the definition of personal data (e.g. photographs, video or audio recordings may also contain personal data).
- **"processing"** is any operation or set of operations which is performed on personal data, whether or not by automated (i.e. technology-based) means. This includes particularly the collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of personal data as well as the alteration of a purpose for which the data processing was originally designated.
- **"controller"** is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; there may be several joint controllers.
- **"third party"** is any natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorized to process personal data; this also includes other group-affiliated legal persons.
- **"processor"** is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller, particularly in accordance with the latter's instructions (e.g. IT service provider). In terms of data protection law, a processor is not a third party in the sense mentioned above.

A.2. Name and Address of the Controllers

In order to provide the KRONE Offers Maschinenfabrik Bernard Krone GmbH & Co. KG, Heinrich-Krone-Straße 10, 48480 Spelle, T: +49(0)5977-935-0, F: +49(0)5977/935-339, info.ldm@krone.de and the mykrone.green GmbH, Heinrich-Krone-Straße 10, 48480 Spelle, T: +49(0)5977-935-599, support@mykrone.green cooperate closely. Even though the processing takes place in different processing steps and systems, which are primarily operated by one of the KRONE companies mentioned above, both companies are legally responsible for the data processing related to the KRONE Offers (joint controllership, pursuant to Article 26 GDPR). In the context of their joint controllership, Maschinenfabrik Bernard Krone GmbH & Co. KG and mykrone.green GmbH have agreed which company shall fulfil which of the obligations under the GDPR.

According to that agreement, the parties have allocated the responsibility to fulfil the data protection obligations according to their respective responsibilities for the individual processes as follows:

- Maschinenfabrik Bernard Krone GmbH & Co. KG is responsible insofar as the data processing operations described in **Parts C, D, G, H, I, J, K and L** are concerned, this applies in particular to the exercise of Your rights according to A.11.;
- mykrone.green GmbH is responsible insofar as the data processing operations described in **Parts B, E and F** are concerned, this applies in particular to the exercise of Your rights according to A.11.;
- Both joint controllers jointly fulfil the information obligation under Article 13 and Article 14 GDPR in this KRONE Privacy Policy; they also work closely together regarding any other data protection issues.

As an exception to the aforesaid, where applicable, there might be another KRONE company named as controller in Part M for Foreign Customer constellations. Please pay attention to this.

Please see the imprint on Our website for further information pertaining to KRONE, e.g. under <https://land-maschinen.krone.de/deutsch/impressum/>.

A.3. Contact Details of the Data Protection Officer

For all questions and as a contact person for data protection issues at KRONE, the data protection officer of the Maschinenfabrik Bernard Krone GmbH & Co. KG, Dr. Uwe Schläger, c/o datenschutz nord GmbH, Konsul-Smidt-Straße 88, 28217 Bremen, email: office@datenschutz-nord.de, T: +49 421 69 66 32 0 (hereinafter: "**Data Protection Officer**"), will be at Your disposal at all times. To the extent that You are dealing with a KRONE company outside of Germany, a different data protection officer may be specified for that country in Part M.

A.4. Legal Basis of Processing

According to the law, in principle, any processing of personal data is prohibited and shall be lawful only, if and to the extent that at least one of the following lawful bases apply to the data processing:

- a) Article 6 paragraph 1 lit. a GDPR ("**consent**"): If the data subject has communicated voluntarily, in an informed manner, and unmistakably through a declaration or other unambiguous consenting act that he or she consents to the processing of the personal data pertaining to her or him for one or several specific purposes;
- b) Article 6 paragraph 1 lit. b GDPR: If the processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
- c) Article 6 paragraph 1 lit. c GDPR: If the processing is necessary for compliance with a legal obligation to which the controller is subject (e.g. a legal obligation to retain data);
- d) Article 6 paragraph 1 lit. d GDPR: If the processing is necessary in order to protect the vital interests of the data subject or of another natural person;
- e) Article 6 paragraph 1 lit. e GDPR: If the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; or
- f) Article 6 paragraph 1 lit. f GDPR ("**legitimate interests**"): If the processing is necessary for the purposes of the legitimate (particularly legal and economic) interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data (in particular where the data subject is a child).

We will state the applicable legal basis for the data processing operations carried out by Us in each case below. Processing may also be based on several legal bases.

A.5. Deletion of Data and Storage Duration

For the processing operations carried out by KRONE, We will state in each case below for how long We will store the data and when it will be deleted or placed beyond use. To the extent that no explicit storage duration is stated hereinafter, Your personal data will be deleted or placed beyond use as soon as the purpose or the legal basis for storing it no longer exists. Your data will generally be stored only on Our servers in Germany, subject to a potential transfer in accordance with the rules in A.7. and A.8.

Storage may, however, extend beyond the stated period in the case of an (actual or threatened) legal dispute with You or any other legal proceedings, or if the storage is required by legal provisions to which We as the controller are subject (e.g. Section 257 of the German Commercial Code (HGB), Section 147 of the German Tax Act (AO)). Once the storage period required under the legal provisions has expired, the personal data will be deleted or placed beyond use, unless further storage by Us is necessary and a legal basis for this continues to exist.

A.6. Data Security

We make use of suitable technical and organizational security measures in order to protect Your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorized access by third parties (e.g. TLS encryption for Our websites) taking into account the state of the art, the costs of implementation, and the nature, scope, context and purposes of the processing as well as the risk posed by a data breach, including the likelihood and severity, to Your rights and freedoms. Our security measures are continuously improved in accordance with technological developments.

We will gladly provide You with more detailed information upon request. Please contact Our data protection officer (see under A.3.) for this purpose.

A.7. Cooperation with Processors

In order to execute Our business transactions, various domestic and foreign service providers act as processors for us, as for any larger company. These processors operate only in accordance with Our instructions and are contractually required to comply with all data protection law provisions applicable to data processors.

If We share Your personal data with Our subsidiaries for processing (e.g. if You as a Foreign Customer place an order via KRONE Sales, which is processed by Our local subsidiary) or if Your personal data is shared by Our subsidiaries with Us for processing (e.g. if one of Our subsidiaries collects Your personal data as controller as described in Part M), this processing takes place based on existing contracts with a data processor (see A.1.) on behalf of the controller (see A.2.).

A.8. Conditions for the Transfer of Personal Data to Non-EEA Countries

As a result of the global orientation of Our company, Your personal data may be shared between the group companies of KRONE and/or third parties (e.g. importers or dealers) as part of Our business relationships (a list of Our importers and dealers by country can be found, for example, at <https://landmaschinen.krone.de/deutsch/vertrieb>). These may also be located outside of the European Economic Area ("EEA"), i.e. in non-EEA countries. Such processing takes place exclusively to fulfil the contractual and commercial obligations, to maintain Your business relationship with KRONE or for some other legitimate interests described in this KRONE Privacy Policy. Hereinafter We provide You with information about the respective details of the transfer of personal data to companies in non-EEA countries where it is relevant.

The European Commission has certified through so-called adequacy decisions that some non-EEA countries have data protection that is comparable to the EEA standard (You may obtain a list of these countries as well as a copy of the adequacy decisions here: http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.htm). In other non-EEA countries, however, to which personal data might be transferred, no consistently high data protection level may exist due to the absence of legal provisions. To the extent that this is the case, We ensure that the data protection is sufficiently ensured. This is possible through binding corporate rules, standard contract clauses of the European Commission for the protection of personal data, certificates or recognized codes of conduct. Please contact Our data protection officer, if You would like to receive further information on this subject.

A.9. No Automated Decision-Making (including Profiling)

KRONE does not intend to use any personal data collected from You for automated decision-making processes (including profiling).

A.10. No Obligation to Provide Personal Data

KRONE is not subject to any special legal or contractual obligations to make the processed personal data available to third parties.

We do not make the conclusion of contracts contingent upon You providing Us with Your personal data first. There is generally no legal or contractual obligation for You as a Customer to provide Us with Your personal data; it may be, however, that We are able to provide certain KRONE Offers only to a limited extent or not at all, if You do not provide the data necessary for this. If this should exceptionally be the case in the context of the KRONE Offers offered by Us, We will point this out to You separately hereinafter.

A.11. Your Rights

You are able to assert Your rights as a data subject by contacting Us using the contact information stated under A.2. above at any time and without any explanation. You have the right as a data subject:

- To request **information** about Your data processed by Us pursuant to Article 15 GDPR. In particular, You can request information about the processing purposes, the data categories, the categories of recipients to whom Your data was or will be disclosed, the planned storage duration, the existence of a right to rectification, erasure, restriction of or objection to processing, the existence of a right to complain, the origin of Your data, if it was not collected by us, and about the existence of any automated decision-making including profiling and, if applicable, meaningful information about its details;
- To demand without undue delay the **rectification** of inaccurate or the completion of incomplete data concerning You stored by Us pursuant to Article 16 GDPR;
- To demand the **erasure** of data concerning You stored by Us pursuant to, and within the limits of, Article 17 GDPR, unless the processing is necessary for exercising the right of freedom of expression and information, for compliance with a legal obligation, for reasons of public interest, or for the establishment, exercise, or defence of legal claims;
- To demand the **restriction of processing** of Your data pursuant to Article 18 GDPR, to the extent that You contest the accuracy of the data or the processing is unlawful;
- To receive Your data that You provided to Us in a structured, commonly used, and machine-readable format or to demand transmission of that data to another controller pursuant to, and within the limits of, Article 20 GDPR ("**data portability**");
- To **object** to the processing pursuant to Article 21 GDPR, if the processing is based on Article 6 paragraph 1 lit. e or lit. f GDPR. This is particularly the case if the processing is not required for the performance of a contract with You. If this does not involve an objection against direct marketing, then when exercising this right to object We ask You to state the reasons, why We are not supposed to process Your data in the manner carried out by Us. If You provide the reasons for Your objection, We will review the situation and will either cease or adapt the data processing or demonstrate Our compelling legitimate grounds based on which We continue the processing;
- To **withdraw** Your previously (even before the GDPR became effective, i.e. prior to 25 May 2018) given "**consent**" – i.e. Your will declared or otherwise communicated voluntarily, in an informed manner and unmistakably through a clear confirming act that You consent to the processing of the personal data in question for one or several specific purposes – at any time pursuant to Article 7 paragraph 3 GDPR, if You have granted such consent. As a consequence, We are no longer permitted to continue the data processing based on that consent for the future; and
- To **lodge a complaint with a supervisory authority** pursuant to Article 77 GDPR. For this purpose, You may complain to the supervisory authority of Your habitual residence (see Part M, if applicable) or of Our registered seat (Die Landesbeauftragte für den Datenschutz Niedersachsen, Prinzenstraße 5, 30159 Hannover, T: +49(0)511-120-4500, F: +49(0)511-120-4599, email: poststelle@lfd.niedersachsen.de).

