

Information obligation according to Art. 12 ff EU GDPR

This is to inform you about how we process your personal data that we collect and save as part of the contractual relationship. The term personal data describes any information that refers to you as a person and can be used to identify you:

Description	According to Art. 13 EU GDPR (Direct collection)	According to Art. 14 EU GDPR (Third-party collection)
Names and contact details of the controller, the controller's representative and any data protection representative	<p><u>Controller:</u> DAHLER & COMPANY Franchise GmbH & Co. KG Represented by DAHLER & COMPANY Management GmbH by the managing directors: Kirsten Dahler and Annika Zarenko Großer Grasbrook 9, 20457 Hamburg Phone: 040.6000 37-300 E-mail: datenschutz@hm.com</p> <p><u>Data protection representative:</u> Eric Drissler ED Computer & Design GmbH & Co. KG Lina-Bommer-Weg 4, 51149 Cologne Phone: 0221.28 88 77 66 E-mail: datenschutz@edcud.de</p>	<p><u>Controller:</u> DAHLER & COMPANY Franchise GmbH & Co. KG Represented by DAHLER & COMPANY Management GmbH by the managing directors: Kirsten Dahler and Annika Zarenko Großer Grasbrook 9, 20457 Hamburg Phone: 040.6000 37-300 E-mail: datenschutz@hm.com</p> <p><u>Data protection representative:</u> Eric Drissler ED Computer & Design GmbH & Co. KG Lina-Bommer-Weg 4, 51149 Cologne Phone: 0221.28 88 77 66 E-mail: datenschutz@edcud.de</p>
Purpose of processing and legal basis	<p>Data are collected for the purpose of:</p> <ul style="list-style-type: none"> ▪ Expansion by franchise on the legal basis of AO (German Fiscal Code), HGB (German Commercial Code), Art. 6(1) a-b GDPR, Art. 6(1) f GDPR for the purpose of acquiring potential franchisees for economic interests ▪ Franchise with existing license agreement, scope of services of the licensor on the legal basis of AO, HGB, Art. 6 (1) b GDPR ▪ Creating analyses and statistics for corporate development/consulting, online surveys and company comparisons as well as personnel consulting on the legal basis of Art. 6 (1) b GDPR, Art. 6 (1) f GDPR for quality assurance of the franchise system • Provision and operation of IT services with telephone system, if needed provision of back office services for the franchisee (partner service). Implementation of franchise accounting on the legal basis of AO, HGB, Art. 6 (1) b GDPR • Provision of an Intranet (DAHLER Inside) on the legal basis of Art. 6 (1) a-b GDPR ▪ Production of marketing materials, mailing, online shop on the legal basis of AO, HGB, Art. 6 (1) b GDPR ▪ Production and mailing of printed materials such as DC Homes, market reports, MiniMag, brochures, postcards, designed letters etc. on the legal basis of Art. 6 (1) a GDPR or on the legal basis of Art. 6 (1) f GDPR for long-term subscribers (without consent) who can be safely assumed not to object to the processing ▪ Sending of e-mail newsletters on the legal basis of Art. 6 (1) a GDPR ▪ Operation of the corporate website of Dahler & Company with sub-pages for 	<p>Data are collected for the purpose of:</p> <ul style="list-style-type: none"> ▪ Expansion by franchise on the legal basis of AO (German Fiscal Code), HGB (German Commercial Code), Art. 6(1) a-b GDPR, Art. 6(1) f GDPR for the purpose of acquiring potential franchisees for economic interests ▪ Franchise with existing license agreement, scope of services of the licensor on the legal basis of AO, HGB, Art. 6 (1) b GDPR ▪ Creating analyses and statistics for corporate development/consulting, online surveys and company comparisons as well as personnel consulting on the legal basis of Art. 6 (1) b GDPR, Art. 6 (1) f GDPR for quality assurance of the franchise system • Provision and operation of IT services with telephone system, if needed provision of back office services for the franchisee (partner service). Implementation of franchise accounting on the legal basis of AO, HGB, Art. 6 (1) b GDPR ▪ Provision of an Intranet (DAHLER Inside) on the legal basis of Art. 6 (1) a-b GDPR ▪ Production of marketing materials, mailing, online shop on the legal basis of AO, HGB, Art. 6 (1) b GDPR ▪ Production and mailing of printed materials such as DC Homes, market reports, MiniMag, brochures, postcards, designed letters etc. on the legal basis of Art. 6 (1) a GDPR or on the legal basis of Art. 6 (1) f GDPR for long-term subscribers (without consent) who can be safely assumed not to object to the processing ▪ Sending of e-mail newsletters on the legal basis of Art. 6 (1) a GDPR ▪ Operation of the corporate website of Dahler & Company with sub-pages for

