

Information about the collection and processing of your personal data

Care and transparency is the basis for a trusting cooperation with our customers. We therefore inform you about how we process your data and how you can exercise your rights under the General Data Protection Regulation. Which personal data we process and for what purpose depends on the respective contractual relationship.

1 Who is responsible for data processing?

Responsible is:

Yamaha Music Europe GmbH, Siemensstrasse 22, 25462 Rellingen, Germany

2 How can you contact the data protection officer?

You can contact our data protection officer at the above address:

Yamaha Music Europe GmbH
Attn. Data Protection Officer
Siemensstrasse 22
25462 Rellingen
Germany

Or: Dataprotection@contact.europe.yamaha.com

3 Which of your personal data are we using?

If you have an enquiry, have us prepare an offer or conclude a contract with us, we will process your personal data. In addition, we process your personal data, to fulfil legal obligations, to protect a legitimate interest or based on a consent given by you.

Depending on the legal basis, the categories of personal data are as follows:

- General master data
- Contract master data, in particular contract number, contract term, period of notice, type of contract
- Invoice data/turnover data
- Creditworthiness data
- Payment data/Account information
- Account information, in particular registration and logins
- Video or image recording

During the initiation of a contract, we also use data provided to us by third parties. Depending on the type of contract, the following categories of personal data are involved:

- Information on creditworthiness (via credit agencies in the B2B area)
- Information about embargo lists
- Verification of tax data

4 From which sources does the data come?

We process personal data that we receive from our customers, service providers and suppliers.

In addition, we receive personal data from the following offices:

- Credit agencies
- Publicly accessible sources: Commercial or association registers, debtor registers, land registers
- Other Group companies (Yamaha Corporation Japan, Yamaha Music London)

5 For what purposes do we process your data and on what legal basis?

We process your personal data in particular in compliance with the General Data Protection Regulation (GDPR) and the local data protection laws as well as all other relevant laws.

5.1 On the basis of a consent granted by you (Art. 6 para. 1 a GDPR)

If you have given us your voluntary consent to the collection, processing or transfer of certain personal data, then this consent forms the legal basis for the processing of this data.

In the following cases we process your personal data on the basis of your given consent:

- Sending an e-mail newsletter
- pseudonymised newsletter tracking
- Market research (e.g. customer satisfaction surveys)
- Marketing and advertising of customer profiles
- Publication of a customer reference (name and picture)

5.2 For the fulfilment of a contract (Art.6 Para. 1 b GDPR)

We use your personal data for the execution of the respective order / purchase contract / rental contract / service contract / license contract / sales contract.

Within this contractual relationship we will process your data in particular to carry out the following activities:

Contract-related contact, contract management, ongoing customer service, service center, warranty claims, claims management, contract termination management.

Further information for the purposes of data processing can be found in the respective contract documents and general terms and conditions.

5.3 To fulfil legal obligations (Art. 6 para. 1 c GDPR) or in the public interest (Art. 6 para. 1 e GDPR)

As a company we are subject to various legal obligations. The processing of personal data may be necessary to fulfil these obligations.

- Control and reporting obligations
- Creditworthiness, age and identity checks
- Prevention/prevention of criminal acts

5.4 On the basis of a legitimate interest (Art. 6 para. 1 f GDPR)

In certain cases we process your data to protect a legitimate interest of us or third parties.

- Direct advertising or market and opinion research
- Central customer data management within the group companies, business management and further development
- Safety measures to secure the buildings
- Video surveillance for the protection of domiciliary rights, collection of evidence
- Consultation of and exchange of data with information agencies
- Determination of creditworthiness and default risks
- Ensuring IT security and operation

6 To whom will your data be transferred?

In order to fulfil our contractual and legal obligations, your personal data will be disclosed to various public or internal bodies and external service providers.