A.12. Changes to the KRONE Privacy Policy

During the course of the further development of data protection law as well as due to technological or organizational changes, the KRONE Privacy Policy will regularly be reviewed for the need to adapt or supplement the information. You will be informed about any changes particularly on Our websites under <https://land-maschinen.krone.de> or <https://www.mykrone.green>. This Privacy Policy is as of March 2023.

B. MYKRONE.GREEN

B.1. Description

On Our website (under www.mykrone.green) We provide You with Our interactive customer portal mykrone.green (hereinafter: "**mykrone.green**"), which allows You to use many different KRONE Offers, provided that the services are activated for You. You can use mykrone.green as an "**Anonymous User**" or as a "**Registered User**" (in different user roles). The usage details are subject to Our Terms of Use for mykrone.green which are available for review under [Terms of Use](#) in different language versions. When using mykrone.green We will process Your personal data in accordance with this Privacy Policy.

If and to the extent that You use further KRONE Offers via mykrone.green, further personal data may be processed; in this context, please note that the information provided in the other parts of this KRONE Privacy Policy may be applicable to You. If You use other (German or foreign) KRONE websites, please note the information on the respective websites.

B.2. Which data do We process when You use mykrone.green?

B.2.1. Anonymous Users

If You Use mykrone.green as an Anonymous User, the processing of Your personal data does not exceed the processing when any user accesses Our websites solely for information purposes. The following data is collected, stored, and processed by Us:

- "**Protocol Data**": When You visit Our websites, a so-called protocol data record is automatically stored temporarily and anonymously on Our web server in so-called log files, which consists of:
 - the page from which the file was requested,
 - the name of the file,
 - the date and time of the request,
 - the amount of data transferred,
 - the access status (file transferred, file not found),
 - the description of the type of web browser used,
 - the IP address of the requesting computer, which is shortened in such a way that it is no longer possible to attribute it to a person.
- "**Contact Form Data**": When using contact forms, the data transmitted thereby (e.g. gender, name, address, company name, email address; and any additional data, You chose to provide Us) and the time of transmission are processed.
- Regarding **Cookies, Plugins and other services** on Our websites please see B.6.

B.2.2. Registered Users (Portal Users)

When You use mykrone.green as a Registered User (Portal User) the following categories of personal data are additionally collected, stored, and processed by Us prior to or during the use of mykrone.green:

- "**User Registration Data**" (for the purpose of registration): Gender, salutation, name, address, email address, company name, status, phone number, VAT or tax number; where applicable, customer number, picture;
- "**User Data**": Where applicable, information pertaining to other Portal Users assigned to Your user profile (gender, name, email address, notes);
- "**Dealer Data**": Where applicable, information pertaining to dealers assigned to Your user profile (name, address, contact data);
- "**Machine Characteristics**": Where applicable, information pertaining to Machines assigned to Your user profile (name, pictures, machine number, series, product codes, equipment features); this includes access to machines used by You, insofar as this is necessary for the provision of services offered via mykrone.green.

B.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in accordance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary scope. In detail, the processing serves to fulfil the following purposes:

- Processing of Protocol Data: Statistical purposes and improvement of the quality of Our websites, particularly stability and security of the connection (legal basis is Article 6 paragraph 1 lit. f GDPR);
- Processing of Contact Form Data: Handling of customer inquiries (legal basis is Article 6 paragraph 1 lit. b or lit. f GDPR);
- Processing of User Registration Data:
 - (1) Executing the services offered through the system or provided through the system, handling customer inquiries (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Improving, maintaining and protecting the safety of Our KRONE Offers, preventing and uncovering security risks or criminal acts, duplicate checks, asserting and defending against legal claims, settling legal disputes, sending out of information about related service offerings (legal basis in this case is Article 6 paragraph 1 lit. f GDPR, in the case of the use for marketing purposes vis-à-vis end customers Article 6 paragraph 1 lit. a GDPR, where applicable);
 - (3) In the case of Foreign Customers, informing the market-relevant importers or KRONE dealers about the registration that has taken place, in order to simplify future business contacts and the data exchange required for this purpose (legal basis in this case is Article 6 paragraph 1 lit. f GDPR);
 - (4) If not yet available there, transfer of the data record to the centrally managed customer database used for mykrone.green, in order to simplify future business contacts and the data exchange required for this purpose (legal basis in this case is Article 6 paragraph 1 lit. b or lit. f GDPR);
- Processing of User Data, Machine Characteristics:
 - (1) Processing of services offered via the system or provided through the system, processing of customer enquiries (legal basis in this case is Article 6 paragraph 1 lit. b GDPR or Section 25 paragraph 2 no. 2 TTDSG ((Telecommunication and Tele Media Data Protection Act));
 - (2) Improving, maintaining and protecting the safety of Our KRONE Offers, preventing and uncovering security risks or criminal acts, duplicate checks, asserting and defending against legal claims, settling legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR);
- Processing of Dealer Data:
 - (1) Processing of services offered via the system or provided through the system, processing of customer enquiries (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Informing the assigned dealer about the assignment made by the User, in order to simplify future business contacts and the data exchange required for this purpose (legal basis in this case is Article 6 paragraph 1 lit. f GDPR). To the extent that You have granted Your consent (Article 6 paragraph 1 lit. a GDPR) for certain types of processing, We will process the relevant personal data for that purpose based on that consent. To the extent that the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

B.4. For how long are these data processed?

Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of their services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

You can find more details on the storage duration under A.5.

B.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Apart from Us and Our responsible personnel, the following categories of recipients may be granted access to Your personal data:

- Service providers for the operation of Our websites and the processing of the data stored or transmitted by the systems (e.g. for computer centre services, payment handling, IT security) (legal basis for the transmission is in this case Article 6 paragraph 1 lit. b or lit. f GDPR, to the extent that these are not processors);
- Service providers and competent bodies (mostly KRONE group companies) in connection with the provision and optimization of other services in connection with the Websites (legal basis for the transmission is in this case Article 6 paragraph 1 lit. b or lit. f GDPR, to the extent that these are not processors; concerning the use of cookies and plugins see B.6.);
- Governmental agencies/offices, to the extent this is necessary for compliance with a legal obligation (legal basis for the transmission is in this case Article 6 paragraph 1 lit. c GDPR);
- Persons employed to conduct Our business operations (e.g. auditors, banks, insurance companies, legal advisors, supervisory authorities, participants in company acquisitions or the establishment of joint venture enterprises) (legal basis for the transmission is in this case Article 6 paragraph 1 lit. b or lit. f GDPR);
- Users assigned to or linked with (e.g. branch offices) Your user profile (legal basis for the transmission is in this case Article 6 paragraph 1 lit. b or lit. f GDPR);
- Dealers assigned to Your user profile, provided that You assign them to Your user profile as "My Dealer" or allow this in individual cases for the provision of services (e.g. if You allow the dealer to retrieve machine data via KRONE Smart Telematics / Smart Support, see Part G) (legal basis for the transmission is in this case Article 6 paragraph 1 lit. b or lit. f GDPR);
- In the case of Foreign Customers, the KRONE companies, importers or dealers active in the respective market of the User (legal basis for the transmission is in this case Article 6 paragraph 1 lit. f GDPR);
- Other Users of mykrone.green, to the extent that this is required to fulfil Our contractual obligations (e.g. for sales negotiations with regard to KRONE Used, see Part E) (legal basis for the transmission is in this case Article 6 paragraph 1 lit. b or lit. f GDPR);
- Providers of external services or functionality, provided that You give Your consent to that processing, such as Lexcom Informationssysteme GmbH, Rüdeshheimer Straße 23, 80686 Munich, in case of an application for the use of the cross-manufacturer spare parts management platform www.agroparts.com (legal basis for transmission is in this case Article 6 paragraph 1 lit. a GDPR); in these cases, please also note the privacy policy of the respective provider.

Apart from that, We only submit Your personal data to third parties (e.g. for marketing or advertising purposes) if You have given Your explicit consent to this pursuant to Article 6 paragraph 1 lit. a GDPR which may be revoked at any time (see A.11.). To the extent that a data submission is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

See A.8. as to how a reasonable level of data protection is ensured when data is transmitted to non-EEA countries.

B.6. Cookies, Plugins and Other Services on Our Websites

B.6.1. Cookies

We use cookies or similar technologies (hereinafter only "**cookies**") on Our websites, including mykrone.green. Cookies are small data files, which are placed and stored on Your terminal device by the browser used by You through a characteristic sequence of characters and through which the entity setting that cookie receives certain information. Cookies are unable to execute programs or transfer viruses to Your computer and therefore cannot do any damage. They serve to make the Internet offers more user-friendly and effective overall, i.e. more pleasant for You.

Cookies may contain data that makes it possible to recognize the used terminal device. However, some cookies merely contain information about certain settings, which cannot be related to a person. However, cookies cannot identify a user directly.