	<p>licensees incl. central e-mail addresses like info@...on the legal basis of Art. 6 (1) a-b GDPR, Art. 6 (1) f GDPR for company presentation, shop website for franchisees as well as acquisition of potential franchisees for economic interest</p> <ul style="list-style-type: none"> ▪ Reception services, phone exchange, conference management on the legal basis of Art. 6 (1) a-b GDPR ▪ Organisation of events on the legal basis of Art. 6 (1) f GDPR for positive company presentation ▪ Organisation of trainings, seminars on the legal basis of AO, HGB, Art. 6 (1) b GDPR ▪ Recruiting employees, trainees and interns on the legal basis of Art. 6 (1) b GDPR ▪ Establishment, implementation and termination of employment and trainee relationships or internships on the legal basis of Art. 6 (1) b GDPR, § 611a BGB (German Civil Code); §§ 10/11 BBiG (German Vocational Training Act) ▪ Proof and/or brokerage of establishment of a lease contract on the legal basis of § 195 BGB, AO; MaBV (German Brokers and Property Developers Ordinance), Art. 6 (1) a-b GDPR, Art. 6 (1) f GDPR for the purpose of acquiring a brokerage contract for the lease or acquisition of potential tenants for economic interest ▪ Proof and/or brokerage of establishment of a purchase contract on the legal basis of § 195 BGB, GWG (German Money Laundering Act), AO; MaBV, Art. 6 (1) a-c GDPR, Art. 6 (1) f GDPR for the purpose of acquiring a brokerage contract for the sale or acquisition of potential buyers for economic interest ▪ Proof and/or brokerage of establishment of a lease or purchase contract as part of referral transactions on the legal basis of § 195 BGB, GWG, AO; MaBV, Art. 6 (1) a-c GDPR 	<p>licensees incl. central e-mail addresses like info@...on the legal basis of Art. 6 (1) a-b GDPR, Art. 6 (1) f GDPR for company presentation, shop website for franchisees as well as acquisition of potential franchisees for economic interest</p> <ul style="list-style-type: none"> ▪ Reception services, phone exchange, conference management on the legal basis of Art. 6 (1) a-b GDPR ▪ Organisation of events on the legal basis of Art. 6 (1) f GDPR for positive company presentation ▪ Organisation of trainings, seminars on the legal basis of AO, HGB, Art. 6 (1) b GDPR ▪ Recruiting employees, trainees and interns on the legal basis of Art. 6 (1) b GDPR ▪ Establishment, implementation and termination of employment and trainee relationships or internships on the legal basis of Art. 6 (1) b GDPR, § 611a BGB (German Civil Code); §§ 10/11 BBiG (German Vocational Training Act) ▪ Proof and/or brokerage of establishment of a lease contract on the legal basis of § 195 BGB, AO; MaBV (German Brokers and Property Developers Ordinance), Art. 6 (1) a-b GDPR, Art. 6 (1) f GDPR for the purpose of acquiring a brokerage contract for the lease or acquisition of potential tenants for economic interest ▪ Proof and/or brokerage of establishment of a purchase contract on the legal basis of § 195 BGB, GWG (German Money Laundering Act), AO; MaBV, Art. 6 (1) a-c GDPR, Art. 6 (1) f GDPR for the purpose of acquiring a brokerage contract for the sale or acquisition of potential buyers for economic interest ▪ Proof and/or brokerage of establishment of a lease or purchase contract as part of referral transactions on the legal basis of § 195 BGB, GWG, AO; MaBV, Art. 6 (1) a-c GDPR
<p>Data category (depending on processing status and type of contact)</p>	<p>-</p>	<p><u>As part of expansion through franchise:</u> Master and contact data, professional career, business license § 34c GewO (German Trade Regulation Act), certificates and employer references, credit standing, private police good conduct certificate, trade registry excerpt, proof of capital for the investment amount</p> <p><u>As part of the franchise with existing license agreement, scope of licensor services:</u> Master and contact data, qualification, type of employment relationship, position, quantitative activities, user data and behaviour, IP address, birth dates, images, professional career, business license 34c GewO, certificates and employer references, credit standing, private police good conduct certificate, trade registry excerpt, proof of capital for the investment amount, tax ID, bank details, contract data and documents</p> <p><u>As part of analyses and statistics for corporate development/consulting, online surveys and</u></p>