Group companies:

Yamaha Corporation Japan

We work together with selected external service providers in order to fulfil our contractual and legal obligations, in particular contract processors in accordance with Art. 28 GDPR:

External service providers:

- IT service providers (e.g. maintenance service providers, hosting service providers) and telecommunications
- Service providers for file and data destruction, printing services, lettershops
- Consulting companies
- Service providers for telephone support (call center)
- Service providers for marketing or sales
- Payment service providers, credit agencies, authorized dealers
- Certified Public Accountant
- Service provider for electronic invoicing and invoice correspondence
- Goods insurance companies
- Insolvency management / debt collection companies / lawyers
- Service provider for the electronic signature

Public authorities:

In addition, we may be obliged to transfer your personal data to other recipients, such as to authorities for the fulfilment of legal notification obligations.

- Tax authorities
- Customs authorities
- Social insurance carriers
- Law enforcement authorities

If you have any further questions about the individual recipients, please contact our Data Protection Officer using the contact details given above.

7 Will your data be transferred to countries outside the European Union (so-called third countries)?

Countries outside the European Union (and the European Economic Area "EEA") handle the protection of personal data differently from countries within the European Union. We also use service providers located in third countries outside the European Union to process your data. There is currently no decision by the EU Commission that these third countries generally offer an adequate level of protection.

We have therefore taken special measures to ensure that your data is processed in third countries as securely as within the European Union. We conclude EU standard contractual clauses provided by the EU Commission with service providers in third countries. These clauses provide appropriate safeguards for the protection of your data with service providers in third countries.

Our service providers in the USA are also certified according to the EU-US Privacy Shield Agreement.

If you wish to inspect the existing safeguards, you can contact our Data Protection Officer.

8 How long will my data be stored?

We store your personal data as long as it is necessary to fulfil our legal and contractual obligations. The personal data will then be deleted, unless further processing is necessary for the following purposes:

Fulfilment of commercial and tax retention obligations, which foresee that your personal data must be kept for a maximum of 10 years after termination of the contractual relationship.

Preservation of evidence within the framework of the statutory statute of limitations. In some cases, the limitation periods can be up to 30 years, with the regular limitation period being three years.

9 What rights do you have in connection with the processing of my data?

Any data subject has the right of access under Article 15 GDPR, the right to correction under Article 16 GDPR, the right to cancellation under Article 17 GDPR, the right to limitation of processing under Article 18 GDPR, the right to opposition under Article 21 GDPR and the right to data transfer under Article 20 GDPR. With regard to the right to information and the right of cancellation, the restrictions under local data protection laws apply.

9.1 Right of objection

You can object to the use of your data for advertising purposes at any time without incurring any costs other than the transmission costs according to the basic rates.

What right do you have in the case of data processing in your legitimate or public interest?

Pursuant to Art. 21 para.1 GDPR, you have the right to object at any time to the processing of your personal data on the basis of Art. 6 para.1 e GDPR (data processing in the public interest) or Article 6 para.1 letter f GDPR (data processing to protect a legitimate interest), this also applies to profiling based on this provision. In the event of your objection, we will no longer process your personal data unless we can prove compelling grounds for processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

What right do you have in the case of data processing for direct marketing?

If we process your personal data for direct marketing purposes, you have the right pursuant to Art. 21 para. 2 GDPR to object at any time to the processing of personal data concerning you for the purpose of such advertising, this also applies to profiling insofar as it is associated with such direct marketing.

In the event of your objection to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

You can revoke your consent to the processing of personal data at any time. Please note that the revocation is only valid for the future.

9.2 Assertion of your rights

To exercise your rights, you can contact the person responsible or the data protection officer using the contact details provided. We will process your enquiries immediately and in accordance with legal requirements and inform you of the measures we have taken.

10 Is there an obligation to provide your personal data?

In order to enter into a business relationship, you must provide us with the personal data required for the performance of the contractual relationship or which we are required to collect by law. If you do not provide us with this data, it is not possible for us to carry out and process the contractual relationship.

11 Changes to this information

If the purpose or manner of processing your personal data changes significantly, we will update this document in good time and inform you about the changes in time.

Last updated: June 2019