A distinction is made between session cookies, which are erased as soon as You close Your browser, and permanent cookies, which are stored beyond the individual session. As far as their function is concerned, a distinction is made between cookies serving as:

- **Necessary Cookies:** These are absolutely necessary in order to move around the website, use fundamental functions, and ensure the security of the website; they do not collect any information about You for marketing purposes and do not store the websites visited by You; technically necessary cookies are used on the basis of Article 6 paragraph 1 lit. b or lit. f GDPR;
- **Preference Cookies:** These enable a website to remember information that affects the way a website behaves or looks, such as the preferred language or the region the user is in; Preference Cookies will only be activated with Your prior explicit consent (Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG);
- **Statistical Cookies:** These collect information about how You use Our website, which pages You visit and, for example, whether errors occur during website use; they do not collect information that could identify the user – all information collected is anonymous and is only used to improve Our webpage and to find out what interests Our Users; Statistical Cookies will only be activated with Your prior explicit consent (Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG);
- **Marketing Cookies:** These serve to follow the user of the website and to offer advertising or third party offers to the website user in accordance with his needs and to measure the effectiveness of these offers; Marketing Cookies are used by external companies (third party cookies), are stored for a maximum of 13 months and will only be activated with Your prior explicit consent (Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG);
- **Unclassified Cookies:** These are in the process of being classified; Unclassified Cookies will only be activated with Your prior explicit consent (Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG).

When You use Our websites, the cookies shown in detail below will be used, some of which come from third-party providers. You can set Your browser so that it informs You when cookies are set. You may also erase, deactivate and manage cookies at any time using the corresponding browser settings and prevent new cookies from being set. Please obtain the corresponding information from Your respective browser provider.

Please note that when cookies are deactivated, Our websites may no longer be displayed optimally and that some functions may no longer be available technically.

B.6.2. *Necessary Cookies*

Our Websites use TLS encryption in order to establish a secure connection when transferring content; You can recognize this in the address bar of Your browser by an "https" URL and a lock symbol. There are different cookie versions for different safety levels. In addition, We use other necessary cookies to ensure the basic functions of Our webpages.

You can find more information about whether and which necessary cookies are used if You visit Our webpages (the legal basis for data processing is then Article 6 paragraph 1 lit. f GDPR) in Your cookie settings at <https://mykrone.green/control/cms/datenschutz>.

B.6.3. *Embedded YouTube Videos*

On some subpages of Our websites, We embed YouTube videos from the video platform YouTube, which is offered by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, which is a company affiliated with Google LLC, Mountain View, California, United States. Accessing these subpages results in YouTube content being accessed. Google Ireland Limited or Google LLC thereby also receives Your IP address and other information about user behaviour. Since the videos cannot be displayed otherwise, these cookies

are Performance Cookies. The data processing takes place based on Article 6 paragraph 1 lit. a GDPR (consent).

We paid attention to activate the extended data protection mode offered by YouTube when embedding the videos, i.e. data transmission only takes place when the video is played. We generally have no influence over the further processing and forwarding of information by YouTube (You may obtain additional information regarding the purpose and extent of the data collection e.g. under <http://www.google.de/intl/de/policies/privacy>; about the data protection at B.6.4.). Among other things, YouTube is informed that You have visited Our website. This occurs regardless of whether YouTube provides a user account via which You are logged in or whether no user account exists. If You are logged in, You enable YouTube to assign Your surfing behaviour directly to Your personal profile. YouTube stores Your data as usage profiles and uses them for purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation is carried out in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about Your activities on Our website. You have the right to object to the creation of these user profiles, and You must contact YouTube to exercise this right.

You can find more information about whether and which cookies YouTube sets if You consent to this (the legal basis for data processing is then Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG) and visit Our webpages in Your cookie settings at <https://mykrone.green/control/cms/datenschutz>. You can also **object to this and any other consent-based cookie use** at any time and revoke Your consent there. Alternatively, You can also inform Us that You wish to revoke Your consent (see A.11.).

B.6.4. Google Analytics

In order to design Our websites in a way that is tailored to market needs, We create pseudonym usage profiles with the aid of Google Analytics, a web analysis service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, which is an affiliated company of Google LLC, Mountain View, California, United States. Google Analytics uses Cookies, which can be stored and read on Your terminal device and which contain information about Your use of Our website in the form of Protocol Data (see B.2.1.).

This way, We are able to recognize recurrent visitors, count them as such and to learn how often Our websites have been accessed by different Users.

The information generated by the Google Analytics cookies are usually transferred to a Google LLC server in the United States and stored there; due to the laws applicable there, it cannot be ruled out that government authorities may demand the release of this information. We have concluded a contract with Google LLC for commissioned processing pursuant to Article 28 GDPR and standard contractual clauses pursuant to Article 46 GDPR (available under <https://business.safety.google/intl/de/adsprocessorterms>, see also A.8.). Furthermore, We have activated the IP masking function on Our website as an additional safeguard for an adequate level of data protection, so that Your IP address is shortened before transmission on the territory of the Member States of the European Union; only in exceptional cases is the full IP address transmitted to a Google server in the USA and only shortened there. Accordingly, Google will use all information for the purpose of analysing Your use of the website and providing related services to Us. In addition, the information may also be used by Google LLC independently for its own purposes (e.g. for profiling or linking to Google accounts), over which We have no control. For more information on the purpose and scope of this data processing, please visit e.g. www.google.de/intl/de/policies/privacy.

You can find more information about whether and which cookies Google uses, if You consent to this (the legal basis for data processing is then Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG) and visit Our webpages, in Your cookie settings at <https://mykrone.green/control/cms/datenschutz>. You can also **object to this and any other consent-based cookie use** at any time and revoke Your consent there. Alternatively, You can also inform Us that You wish to revoke Your consent (see A.11.).

B.6.5. Google Maps

In order to design Our websites in a way that is tailored to market needs, We use the internet-based map service Google Maps, particularly to display relevant business locations nearby and to inform about how to

get there. Service provider of Google Maps, a web analysis service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, which is an affiliated company of Google LLC, Mountain View, California, United States. When implementing this service on Our websites, Google Maps uses Cookies, which may be stored and read on Your terminal device and which contain information about Your use of Google Maps, particularly in the form of Protocol Data (see B.2.1.).

The information generated by the Google Maps cookies are usually transferred to a Google LLC server in the United States and stored there; due to the laws applicable there, it cannot be ruled out that government authorities may demand the release of this information. We have concluded a contract with Google LLC for commissioned processing pursuant to Article 28 GDPR and standard contractual clauses pursuant to Article 46 GDPR (available under <https://business.safety.google/intl/de/adsprocessorterms>, see also A.8.). Accordingly, Google will use all information for the purpose of analysing Your use of the website and providing related services to Us. In addition, the information may also be used by Google LLC independently for its own purposes (e.g. for profiling or linking to Google accounts), over which We have no control. For more information on the purpose and scope of this data processing, please visit e.g. www.google.de/intl/de/policies/privacy.

You can find more information about whether and which cookies Google uses, if You consent to this (the legal basis for data processing is then Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG) and visit Our webpages, in Your cookie settings at <https://mykrone.green/control/cms/datenschutz>. You can also **object to this and any other consent-based cookie use** at any time and revoke Your consent there. Alternatively, You can also inform Us that You wish to revoke Your consent (see A.11.).

B.6.6. *Matomo*

In connection with the use of the Our websites, We use pseudonym usage profiles in order to design the webpage in a way that is tailored to market needs, which are created with the aid of the open source web analysis tool Matomo. Matomo is offered by InnoCraft Ltd, 150 Willis Street, 6011 Wellington, New Zealand and uses Cookies, which are stored and read on Your device. This way, We are able to recognize recurrent visitors and count them as such on the basis of log data (see B.2.1.) and to learn how often Our websites have been accessed by different users. We have configured Matomo in such a way that the unabridged IP address is not stored and no data is passed on to third parties.

When you log in as a Portal User, Matomo can also use targeting cookies to assign You an individual, but pseudonymized user ID, which can be used to link Your portal account with Your user behavior in order to promote a needs-based and individualized customer approach.

You can find more information about whether and which cookies Matomo sets if You consent to this (the legal basis for data processing is then Article 6 paragraph 1 lit. a GDPR) and visit Our webpages in Your cookie settings at <https://mykrone.green/control/cms/datenschutz>. You can also **object to this and any other cookie use** at any time and revoke Your consent there. Alternatively, You can also inform Us that You wish to revoke Your consent (see A.11.).

B.6.7. *Plugins*

We do not use any social media plugins on Our websites. If Our websites contain symbols of social media providers (e.g. of Xing or Facebook), We use these only to passively link to the sites of the respective providers.

C. DEALER PORTAL

C.1. Description

Via mykrone.green (see Part B) We provide Registered Users with access to Our Dealer Portal, which is an order-tracking and order-information system through which You can call up and, where applicable, save and print information pertaining to Your orders and commissions from KRONE (e.g. invoices, maturity reports, delivery notes, order tracking). The Dealer Portal is a pure display tool that is fed via the data stored in Our SAP system. It is available in various language versions.

C.2. Which data do We process when You use the Dealer Portal?

If You use the Dealer Portal via mykrone.green, the processing of Your personal data by Us is the same processing that occurs during Your use of mykrone.green as a Registered User (it is not possible to use the Dealer Portal as an Anonymous User). This applies in particular to the use of cookies and plugins (see B.6.). We would therefore ask You to read the information provided for mykrone.green (see Part B).

C.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. As regards the purposes of processing please see the information provided for mykrone.green (see Part B).

C.4. For how long are these data processed?

Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of the services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

You can find more details on the storage duration under A.5.

C.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Only the categories of recipients disclosed in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data.

D. KRONE SALES

D.1. Description

Via mykrone.green (see Part B) We provide You with access to KRONE Sales, which is an interactive product configurator through which You can configure products and, where applicable, purchase additional services. The usage details are determined by Our Terms of Use for KRONE Sales which are available under [Terms of Use](#) in various language versions.

In addition to the browser version, an app version of KRONE Sales is also available for mobile devices. The usage details are determined by Our Terms of Use for KRONE Sales, which are available in various language versions in the settings of the KRONE App or under the link mentioned in the previous paragraph.

D.2. Which data do We process when You use KRONE Sales?

D.2.1. Browser Version

If You use KRONE Sales via mykrone.green, the processing of Your personal data by Us is, in the first instance, the same processing that occurs during Your use of mykrone.green as a Registered User or as an Anonymous User. This applies in particular to the use of cookies and plugins (see B.6.). We would therefore ask You to review the information provided for mykrone.green (see Part B).