		<p><u>company comparisons as well as personnel consulting:</u> Master and contact data, quantitative activities, qualification, type of employment relationship, position</p> <p><u>As part of providing and operating IT services with telephone system, if needed providing back office services for the franchisee (partner service):</u> <u>Franchise accounting:</u> Master and contact data, user data and behaviour, IP address, property reference, property documentation, if necessary credit standing, tax ID, bank details, contract data and documents, if necessary credit standing</p> <p><u>As part of provision of an Intranet (DAHLER Inside):</u> Master and contact data, qualification, license location, date of birth (voluntary), type of employment relationship, position, start date, user data and behaviour, IP address, images (voluntary), comments (voluntary)</p> <p><u>As part of production of marketing materials, mailing, online shop:</u> Master and contact data, images</p> <p><u>As part of production and mailing of printed materials like DC Homes, market reports, MiniMag, brochures, postcards, designed letters etc.:</u> Master and contact data, images</p> <p><u>As part of distribution of e-mail newsletters:</u> Master and contact data, user data and behaviour, IP address, images</p> <p><u>As part of operation of the corporate website of Dahler & Company with sub-pages for licensees incl. central e-mail addresses like info@...:</u> Master and contact data, user data and behaviour, IP address (anonymized), images</p> <p><u>As part of reception services, telephone exchange, conference management:</u> Master and contact data</p> <p><u>As part of organisation of events:</u> Master and contact data, if necessary participation management</p> <p><u>As part of conducting trainings, seminars:</u> Master and contact data, qualification, type of employment relationship, position, portrait photo</p> <p><u>As part of recruitment of employees, trainees and interns:</u> Master and contact data, professional career, certificates and employer references</p> <p><u>As part of establishment, implementation and termination of an employment or training relationship or internship:</u> Master and contact data, social insurance data, bank details, religious affiliation, date of birth, tax data, salary/wages, marital status, bonus agreements, advanced training, information about occupational limitations, parenting leave, consent declarations, sick notes, garnishments, residence permit, work permit,</p>
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<p>Category of recipients of data</p>	<p><u>As part of expansion through franchise: IT services providers</u></p> <p><u>As part of the franchise with existing license agreement, scope of licensor services:</u> IT and information services providers, marketing and print services providers</p> <p><u>As part of analyses and statistics for corporate development/consulting, online surveys and company comparisons as well as personnel consulting:</u> IT services providers, Power BI, survey providers</p> <p><u>As part of providing and operating IT services with telephone system, if needed providing back office services for the franchisee (partner service).</u> <u>Franchise accounting:</u> IT services providers, Office 365, Intranet, according to the client's VVT (partner service), tax consultant, attorney, external accounting services</p> <p><u>As part of provision of an Intranet (DAHLER Inside):</u> IT services providers</p> <p><u>As part of production of marketing materials, mailing, online shop:</u> IT and information services providers, marketing and print services providers</p> <p><u>As part of production and mailing of printed materials like DC Homes, market reports, MiniMag, brochures, postcards, designed letters etc.:</u> IT and information services providers, marketing and print services providers</p> <p><u>As part of distribution of e-mail newsletters:</u></p>	<p><u>As part of expansion through franchise: IT services providers</u></p> <p><u>As part of the franchise with existing license agreement, scope of licensor services:</u> IT and information services providers, marketing and print services providers</p> <p><u>As part of analyses and statistics for corporate development/consulting, online surveys and company comparisons as well as personnel consulting:</u> IT services providers, Power BI, survey providers</p> <p><u>As part of providing and operating IT services with telephone system, if needed providing back office services for the franchisee (partner service).</u> <u>Franchise accounting:</u> IT services providers, Office 365, Intranet, according to the client's VVT (partner service), tax consultant, attorney, external accounting services</p> <p><u>As part of provision of an Intranet (DAHLER Inside):</u> IT services providers</p> <p><u>As part of production of marketing materials, mailing, online shop:</u> IT and information services providers, marketing and print services providers</p> <p><u>As part of production and mailing of printed materials like DC Homes, market reports, MiniMag, brochures, postcards, designed letters etc.:</u> IT and information services providers, marketing and print services providers</p> <p><u>As part of distribution of e-mail newsletters:</u></p>