In addition to the data described in Part B, the following categories of personal data will be collected, stored and processed by Us when You use KRONE Sales via mykrone.green:

- **"Sales Data"** (when creating purchase orders): If applicable, data on operations or projects (e.g. machine configuration/product, project type, status, start and end date, OD number, end customer, external order number, country of use, sales region, responsible factory agent, invoice/goods recipient, principal, professional advisor, SAP IDOC number, comments for internal sales department and project comments);
- **"Professional Advisor Data"** (when creating purchase orders): If applicable, information about professional advisors (name and email address);
- **"End Customer Data"** (when creating purchase orders): If applicable, information regarding end customers and recipients of goods (in each case gender, name, address, title, company name, telephone number, fax number, email address, website, customer number);
- **"Payment Data"** (when creating purchase orders): Bank account, credit card information, any other information which are relevant for the payment process and the terms of payment;
- **"Other Contract Processing Data"**: Other data, which is collected in the course of Our contractual relationship and the processing of which is required for this purpose or which You provide voluntarily (e.g. machine configuration, status, external order number, responsible factory agent, principal, invoice/goods recipient, professional advisor).

D.2.2. App Version

If You download the KRONE Sales App from the relevant app store, the information required for this process is transferred to the operator of that app store. This applies to personal data such as Your User name, Your contact data, customer number, time of download, device identifier and, if applicable, payment data. This data processing takes place independently of Us by the respective app store operator, so that the latter is responsible under data protection law. Please therefore consult the data protection information or privacy policy of the respective app store operator.

If You use the KRONE Sales App as a guest User, the processing of Your personal data by Us does not exceed the processing of Protocol Data when visiting Our internet pages since the app establishes a connection to the internet and accesses a server. Regarding the scope and purpose of the processing of Protocol Data please see B.2. to B.5.

If You use the KRONE Sales App as an Registered User, the categories of personal data collected, stored and processed by Us while using the KRONE Sales App are the same as when using KRONE Sales via mykrone.green (see D.2.1.).

D.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of Professional Advisor Data and End Customer Data:
 - (1) Executing the services offered through the system or provided through the system, handling customer inquiries, determination and processing of service requirements (e.g. support for technical problems via remote access) (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Improving, maintaining and protecting the safety of Our KRONE Offers, preventing and uncovering security risks or criminal acts, asserting and defending against legal claims, settling legal disputes, sending out of information about related service offerings (legal basis in this case is Article 6 paragraph 1 lit. f GDPR, in the case of the use for marketing purposes vis-à-vis end customers Article 6 paragraph 1 lit. a GDPR, where applicable);
 - (3) If not yet available there, transfer of the data record to the centrally managed customer database used for mykrone.green, in order to use the data if applicable for other KRONE Offers as well and to simplify their use for the Customer (legal basis in this case is Article 6 paragraph 1 lit. b or lit. f GDPR);
- Processing of Sales Data:
 - (1) Executing the services offered through the system or provided through the system, handling customer inquiries, determination and processing of service requirements (e.g. support for technical problems via remote access) (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Continuous optimization and development of Our services (e.g. systems in terms of operational security, freedom from interference and user-friendliness), protection of Our systems against cyber attacks and prosecution of detected cyber attacks, prevention and detection of security risks or criminal acts, asserting and defending legal claims, settlement of legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR);
- Processing of Payment Data: Settlement and collection of payments, accounting purposes (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
- Processing of Other Contract Processing Data: Fulfilment of Our obligations under the contracts concluded with You, e.g. processing of orders, providing of services and support (legal basis in this case is Article 6 paragraph 1 lit. b GDPR).

To the extent that You have granted Your consent (Article 6 paragraph 1 lit. a GDPR) for certain types of processing, We will process the relevant personal data for that purpose affected by this based on that consent, which can be revoked at any time (see A.11.). To the extent that the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

D.4. For how long are these data processed?

Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of the services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

You can find more details on the storage duration under A.5.

D.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data.

E. KRONE USED

E.1. Description

Via mykrone.green (see Part B) We provide You with access to Our system KRONE Used, which is a web-based platform for the sale of used agricultural machines. The platform only serves the purpose to connect the Users by the information given in the sales advertisements; We are generally not involved in the sales transactions. The usage details are determined by Our Terms of Use for KRONE Used which are available for You in various language versions under [Terms of Use](#).

E.2. Which data do We process when You use KRONE Used?

E.2.1. Seller Data, Advertisement Data and Prospective Buyer Data

If You use KRONE Used via mykrone.green, the processing of Your personal data by Us is, in the first instance, the same processing that occurs during Your use of mykrone.green as a Registered User (it is not possible to use KRONE Used as an Anonymous User). This applies in particular to the use of cookies and plugins (see B.6.). We would therefore ask You to review the information provided for mykrone.green (see Part B).

In addition to these data described in Part B, the following categories of personal data will be collected, stored and processed by Us when using KRONE Used via mykrone.green:

- **"Seller Data"** (when creating the advertisement): Name, address, contact person, phone number, fax number, email address;
- **"Advertisement Data"** (when creating the advertisement): Machine picture, machine manufacturer, type designation, price, location, year of construction, operating hours and other supplementary machine-related values (e.g. area output, number of rows, working width, engine output, drum hours) and other voluntary information on the condition of the machine;
- **"Prospective Buyer Data"** (in case of contact by a prospective buyer via the contact form): The data transmitted in the contact form, e.g. name, contact data provided (email address, telephone number, etc.) and the time of transmission.

E.2.2. Use of Anonymized Sales Data

As soon as an agricultural machine is sold by a seller and the corresponding advertisement in KRONE Used is to be deleted, We request You to provide to Us the selling price and the country of destination of the sale. These sales data and the advertisement data are stored and evaluated by Us, but in anonymous form, i.e. there is no possibility for Us to establish a connection to the buyer or seller with regard to a specific sales transaction. We use these values to build Our knowledge in the used machine sector in order to advise Our customers adequately when requested.

E.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of Seller Data, Advertisement Data and Prospective Buyer Data:
 - (1) Executing the services offered through the system or provided through the system, determination and processing of service requirements (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Continuous optimization and development of Our services (e.g. systems in terms of operational security, freedom from interference and user-friendliness), protection of Our systems against cyber attacks and prosecution of detected cyber attacks, prevention and detection of security risks or criminal acts, asserting and defending legal claims, settlement of legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR).

To the extent that You have granted Your consent (Article 6 paragraph 1 lit. a GDPR) for certain types of processing, We will process the relevant personal data for that purpose based on that consent, which can be

revoked at any time (see A.11.). To the extent that the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

E.4. For how long are these data processed?

Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of the services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies. Anonymized sales and advertisement data will be stored for a longer time, where appropriate.

You can find more details on the storage duration under A.5.

E.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

If and to the extent You place an advertisement in KRONE Used, where appropriate, We submit the information contained in the advertisement to potentially interested parties in order to enable a sale (legal basis for this is Article 6 paragraph 1 lit. f GDPR). Apart from that, only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data.

F. E-SOLUTIONS

F.1. Description

Via mykrone.green (see Part B) We provide You with Our system E-Solutions, which is an online shop for the purchase of various products (add-ons for machines or components, software products, licenses etc.). The usage details are determined by Our Terms of Use for E-Solutions which are available for You in various language versions under [Terms of Use](#).

F.2. Which data do We process when You use E-Solutions?

If You use E-Solutions via mykrone.green, the processing of Your personal data by Us is, in the first instance, the same processing that occurs during the use of mykrone.green as a Registered User or as an Anonymous User. This applies in particular to the use of cookies and plugins (see B.6.). We would therefore ask You to review the information provided for mykrone.green (see Part B).

In addition to the data described in Part B, the following categories of personal data will be collected, stored and processed by Us when using E-Solutions via mykrone.green:

- **"Payment Data"** (when placing orders and if the SEPA corporate direct debit is used): Bank account, credit card information, any other information which are relevant for the payment process and the terms of payment;
- **"Other Contract Processing Data"** (when creating an order): Other data, which is collected in the course of the processing of Our contractual relationship and the processing of which is required for this purpose or which You provide voluntarily (e.g. the machines on which an ordered software product shall be applied; product variants; invoice/service recipient; data for the administration of purchased licenses).

If a payment method other than the SEPA corporate direct debit is used, further payment data (bank account, credit card information, other information required for payment processing) is collected when orders are placed by the payment service provider commissioned by Us on his own responsibility. In this respect, please consult the payment service provider's privacy policy.

F.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of Payment Data: Settlement and collection of payments, accounting purposes (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
- Processing of Other Contract Processing Data:
 - (1) Fulfilment of Our obligations under the contracts concluded with You, e.g. processing of orders, providing of services and support, processing of customer inquiries, detection and processing of service requirements (e.g. support in case of technical problems via remote access) (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Continuous optimization and development of Our services (e.g. systems in terms of operational security, freedom from interference and user-friendliness), protection of Our systems against cyber attacks and prosecution of detected cyber attacks, prevention and detection of security risks or criminal acts, asserting and defending legal claims, settlement of legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR).

To the extent that You have granted Your consent (Article 6 paragraph 1 lit. a GDPR) for certain types of processing, We will process the relevant personal data for that purpose based on that consent, which can be revoked at any time (see A.11.). To the extent that the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

F.4. For how long are these data processed?

Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of the services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

You can find more details on the storage duration under A.5.

F.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data.

G. KRONE SMART TELEMATICS / SMART SUPPORT

G.1. Description

KRONE Smart Telematics / Smart Support is Our fleet and data management system for Your KRONE agricultural machine, which You can use in the browser version via mykrone.green (see Part B) and as an application for mobile devices in an app version ("SMART TELEMATICS"). If You use KRONE Smart Telematics for Your KRONE agricultural machine, data and information relating to Your machine will be transferred to Us and processed by Us in a database which can be accessed by You via Your KRONE Smart Telematics / Smart Support user account. Data is transmitted automatically by remote data transmission via a telemetry unit with SIM card and GPS receiver on the agricultural machine (so-called KRONE Smart Connect Control Unit, hereinafter: "**KSC**"). Please note that the KSC or KRONE Smart Telematics / Smart Support always record only machine-related values that can be assigned to a specific agricultural machine via the serial number of the machine and the number of the KSC. It is not possible for Us to draw concrete conclusions about persons directly from machine data or to assign them to specific individuals. The data related to Your machine is only displayed in Your KRONE Smart Telematics / Smart Support user account.

The usage details are determined by Our Terms of Use for KRONE Smart Telematics / Smart Support, which are available for You in various language versions under [Terms of Use](#), and any other agreements concluded for this purpose.

G.2. Which data do We process when You use KRONE Smart Telematics / Smart Support?

G.2.1. Browser Version

If You use KRONE Smart Telematics / Smart Support via mykrone.green, the processing of Your personal data by Us is, in the first instance, the same processing that occurs during Your use of mykrone.green as a Registered User (it is not possible to use KRONE Smart Telematics / Smart Support as Anonymous User). This applies in particular to the use of cookies and plugins (see B.6.). We would therefore ask You to read the information provided for mykrone.green (see Part B).

In addition to these data, the following categories of personal data will be collected, stored and processed by Us when using KRONE Smart Telematics / Smart Support via mykrone.green:

- **"Machine Identification Data"** (of the machines for which KRONE Smart Telematics / Smart Support is to be used): Serial numbers of the machines, the KSC and the machine terminals;
- **"Machine Data"** (these are classified as personal data only in the case of a personal reference, see A.1., first bullet) including in particular, depending on the respective machine model:
 - Operating status data (e.g. fuel consumption, fill levels, charge air temperature, coolant temperature, tank content of urea, speed, engine load);
 - Data on active and inactive working time and lifetime;
 - Active and inactive route data, including position data;
 - Process-related data on tasks performed (e.g. bales deposited and cut, last bale deposit point, total area traveled, total distance, total yield, total number of bales);
 - Drum and motor operating hours;
 - Reactions of the system in special operational situations (e.g. overload, failures);
 - Error messages and machine status messages;
- **"Other Contract Processing Data"** (when creating an order): Other data, which is collected in the course of the processing of Our contractual relationship and the processing of which is required for this purpose or which You provide voluntarily (e.g. invoice recipient).

To the extent that payment data (bank account, credit card information, other information required for payment processing) is collected when orders are placed, this is not done by Us, but by the payment service

provider commissioned by Us on his own responsibility. In this respect, please consult the payment service provider's data protection information or privacy policy.

G.2.2. App Version

If You download the app version of SMART TELEMATICS from the respective app store, the information required for this process is transferred to the operator of the app store. This applies to personal data such as Your user name, Your contact data, customer number, time of download, device code and, if applicable, payment data. This processing takes place independently of Us by the respective app store operator, so that the latter is responsible under data protection law. Please note the data protection information of the respective app store operator.

If You use the app SMART TELEMATICS as a Guest User, the processing of Your personal data by Us does not exceed the processing of Protocol Data when visiting Our internet pages since the app establishes a connection to the internet and accesses a server. Regarding the scope and purpose of the processing of Protocol Data please see B.2. to B.5.

If You use the app SMART SUPPORT as an Registered User, the categories of personal data collected, stored and processed by Us while using the app SMART TELEMATICS are the same as when using KRONE Smart Telematics / Smart Support via mykrone.green (see G.2.1.).

G.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of Machine Identification Data:
 - (1) Executing the services offered through the system or provided through the system, determination and processing of service requirements, e.g. support in case of technical problems via remote access by Us or third parties, networking with other systems (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Continuous optimization and development of Our services (e.g. systems in terms of operational security, freedom from interference and user-friendliness), protection of Our systems against cyber attacks and prosecution of detected cyber attacks, prevention and detection of security risks or criminal acts, asserting and defending legal claims, settlement of legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR);
- Access to and further processing of Machine Data:
 - (1) Executing the services offered through the system or provided through the system, determination and processing of service requirements, e.g. support in case of technical problems via remote access by Us or third parties (legal basis in this case is Article 6 paragraph 1 lit. b GDPR or Section 25 paragraph 2 no. 2 TTDSG);
 - (2) Continuous optimization and development of Our services (e.g. systems in terms of operational security, freedom from interference and user-friendliness), agricultural research and statistics, determination of market requirements (legal basis is then Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG);
- Processing of Other Contract Processing Data:
 - (1) Fulfilment of Our obligations under the contracts concluded with You, e.g. processing of orders, provision of services and support, processing of customer inquiries, detection und processing of service requirements (e.g. support in case of technical problems via remote access) (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Continuous optimization and development of Our services (e.g. systems in terms of operational security, freedom from interference and user-friendliness), protection of Our systems against cyber attacks and prosecution of detected cyber attacks, prevention and detection of security risks or criminal acts,

asserting and defending legal claims, settlement of legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR).

To the extent that You have granted Your consent (Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG) for certain types of processing, We will process the relevant personal data for that purpose based on that consent, which can be revoked at any time (see A.11.). To the extent that the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

G.4. For how long are these data processed?

Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of the services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

Data on Machine Characteristics, Payment Data and Other Contract Processing Data will be deleted 365 days after termination of the user agreement, unless there are legal retention periods to observe. Machine Data will either be deleted or anonymized, if We continue to store them.

You can find more details on the storage duration under A.5.

G.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data. The following companies act as service providers for the operation of KRONE Smart Telematics / Smart Support and the processing of the personal data stored and transferred by its use:

- Datineo GmbH, Heinrich-Krone-Straße 10, 48480 Spelle, info@datineo.de, <https://datineo.de/>;
- InterNetX GmbH, Johanna-Dachs-Straße 55, 93055 Regensburg, info@internetx.com, <https://www.internetx.com/>.

G.6. Obligation to Inform the Users of an Agricultural Machine

To the extent that Your KRONE agricultural machine is used by or made available to one of Your employees or third persons, We cannot fulfill Our obligations to inform these persons since they are not known to Us (unless they are assigned to Your user profile as an Assigned User in mykrone.green). Therefore, within the framework of the Terms of Use of KRONE Smart Telematics / Smart Support, You are obliged to inform these persons about the data processing that occurs when using KRONE Smart Telematics / Smart Support to the extent that these persons are not already aware of this KRONE Privacy Policy. Irrespective of the above You also have to fulfill any other data protection obligations as a controller of the data towards the machine user, to the extent such obligations exist.

H. KWS ONLINE

H.1. Description

Via mykrone.green (see Part B) We provide Registered Users with Our system KWS Online (KRONE Warranty Service Online), which is an electronic system for the recording and processing of guarantee and warranty claims. By means of KWS Online, You can electronically manage the guarantee and warranty processing of Your KRONE agricultural machinery stock in an effective and user-friendly way. KWS Online is available in various language versions.

H.2. Which data do We process when You use KWS Online?

If You use KWS Online via mykrone.green, the processing of Your personal data by Us is, in the first instance, the same processing that occurs during Your use of mykrone.green as a Registered User (it is not possible to use KWS Online as Anonymous User). This applies in particular to the use of cookies and plugins (see B.6.). We would therefore ask You to read the information provided for mykrone.green (see Part B).

In addition to the data described in Part B, the following categories of personal data will be collected, stored and processed by Us when using KWS Online via mykrone.green:

- **"End Customer Data"** (when creating a transfer declaration or a request): Name/company name, address, post code, Land, telephone number, fax number, email address;
- **"Delivery Data"** (when creating a transfer declaration): Machine number, machine type, delivery date, commissioning date, beginning and end of warranty period, delivery date, if applicable further remarks and pictures;
- **"Request Data"** (when creating a request): Type of request, machine number, expenses/costs to be reimbursed; if applicable, conversion or repair kit number, material number, invoice number, internal order number and other internal information, details of the damage (defect location, part, quantity, type of defect, measures, date of damage) and its cause (including pictures or other documents), measured values, date of conversion, quantity and number of spare parts;
- **"Other Contract Processing Data"**: Other data, which is collected in the course of the processing of Our contractual relationship and the processing of which is required for this purpose or which You provide voluntarily (e.g. responses to queries of Our staff).

H.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of End Customer Data, Delivery Data and Request Data:
 - (1) Executing the services offered through the system or provided through the system, determination and processing of service requirements, e.g. support in case of technical problems via remote access (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Improving, maintaining and protecting the safety of Our KRONE Offers, preventing and uncovering security risks or criminal acts, asserting and defending against legal claims, settling legal disputes, sending out of information about related service offerings (legal basis in this case is Article 6 paragraph 1 lit. f GDPR, in the case of the use for marketing purposes vis-à-vis end customers Article 6 paragraph 1 lit. a GDPR, where applicable);
- Processing of Other Contract Processing Data: Fulfilment of Our obligations under the contracts concluded with You, e.g. processing of orders, providing of services and support, (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);

To the extent that You have granted Your consent (Article 6 paragraph 1 lit. a GDPR) for certain types of processing, We will process the relevant personal data for that purpose based on that consent, which can be

revoked at any time (see A.11.). To the extent that the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

H.4. For how long are these data processed?

Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

You can find more details on the storage duration under A.5.

H.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data.

I. KRONE MEDIA

I.1. Explanation

Via mykrone.green (see Part B) We provide Registered Users with KRONE Media, a media center in which You can retrieve information and media content concerning KRONE products and services. Via KRONE Media You can easily access a variety of information (e.g. product data sheets, tutorials, advertising material) in different languages and different formats (e.g. PDF files, images, videos) at any time and download, save and print them, if applicable. However, no orders can be placed or and no service agreements can be concluded via KRONE Media.

I.2. Which data do We process when You use KRONE Media?

If You use KRONE Media via mykrone.green, the processing of Your personal data by Us is, in the first instance, the same processing that occurs during Your use of mykrone.green (as a Registered or an Anonymous User). This applies in particular, without limitation, to the use of cookies and plugins (see B.6.). We would therefore ask You to read the data privacy information provided for mykrone.green (see Part B).

In addition to the data described in Part B, the following categories of personal data will be collected, stored and processed by Us when You use and You register as a sales partner in KRONE Media:

- **"Sales Partner Data"** (when registering as a sales partner): Country, salutation, name, company name, spectrum of interest, street, place, city, post code, email address, preferred language; where applicable, department, telephone number, customer number.