	<p>IT and information services providers, marketing services providers</p> <p><u>As part of operation of the corporate website of Dahler & Company with sub-pages for licensees incl. central e-mail addresses like info@...:</u> IT and information services providers, marketing services providers, website tracking, responsible licensee for customer inquiries received centrally</p> <p><u>As part of reception services, telephone exchange, conference management:</u> Forwarding to target recipient (company group, franchise partner), information about guest to host</p> <p><u>As part of organisation of events:</u> Service providers, specialised event providers or organisers</p> <p><u>As part of conducting trainings, seminars:</u> External accounting, IT services providers</p> <p><u>As part of recruitment of employees, trainees and interns:</u> IT services providers</p> <p><u>As part of establishment, implementation and termination of an employment or training relationship or internship:</u> Social insurance company, financial authorities, bank, payroll services providers, accounting, IT services providers, training providers, bailiff, professional organisations, company pension scheme, contractors, mobility services providers, software providers, chamber of industry and commerce and vocational school</p> <p><u>As part of providing proof and/or brokerage of a lease contract:</u> Lessors, tenants, representatives, lease administrators, online lease contract providers, credit agencies, evaluation portals, guarantors, license partners and external real estate companies as part of joint transactions (with consent), attorneys, energy consultants, supply companies, contractors, OnOffice GmbH, state statistical offices, federal statistical office</p> <p><u>As part of providing proof and/or brokerage of a sales contract:</u> Seller, buyer, potential buyer, representatives, owner's association administrator, notary, financier, license partner and external real estate companies as part of joint transactions (with consent), attorneys, supply companies, energy consultants, assessors, planners and structural engineers, authorities, credit agencies, evaluation portals, contractors, OnOffice GmbH, state statistical offices, federal statistical office</p> <p><u>As part of providing proof and/or brokerage of a lease or purchase contract as part of referral transactions:</u></p>	<p>IT and information services providers, marketing services providers</p> <p><u>As part of operation of the corporate website of Dahler & Company with sub-pages for licensees incl. central e-mail addresses like info@...:</u> IT and information services providers, marketing services providers, website tracking, responsible licensee for customer inquiries received centrally</p> <p><u>As part of reception services, telephone exchange, conference management:</u> Forwarding to target recipient (company group, franchise partner), information about guest to host</p> <p><u>As part of organisation of events:</u> Service providers, specialised event providers or organisers</p> <p><u>As part of conducting trainings, seminars:</u> External accounting, IT services providers</p> <p><u>As part of recruitment of employees, trainees and interns:</u> IT services providers</p> <p><u>As part of establishment, implementation and termination of an employment or training relationship or internship:</u> Social insurance company, financial authorities, bank, payroll services providers, accounting, IT services providers, training providers, bailiff, professional organisations, company pension scheme, contractors, mobility services providers, software providers, chamber of industry and commerce and vocational school</p> <p><u>As part of providing proof and/or brokerage of a lease contract:</u> Lessors, tenants, representatives, lease administrators, online lease contract providers, credit agencies, evaluation portals, guarantors, license partners and external real estate companies as part of joint transactions (with consent), attorneys, energy consultants, supply companies, contractors, OnOffice GmbH, state statistical offices, federal statistical office</p> <p><u>As part of providing proof and/or brokerage of a sales contract:</u> Seller, buyer, potential buyer, representatives, owner's association administrator, notary, financier, license partner and external real estate companies as part of joint transactions (with consent), attorneys, supply companies, energy consultants, assessors, planners and structural engineers, authorities, credit agencies, evaluation portals, contractors, OnOffice GmbH, state statistical offices, federal statistical office</p> <p><u>As part of providing proof and/or brokerage of a lease or purchase contract as part of referral transactions:</u></p>
	<p>Licensing partners and external real estate companies as part of joint transactions (with consent)</p>	<p>Licensing partners and external real estate companies as part of joint transactions (with consent)</p>