I.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of Sales Partner Data:
 - (1) Provision of media content, executing the services offered through the system or provided through the system, determination and processing of service requirements, e.g. support in case of technical problems (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Improving, maintaining and protecting the safety of Our KRONE Offers, preventing and uncovering security risks or criminal acts, asserting and defending against legal claims, settling legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR);

To the extent that You have granted Your consent (Article 6 paragraph 1 lit. a GDPR) for certain types of processing, We will process the relevant personal data for that purpose based on that consent, which can be revoked at any time (see A.11.). To the extent that the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

I.4. For how long are these data processed?

Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

You can find more details on the storage duration under A.5.

I.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data.

J. KRONE TRAINING

J.1. Description

Via mykrone.green (see Part B), KRONE provides You with KRONE Training an electronic training portal with various technical and sales-oriented education, further education and training offers in different languages. The offers include online and attendance-based training in manageable groups, including related services, which You, as an authorized KRONE sales partner, can book or reserve for You or Your employees. Furthermore, information on education, further education and training offers as well as on the qualification profile of training participants can be called up via KRONE Training. The responsible authorized KRONE sales partner can be informed about the results achieved by a training participant.

J.2. Which data do We process when You use KRONE Training?

If You use KRONE Training via mykrone.green, the processing of Your personal data by Us is, in the first instance, the same processing that occurs during Your use of mykrone.green as a Registered User or as an Anonymous User. This applies in particular to the use of cookies and plugins (see B.6.). We would therefore ask You to review the information provided for mykrone.green (see Part B).

In addition to the data described in Part B, the following categories of personal data will be collected, stored and processed by Us when You book and attend in education, further education and training courses and related services of KRONE Training:

- **"Booking Data"** (when booking training offers and services by a KRONE sales partner authorized for this purpose): Selection of the training offer type; details of the training participants, i.e. name, employer, function, street, city, postal code, country, email address;
- **"Participant Data"** (when attending training courses and using related services): Name of the participant, employer, function, date of birth, street, city, postal code, country, email address; data on the type and scope of training courses completed and associated tests, results achieved (pass/fail, overall result of a knowledge survey) and certificates.

J.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of Booking Data and Participant Data:
 - (1) Executing the booking procedure for the training courses; fulfilment of Our obligations under the contracts concluded with You, e.g. handling and providing of training and other services, processing of enquiries, determination and processing of training requirements, preparation of certificates, preparation of proof of qualification for participation in further education courses and provision of qualification-based content (e.g. via KRONE TIC); creation of participant accounts (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Continuous optimization and development of Our services, protection of Our systems against cyber attacks and prosecution of detected cyber attacks, prevention and detection of security risks or criminal acts, asserting and defending legal claims, settlement of legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR);
 - (3) Sending notifications and information on related service offers (the legal basis is then Article 6 paragraph 1 lit. f GDPR).

To the extent that You have granted Your consent (Article 6 paragraph 1 lit. a GDPR) for certain types of processing, We will process the relevant personal data for that purpose based on that consent, which can be revoked at any time (see A.11.). To the extent that the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the purposes mentioned above also constitute Our legitimate interests.

J.4. For how long are these data processed?

The qualifications and certificates achieved by participants are stored for life (e.g. to enable them to complete further education and training courses). Apart from that, Your data is processed only for as long as this is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of their services to Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

You can find more details on the storage duration under A.5.

J.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Participant data (in particular results achieved) may be passed on to the participant's employer (legal basis is then Article 6 paragraph 1 lit. f GDPR). Apart from that, only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data.

K. KRONE TIC

K.1. Explanation

Via mykrone.green We provide You with the KRONE Technical Information Center (hereinafter: "**KRONE TIC**"), a document management system in the sense of a knowledge database, which contains various technical information and media pertaining to repair and maintenance (e.g. operating instructions, spare parts lists, training documents, tutorials, guided troubleshooting, circuit diagrams etc.) of KRONE products in several languages and different formats. Some of the information is only provided on the basis of role and training qualifications; some information (such as operating instructions) is also available to Anonymous Users. Access to premium content is subject to a license, which can be purchased by commercial portal Users via E-Solutions. No orders can be placed and no service agreements can be concluded via KRONE TIC.

K.2. Which data do We process when You use KRONE TIC?

If You use KRONE TIC via mykrone.green, the processing of Your personal data by Us is, in the first instance, the same processing that occurs during Your use of mykrone.green (as a Registered or an Anonymous User). This applies in particular to the use of cookies and plugins (see B.6.). In this respect, We ask you to read Our data protection information for mykrone.green (see Part B).

In addition to the data described in Part B above, the following categories of personal data will be collected, stored and processed by Us when You use KRONE TIC:

- **"Qualification Data"** (for the provision of qualification-based content, see also J.2.): Name of the participant, email address, qualifications obtained in the training.

K.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data described in more detail above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of Qualification Data:
 - (1) Provision of additional media content, processing of services offered through the system or provided by the system, processing of customer enquiries, identification and processing of service requirements (legal basis in this case is Article 6 paragraph 1 lit. b GDPR);
 - (2) Checking of access authorizations, determination of visibility levels, prevention of misuse and use in breach of contract (legal basis in this case is Article 6 paragraph 1 lit. f GDPR);
 - (3) Improvement, maintenance and protection of the security of Our products, prevention and exposure of security risks or criminal acts, asserting of and defending against legal claims, settlement of legal disputes (legal basis in this case is Article 6 paragraph 1 lit. f GDPR).

Insofar as you have given Your consent for certain processing operations (Article 6 paragraph 1 lit. a GDPR or Section 25 paragraph 1 TTDSG), We process the personal data concerned on the basis of this consent, which can be revoked at any time (see A.11.). Insofar as the processing of personal data is based on Article 6 paragraph 1 lit. f GDPR, the aforementioned purposes also represent Our legitimate interests.

K.4. For how long are these data processed?

Your data is processed only for as long as it is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their system for as long as it is necessary for Us in connection with the provision of the services for Us in accordance with the respective mandate. Please note B.6. regarding the storage duration of cookies.

You can find more details on the storage duration under A.5.

K.5. Are these data passed on to third parties and if yes, on which legal basis (see A.4.)?

Only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data. The service provider for the operation of KRONE TIC and the processing of the data stored or transmitted thereby is:

- Empolis Information Management GmbH, Europaallee 10, 67657 Kaiserslautern, info@empolis.com, <https://www.empolis.com>

L. KRONE SERVICE APPLICATION

L.1. Description

Via mykrone.green (see Part B) and via an "app" for mobile devices, We provide Our authorized sales partners and their employees the KRONE Service Application, developed by Maschinenfabrik Bernard Krone GmbH & Co. The KRONE Service Application is an interactive system to provide digital support for service activities for KRONE products and to simplify administrative processes concerning the transfer of ownership thereof. Via the KRONE Service Application, serial number related question catalogues and templates are provided to support the User and his employees in connection with service activities pertaining to KRONE products with existing experiences and a wide range of additional information. No orders can be placed and no service agreements can be concluded directly via the KRONE Service Application.

L.2. Which data do We process when You use the KRONE Service Application?

L.2.1. Browser Version

If You use the KRONE Service Application via mykrone.green, the same personal data will initially be processed as when You use mykrone.green (as a Registered or Anonymous User). This applies in particular to the use of cookies and plugins (see B.6.). In this respect, We ask You to read the information provided for mykrone.green (see Part B).

In addition to the data described in Part B, the following categories of personal data will be collected, stored and processed by Us when You use the KRONE Service Application:

- **"Report Data"** (when entering reports): Report type, machine number, machine type and further machine details (e.g. series, year of construction, model, configurable material, components, equipment variant, conversions), report result, location of the machine, data on the machine condition (including pictures, videos or other documents) such as counter data, error codes, sensor values, labour data, service and maintenance history, warranty data, operating cost insurance data;
- **"Delivery Data"** (when creating machine delivery declarations and additional to Report Data): Delivery date, commissioning date, counter values, start and end of warranty period, handover date, KSC serial number, data on the person transferring, further remarks and pictures, where applicable;
- **"End Customer Data"** (when preparing machine delivery declarations or reports): Name/company, street, city, postcode, country (if applicable, region/federal state), telephone number, fax number, customer number, email address, given approvals and consents (e.g. for advertising or machine/product verification).

L.2.2. App Version

If You download the KRONE Service Application from the relevant app store, the information required for this process is transferred to the operator of that app store. This applies to personal data such as Your User name, Your contact data, customer number, time of download, device identifier and, if applicable, payment data. This data processing takes place independently of Us by the respective app store operator, so that the latter is responsible under data protection law. Please therefore consult the privacy policy of the respective app store operator.

If You use the KRONE Service Application as Registered User, the categories of personal data collected, stored and processed by Us while using the app are the same as when using KRONE Service Application via mykrone.green (see L.2.1.).

L.3. For which purpose and on which legal basis (see A.4.) are these data processed?

We process the personal data specified above in compliance with the provisions of the GDPR and any other applicable data protection provisions, and only to the extent necessary. In detail, the processing is – to the extent not already explained in Part B – for the following purposes:

- Processing of Report Data and Delivery Data:

(1) Processing of the services offered via the system or provided through the system services, processing of customer enquiries, determination and processing of service requirements (e.g. support with warranty claims) (legal basis is in this case Article 6 paragraph 1 lit. b GDPR);

(2) Improving, maintaining and protecting the security of Our products, preventing and detection of security risks or criminal acts, assertion of and defending against of legal claims, settlement of legal disputes, sending of information about related service offers (the legal basis is in this case Article 6 paragraph 1 lit. f GDPR, in the case of advertising use, where applicable, Article 6 paragraph 1 lit. a GDPR).

- Processing of End Customer Data:

(1) Processing of the services offered via the system or provided through the system services, processing of customer enquiries (e.g. support with warranty claims) (legal basis is in this case Article 6 paragraph 1 lit. b GDPR);

(2) Improving, maintaining and protecting the security of Our products, preventing and detection of security risks or criminal acts, assertion of and defending of legal claims, settlement of legal disputes, sending of information about related service offers (the legal basis is in this case Article 6 paragraph 1 lit. f GDPR, in the case of advertising use, where applicable, Article 6 paragraph 1 lit. a GDPR);

(3) If not yet available there, transfer of the data record to the centrally managed customer database used for mykrone.green, in order to use the data, if applicable, for other KRONE Offers as well and to simplify their use for the Customer (legal basis in this case is Article 6 paragraph 1 lit. b or lit. f GDPR).

Insofar as You have given Your consent for certain processing operations (Article 6 paragraph 1 lit. a GDPR), We process the personal data concerned on the basis of this consent, which can be revoked at any time (see A.11.). Insofar as the processing of the data is based on Article 6 paragraph 1 lit. f GDPR, the aforementioned purposes also represent Our legitimate purposes.

L.4. For how long are these data processed?

Your data is processed only for as long as it is necessary to achieve the aforementioned processing purposes; the legal basis stated in the context of the processing purposes applies accordingly. Third parties engaged by Us will store Your data on their systems for as long as it is necessary in connection with the provision of their services to Us in accordance with the respective mandate.

Please note B.6. regarding the storage duration of cookies.

L.5. Are these data passed on to third parties and if yes, on what legal basis?

Only the categories of recipients mentioned in B.5., subject to the requirements mentioned in that provision, may be granted access to Your personal data.

M. SPECIAL PROVISIONS FOR FOREIGN CUSTOMERS

M.1. Explanation

KRONE Offers are offered by KRONE to Customers all over the world, either by KRONE itself or by Our local distribution partners. In particular, mykrone.green is available for all Customers worldwide in the offered versions.

To the extent that data processing by KRONE takes place within the scope of the GDPR, the GDPR is always applicable. Due to Our international orientation, We may have to observe different or additional data protection rules, if You do not order one of Our KRONE Offers from Germany or use it in Germany (hereinafter: **"Foreign Customer"**).

If You are a Foreign Customer, please note the country-specific variations at Your location listed in this Part M, which supplement the other Parts. The list is sorted alphabetically according to the country names in English.

M.2. Australia

In Australia, KRONE cooperates with a distribution partner, the Kubota Australia Pty Ltd., 25-29 Permas Way, AUS-3029 Truganina, Victoria (Mel 360 H9), being a processor (see A.7.) which is subject to the obligations imposed by the Privacy Act 1988 (Cth) (**"Privacy Act"**) as an APP Entity. To the extent the Privacy Act is applicable, any references in this document to "personal data" are taken to mean "personal information" under the Privacy Act and references to "controller" are taken to mean KRONE.

KRONE will collect Your personal information via their Australian distribution partner mentioned above or other partners or when You use Our web-based services or You otherwise contact Us. KRONE will comply with the Privacy Act when it deals with Your personal information.

KRONE does not have, and is not legally required to have, a data protection officer in Australia under Australian law. For all queries and complaints regarding Your personal information, please contact KRONE's Data Protection Officer identified in item **A.3.** or use the following Australian phone number: +61 427 907 674.

KRONE will transfer personal information outside Australia in the course of providing the KRONE Offers, including to KRONE entities. We transfer Your personal information to countries which form part of the European Union. KRONE will take reasonable steps to ensure third party recipients of the personal information comply with the requirements of the Privacy Act and will require, as a minimum, that they comply with the privacy obligations imposed by the GDPR on KRONE.

Transacting anonymously: If You choose not to identify Yourself or use a pseudonym when registering an account on or using the KRONE App, We will not be unable to process transactions for the purchase of KRONE Offers.

In **A.11.**, the rights listed in relation to erasure, restriction of processing, data portability, objection and withdrawal of consent do not apply in full to APP Entities as Our Australian distribution partner or partners. KRONE will offer these rights to You in relation to Your personal information collected by Us.

In deviation from the last item in **A.11.**, if You wish to lodge a complaint with a supervisory authority because You are dissatisfied with Our response to Your request for access to, or correction of, Your personal information or Your privacy complaint in respect of Your personal information, You may contact the Office of the Australian Information Commissioner (T: +61 1300 363 992, email enquiries@oaic.gov.au).

M.3. Austria

In deviation from the **last item in A.11.**, the competent supervision authority in Austria is: Österreichische Datenschutzbehörde, Wickenburggasse 8, 1080 Wien, T: +43 152 152-2569, dsb@dsb.gv.at.

M.4. Belgium

KRONE does not have, and is not legally required to have, a data protection officer in Belgium under Belgian law. For all queries and complaints regarding Your personal information, please contact KRONE's Data Protection Officer identified in item **A.3**.

In deviation from the **last item in A.11.**, the competent supervision authority in Belgium is: Autorité de la protection des données – Gegevensbeschermingsautoriteit (ADP-GBA), Anschrift: Rue de la Presse 35 – Drukpersstraat 35, 1000 Bruxelles – Brussel, T: +32 2 274 48 00, F: +32 2 274 48 35, contact@adp-gba.de, <https://www.autoriteprotectiondonnees.be> – <https://www.gegevensbeschermingsautoriteit.be>.

M.5. Croatia

In deviation from the **last item in A.11.**, the competent supervision authority in Croatia is: Croatian Data Protection Agency, address: Selska cesta 136, 10 000 Zagreb, T: +385 1 4609 000, F: +385 1 4609 099, azop@azop.hr, <http://www.azop.hr>.

M.6. Czech Republic

In deviation from the **last item in A.11.**, the competent supervision authority in the Czech Republic is: Úřad pro ochranu osobních údajů, address: Pplk. Sochora 27, 170 00 Praha 7, Česká Republika, T: +420 234 665 111, posta@uouu.cz.

M.7. Denmark

In deviation from the **last item in A.11.**, the competent supervision authority in Denmark is: Datatilsynet, Borgergade 28, 5, 1300 København K, T: +45 33 19 32 00, www.datatilsynet.dk.

M.8. Finland

In deviation from the **last item in A.11.**, the competent supervision authority in Finland is: Tietosuojavaltutetun toimisto, address: Ratapihantie 9, 00520 Helsinki, T: +358 29 566 6777, tietosuoja@om.fi.

M.9. France

In deviation from **A.2.**, instead of Maschinenfabrik Bernard Krone GmbH & Co. KG the controller of the data processing is KRONE France SAS, 7 rue Philippe Lebon, Z.A. de la Fosse aux Chevaux, 78730 Saint-Arnoult-en-Yvelines, T: +33 1 61 08 60 60, F: +33 1 34 85 31 87, donneespersos@krone.fr.

In deviation from **A.3.**, please use the following contact data for all questions regarding the data protection at Krone France SAS: T: +33 1 61 08 60 60, F: +33 1 34 85 31 87, donneespersos@krone.fr. We will be available to You for Your questions at all times.

In addition to the rights listed under **A.11.**, You have the right at all times to decide about the fate of Your personal data after Your death (Article 85 of the French Data Protection Act). Please contact Us in this regard using the contact data provided in this Part (see above).

M.10. Hungary

In deviation from the **last item in A.11.**, the competent supervision authority in Hungary is: Nemzeti Adatvédelmi és Információszabadság Hatóság, address: 1125 Budapest, Szilágyi Erzsébet fasor 22/C, T: +36 (1) 391 1400, ugyfelszolgalat@naih.hu.

M.11. Ireland

In deviation from the **last item in A.11.**, the competent supervision authority in Ireland is: Data Protection Commission, address: 21 Fitzwilliam Square South Dublin 2, D02 RD 28, Ireland, T: +353 578 684 800 or +353 761 104 800, <https://forms.dataprotection.ie/contact>.

M.12. Italy

In deviation from **A.2.**, instead of Maschinenfabrik Bernard Krone GmbH & Co. KG the controller of the data processing is KRONE Italia S.r.l., Via del Commercio, 33, 37060 Sommacampagna (Verona), T: +39 045 8960444, F: +39 045 8960289, info@kronit.com.

In deviation from **A.3.**, please use the following contact data for all questions regarding the data protection at KRONE Italia S.r.l.: KRONE Italia S.r.l., Via del Commercio, 33, 37060 Sommacampagna (Verona), T: +39 045 8960444, F: +39 045 8960289, info@kronit.com. We will be available to You for Your questions at all times.

In deviation from the **last item in A.11.**, the competent supervision authority in Italy is: Garante per la protezione dei dati personali, indirizzo: Piazza Venezia n. 11 - 00187 Roma, T: +39 06.69677.1, garante@gpdp.it.

M.13. Netherlands

In deviation from the **last item in A.11.**, the competent supervision authority in the Netherlands is: Autoriteit Persoonsgegevens, Postbus 93374, 2509 AJ in Den Haag, T: +31 (0)88 - 1805 250, F: +31 (0)888 85 01, <https://autoriteitpersoonsgegevens.nl/nl/klachtenformulier>.

M.14. New Zealand

In New Zealand, KRONE cooperates with a distribution partner, Tulloch Imports Ltd., 300 High Street, NZ 5810 Solway, Masterton, being a processor (see A.7.).

For New Zealand, any references in this document to "personal data" are taken to mean "personal information" under the Privacy Act 1993 ("**Privacy Act**") and references to "controller" are taken to mean KRONE.

KRONE will collect Your personal information via their New Zealand distribution partner mentioned above or other partners or when You use Our Websites or Our web-based services or You otherwise contact Us. KRONE will comply with the Privacy Act when it deals with Your personal information.

KRONE does not have a privacy officer in New Zealand. For all queries and complaints regarding Your personal information, please contact KRONE's Data Protection Officer identified in item **A.3.** or use the following New Zealand phone number: +64 6 3700 39.

KRONE will transfer personal information outside New Zealand in the course of providing the KRONE Offers, including to KRONE entities. We transfer Your personal information to countries which form part of the European Union. KRONE will take reasonable steps to ensure third party recipients of the personal information comply with the requirements of the Privacy Act and will require, as a minimum, that they comply with the privacy obligations imposed by the GDPR on KRONE or the Privacy Act.