Storage time	<p>6 months after the end of the expansion process per location, except if the potential buyer requests storage for future business options</p> <p>Tax-relevant data: 10 years from the end of the current year</p> <p>Master and contact data, qualification, type of employment relationship, position: Deletion after the end of the employment relationship with the franchisee</p> <p>Partner service: after completion of the mandate</p> <p>IT services: after the end of the employment relationship, unless otherwise required by legal retention obligations</p> <p>Intranet: after the end of the employment relationship, unless otherwise required by legal retention obligations, the account is irrevocably anonymized</p> <p>Newsletter: Deletion after revocation of expressed consent, non-applicability of contractual basis</p> <p>Quantitative activities: these data do not refer to natural persons and are not subject to the GDPR. They are retained as historical information.</p> <p>6 months after the end of the application process (based on the AGG (General Equal Treatment Act), labour court, overlap period), except for applicants who are hired and except those who request storage for future jobs/positions.</p> <p>If consent has been given for a search order, the data are not deleted until the person revokes their consent.</p> <p>Potential buyer data without search order are deleted 6 months after the successful sale/leasing of the property, as are applicant data after the position is filled, except those who request storage for future jobs.</p> <p>Otherwise after the data are no longer required and the end of the legal retention period, and after there is no longer any legitimate interest</p>	<p>6 months after the end of the expansion process per location, except if the potential buyer requests storage for future business options</p> <p>Tax-relevant data: 10 years from the end of the current year</p> <p>Master and contact data, qualification, type of employment relationship, position: Deletion after the end of the employment relationship with the franchisee</p> <p>Partner service: after completion of the mandate</p> <p>IT services: after the end of the employment relationship, unless otherwise required by legal retention obligations</p> <p>Intranet: after the end of the employment relationship, unless otherwise required by legal retention obligations, the account is irrevocably anonymized</p> <p>Newsletter: Deletion after revocation of expressed consent, non-applicability of contractual basis</p> <p>Quantitative activities: these data do not refer to natural persons and are not subject to the GDPR. They are retained as historical information.</p> <p>6 months after the end of the application process (based on the AGG (General Equal Treatment Act), labour court, overlap period), except for applicants who are hired and except those who request storage for future jobs/positions.</p> <p>If consent has been given for a search order, the data are not deleted until the person revokes their consent.</p> <p>Potential buyer data without search order are deleted 6 months after the successful sale/leasing of the property, as are applicant data after the position is filled, except those who request storage for future jobs.</p> <p>Otherwise after the data are no longer required and the end of the legal retention period, and after there is no longer any legitimate interest</p>
Right to information	You have the right to request information about the data we have saved about you at any time.	You have the right to request information about the data we have saved about you at any time.
Right to correction or deletion of data	In case the saved data are incorrect or incomplete, you have the right to demand their correction or deletion.	In case the saved data are incorrect or incomplete, you have the right to demand their correction or deletion.
Right to restriction of processing	You may restrict the processing of your data if you contest the correctness of the collected data, the processing is unlawful, or the purpose of the processing is fulfilled.	You may restrict the processing of your data if you contest the correctness of the collected data, the processing is unlawful, or the purpose of the processing is fulfilled.
Right to revoke your consent	If the processing of your personal data is done for a particular purpose based on your consent, you may revoke your consent at any time; however, the processing remains lawful until the time of revocation.	If the processing of your personal data is done for a particular purpose based on your consent, you may revoke your consent at any time; however, the processing remains lawful until the time of revocation.
Right to object to processing	If data are processed based on Art. 6(1) e or f GDPR, you have the right at any time to object to the processing of your personal data on grounds relating to your particular situation.	If data are processed based on Art. 6(1) e or f GDPR, you have the right at any time to object to the processing of your personal data on grounds relating to your particular situation.

	<p>The respective legal grounds on which processing is based are listed in the information under “Purpose of processing and legal basis”. If you object, we will cease to process your personal data, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or unless the processing serves the establishment, exercise or defence of legal claims (objection according to Art. 21(1) GDPR).</p> <p>Where your personal data are processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for such marketing. If you object, your personal data shall no longer be processed for direct marketing purposes According to Art. 21 (2) GDPR.</p>	<p>The respective legal grounds on which processing is based are listed in the information under “Purpose of processing and legal basis”. If you object, we will cease to process your personal data, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or unless the processing serves the establishment, exercise or defence of legal claims (objection according to Art. 21(1) GDPR).</p> <p>Where your personal data are processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for such marketing. If you object, your personal data shall no longer be processed for direct marketing purposes According to Art. 21 (2) GDPR.</p>
Right to data portability	You have the right to have the data you provided to the controller transferred to a third party	-
Right to complain	You have the right to file a complaint with a supervisory authority if you feel that the processing of your personal data is unlawful. Our competent supervisory authority is the Hamburg Representative for Data protection and Freedom of Information (https://www.datenschutz-hamburg.de)	You have the right to file a complaint with a supervisory authority if you feel that the processing of your personal data is unlawful. Our competent supervisory authority is the Hamburg Representative for Data protection and Freedom of Information (https://www.datenschutz-hamburg.de)
Data sources	-	<p><u>Data sources</u></p> <ul style="list-style-type: none"> ▪ DAHLER & COMPANY License partners ▪ Referers ▪ Joint transactions with other real estate consultancies ▪ Franchise/business consultants ▪ Franchiseportal.de ▪ Deutscher Franchiseverband ▪ Unternehmerge sucht.de ▪ Carreer portal XING.de ▪ Real estate portals Immobilienscout24, Immowelt, Immonet ▪ Referers ▪ Lead generators
Automated decision making incl. Profiling	DAHLER & COMPANY Franchise GmbH & Co. KG does not use profiling.	DAHLER & COMPANY Franchise GmbH & Co. KG does not use profiling.

Note: For reasons of readability, the male pronoun is generally used. We would like to point out that it refers to all genders.