In **A.11.**, the rights listed in relation to erasure, restriction of processing, data portability, objection and withdrawal of consent do not apply in full to agencies such as Our New Zealand distribution partner or partners. KRONE will offer these rights to You in relation to Your personal information collected by Us. Under the Privacy Act, You have rights of access to and correction of personal information that We or Our New Zealand distribution partner(s) hold. This can be done by contacting Us by email to the Data Protection Officer identified in item **A.3.**

In deviation from the last item in **A.11.**, if You wish to lodge a complaint with a supervisory authority because You are dissatisfied with Our response to Your request for access to, or correction of, Your personal information or Your privacy complaint in respect of Your personal information, You may contact the Office of the Privacy Commissioner in New Zealand (T: 0800 803 909, email investigations@privacy.org.nz).

M.15. Norway

In deviation from the **last item in A.11.** the competent supervisory authority in Norway is: Datatilsynet, Anschrift: P.O. Box 458 Sentrum, NO-0105 Oslo, T: +47 22 39 69 00, F: +47 22 42 23 50, postkasse@datatilsynet.no.

M.16. Poland

In deviation from **A.5.**, a relevant legal provision by means of which We are obliged to retain personal data is, for instance, Article 70 of the Polish Tax Ordinance Law.

In deviation from the **last item in A.11.**, the competent supervision authority in Poland is: Prezes Urzędu Ochrony Danych Osobowych, ul. Stawki 2, 00-193 Warszawa, <https://uodo.gov.pl/pl>.

M.17. Serbia

In deviation from the **last item in A.11.**, the competent supervision authority in Serbia is: Commissioner for Information of Public Importance and Personal Data Protection, address: 15, Bulevat kralja Aleksandra str, Belgrade 11120, T: +381 11 3408 900, F: +381 11 3343 379, office@poverenik.rs.

M.18. Slovak Republic

In deviation from the **last item in A.11.**, the competent supervision authority in Slovakia is: Úrad na ochranu osobných údajov Slovenskej republiky, address: Hraničná 12, 820 07 Bratislava 27, Slovak Republik, T: +421 /2/ 3231 3214, statny.dozor@pdp.gov.sk.

M.19. Slovenia

In deviation from the **last item in A.11.**, the competent supervision authority in Slovenia is: Informacijski pooblaščenec, address: Dunajska cesta 22, 1000 Ljubljana, T: +01 230 97 30, gp.ip@ip-rs.si.

M.20. South Africa

In South Africa, KRONE cooperates with a distribution partner, Rovic + Leers (Pty) Ltd., Saxenburg Road, Blackheath, ZA-7579 Cape Town, being a processor (see A.7.) which is subject to the obligations imposed by the Protection of Personal Information Act 4 of 2013 and the regulations promulgated thereunder ("**POPIA**"), to the extent that it has come into effect. To the extent that the POPIA is applicable, any references in this document to GDPR provisions relate to the respective equivalent POPIA provisions.

KRONE will collect Your personal information via their South African distribution partner mentioned above or other partners or when You use Our web-based services or You otherwise contact Us. KRONE will comply with the POPIA when it deals with Your personal information.

KRONE will transfer personal information outside South Africa in the course of providing the KRONE Offers, including to KRONE entities. We transfer Your personal information to countries which form part of the European Union. KRONE will take reasonable steps to ensure third party recipients of the personal information comply with the requirements of the POPIA and will require, as a minimum, that they comply with the privacy obligations imposed by the GDPR on KRONE.

KRONE does not have, and is not legally required to have, a data protection officer in South Africa under South African law. For all queries and complaints regarding Your personal information, please contact KRONE's Data Protection Officer identified in item **A.3.**

In cases where the data subject is a child the consent according to **A.4. item a)** may also be given by a competent person.

In deviation from **A.5.**, a relevant legal provision by means of which We are obliged to retain personal data is, for instance, Value Added Tax Act 89 of 1991.

In addition to the rights listed under **A.11.**, You have the right to object to the processing of Your personal data, at any time, for purposes of direct marketing, other than direct marketing by means of unsolicited electronic communications referred to in Section 69 of POPIA and to object, on reasonable grounds, relating to Your particular situation, to the processing of Your personal data pursuant to Section 5(d) read with Section 11(3)(a) of POPIA.

In deviation from the **last item in A.11.**, the competent supervision authority in South Africa is: The Information Regulator (South Africa), address: 33 Hoofd Street, Forum III, 3rd Floor Braampark, Braamfontein, Johannesburg, infoereg@justice.gov.za.

M.21. Spain

In deviation from the **last item in A.11.**, the competent supervision authority in Spain is: Agencia Española de Protección de Datos, address: C/ Jorge Juan, 6, 28001 Madrid, T: 901100099, www.aepd.es.

M.22. Sweden

In deviation from the **last item in A.11.**, the competent supervision authority in Sweden is: Datainspektionen, Drottninggatan 29, plan 5, 111 51 Stockholm, T: +46 8 657 61 00, datainspektionen@datainspektionen.se.

M.23. Switzerland

This declaration is subject to the provisions of the GDPR and the Swiss Data Protection Act ("DSG").

In deviation from the **last item in A.11.**, the competent supervision authority in Switzerland is: Der Eidgenössische Datenschutz- und Öffentlichkeitsbeauftragte (EDÖB), address: Feldeggweg 1, 3003 Bern, T: + 41 (0)58 465 99 96, <https://edoeb.admin.ch/edoeb/de/home/der-edoeb/kontakt/kontaktformular.html>.

M.24. United Kingdom

In deviation from **A.2.**, instead of Maschinenfabrik Bernard Krone GmbH & Co. KG the controller of the data processing is Krone UK Ltd., Phoenix Avenue, Micklefield, Leeds LS25 4DY, T: +44 113 287 8800, F: +44 113 287 8811, service@krone-uk.com.

In deviation from the **last item in A.11.**, the competent supervisory authority in the United Kingdom is: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, T: +44 0303123 1113, dataprotectionfee@ico.org.uk.

Once the United Kingdom **leaves the European Union**, the GDPR will be entrenched into UK domestic law and the data protection law of the United Kingdom (Data Protection Act 2018) will continue to apply in respect to the processing of Your personal data. References contained in this KRONE Privacy Policy to the GDPR will then pertain to the corresponding provisions of the GDPR as entrenched into UK domestic law.

M.25. United States of America

In deviation from **A.2.**, instead of Maschinenfabrik Bernard Krone GmbH & Co. KG the controller of the personal data collected and processed in the United States is Krone North America, Inc. ("**KRONE NA**"), headquartered at 12121 Forest Park Drive, Olive Branch, MS 38654, T: 662-913-7171, F: 662-913-7137; info@krone-na.com; www.krone-northamerica.com. KRONE NA also has locations in Tennessee, Nevada, Wisconsin, Idaho and California, but collects personal data described in this KRONE Privacy Policy from individuals also in other parts of the United States. If You have any questions concerning this KRONE Privacy Policy or how it applies to United States Users or to KRONE Offers accessed or purchased in the United States, please contact Us at T: 901-842-6011 or support@mykrone.green.

KRONE and KRONE NA do not have, and are not legally required to have, a data protection officer in the United States under United States law. For all queries and complaints regarding Your personal information, please contact KRONE's Data Protection Officer identified in item **A.3.**, or use the contact details shown above.

KRONE and KRONE NA do not intend to collect personal data from children under the age of 16. If You are under 16, please do not submit any personal data to KRONE or KRONE NA. If You believe Your child is using Our website or KRONE Offers, please contact Us (contact details see above) so that We can investigate and delete any personal data inadvertently collected.

KRONE NA will usually transfer the personal data collected outside the United States in the course of providing the KRONE Offers, including to KRONE entities. We transfer Your personal data to countries which form part of the European Union. KRONE will take reasonable steps to ensure third party recipients of the personal

data comply with the requirements of the applicable laws and regulations and will require, at a minimum, that they comply with the privacy obligations imposed by the GDPR and the California Consumer Privacy Act (Civil Code Sections 1798.100 – 1798.199; the "CCPA") as applicable (see below).

The rights listed in **A.11.** do not apply to United States residents, except as provided under the CCPA to California residents, described hereafter. KRONE and KRONE NA will offer these rights to You in relation to Your personal data collected by Us. As a California resident, under the CCPA You have the right to (i) notice that personal data will be collected; (ii) request a description of the categories and specific pieces of personal data about You that We have collected and the categories of personal data about You that We may disclose for a business purpose to third parties, along with a description of the categories of third parties that may receive that personal data; (iii) opt-out of the sale of personal data; (iv) request that We delete personal data about You that We have collected; however, personal data that is needed to complete a transaction, provide the KRONE Offer(s) You have accessed, purchased, or requested, or that was reasonably anticipated within the context of Our ongoing business relationship with You, or that We can otherwise retain under applicable United States laws and regulations may not be deleted. The personal data collected by KRONE and Krone NA are described in detail in this KRONE Privacy Policy. If You are a California resident, You may exercise these rights by contacting Us under the contact details shown above. We will need to verify Your identity before responding to Your request or to verify that Your request, if made through an agent, has been authorized by You. You will not be discriminated against in the provision or access of KRONE Offers for exercising these rights. KRONE may deny Your request based on enumerated statutory exceptions; We will notify You if We do so. You are allowed to issue one CCPA data request per 12-month period.

We do not sell, rent, trade, lease, or otherwise disclose Your Personal data, except as described in this KRONE Privacy Policy (see, in particular, under A.8. und B.5.) or as You explicitly consent. Third parties are not authorized by Us to use or disclose Your Personal data except as necessary to perform services on Our behalf or to comply with legal requirements.

In addition to the reasons for which We may disclose Your Personal data, as set forth in **B.5.**, We may disclose information about You if We are required to do so by law, court order, legal process, in response to lawful requests by public authorities, including law enforcement requirements, or under the discovery process in litigation or arbitration. We also reserve the right to disclose or transfer any information We have about You in the event of a proposed or actual reorganization, sale, merger, joint venture, amalgamation or any other type of acquisition, disposal or financing of all or any portion of Krone NA or of any of its assets. Should such an event take place, We will endeavour to direct the transferee to use personal data in a manner that is consistent with this KRONE Privacy Policy.

In deviation from the **last item in A.11.**, the competent supervision authority in the United States is the Federal Trade Commission, <https://www.ftc.gov>, or Your State Attorney General's Office.