

# KSB Group General Data Protection Notice

Responsible according to the General Data Protection Regulation is:

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

KSB SE & Co. KGaA is also responsible for the presentations, integrated in its website, of further entities in its group, such as KSB Service GmbH, Dynamik-Pumpen GmbH, KAGEMA Industrieausrüstungen GmbH, Pumpen-Service Bentz GmbH, PMS-BERCHEM GmbH and Uder Elektromechnik GmbH.

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

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

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

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

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

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

Within the context of the business operation of KSB (marketing, distribution, consultation, supply, maintenance and repair of products, and services provided by KSB) – beyond the processing as pointed out in part 2 of the General Data Protection Notice – personal data of business partners, contacts of business partners and other prospects (including candidates) in particular by email, mail, fax, as well as conversations over the phone and in person, is collected. As a result, personal data of business partners, such as distribution and service partners of KSB, may also be transmitted. If (1) you use or access KSB’s US website at [www.ksb.com/ksb-us/](http://www.ksb.com/ksb-us/), Resource Center at [www.ksbresourcecenter.com](http://www.ksbresourcecenter.com), and all related websites and mobile applications hosted within the US, (2) you communicate with KSB’s US subsidiary in any manner; (3) you purchase and engage with products and services of KSB’s US subsidiary; and (4) the US subsidiary communicates with certain third-party partners and providers, please observe our US Privacy Policy in Part 3.

**1. Data**

The following categories of data may be collected and received:

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

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

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

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

## **2. Receiving Party of Data**

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

## **3. Purpose of Processing**

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

## **4. Legal Basis**

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

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

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

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

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

## **7. Storage Period**

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

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

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

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

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

## **10. Changes To Our Privacy Policy**

We may change this Privacy Policy from time to time. Any and all changes will be reflected on this page, and where appropriate provided in person or by another electronic method. The effective date will be stated at the bottom of this Privacy Policy. You should regularly check this page for any changes to this Privacy Policy.

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

In addition, the information under Part 1 also applies.

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

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

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

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

The use of these cookies is in our legitimate interest, namely to enable us to present a properly functional website. We also use functional cookies and tracking tools to optimize the use of our website and for advertising purposes. We only use such cookies if and when you have given us your consent to do so by clicking on "Save settings" on this banner. A click on "Settings" also enables you to manage the cookies yourself or to prevent their use altogether.

#### **2. Data**

In this regard, the following data may be collected:

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

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

For the processing of personal data in the context of providing websites, KSB deploys other companies of the KSB Group within the EEA and third parties as processors. For web analyses and conversion tracking in the USA, KSB uses Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, Meta Inc., 1 Hacker Way Menlo Park, CA 94025, Episerver Inc., 542A Amherst Street, Nashua, NH 03063 and LinkedIn Corporation, 1000 W. Maude Ave., Sunnyvale, CA 94085, HubSpot, Inc., 25 First Street, Cambridge, MA 02141 USA.

For web analysis and advertising purposes and the playing out of personalized information, KSB also uses the marketing services of Marketo EMEA Ltd, 4-6 Riverwalk Drive, Dublin, Ireland. Marketo EMEA Ltd. transfers the generated information, via use of the website by

the user, to Marketo's servers in Amsterdam, but the possibility cannot be ruled out that data will be transmitted to the USA. Information is collected by the website, e.g. via cookies, if you register for a webinar, contact us, subscribe to our email newsletter, download contents (e.g. white papers) or register for the use of our shop. Marketo collects information such as your location or your preferred means of communication if you voluntarily make it available. Where this information is not combined with personal data, it does not identify you or other users of the website personally.

KSB also uses social media plugins of social network providers (pre-built links to the respective network) that, however, initially remain deactivated and do not transmit data to third parties. Only after the respective buttons are activated (first click) the data will be transmitted to these providers. Recommendations will only be transmitted with a second click. The providers are Google LLC. (see address above), as well as Meta Inc. (see address above) or Facebook Ireland Limited, Hanover Reach, 5-7 Hanover Quay, Dublin 2 in Ireland, and Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103 in the USA. You may prevent the collection and transfer of data within the context of social media plugins by not activating the respective buttons through clicking on them. You may prevent the further collection and transfer of your data by Google. For that purpose, Google LLC. provides the relevant information at: <https://tools.google.com/dlpage/gaoptout?hl=de>. You may also object to the further collection and transfer of your data by Facebook-Pixel and the processing thereof for providing Facebook-Ads. For that purpose please follow the instructions of Meta Inc. at: <https://www.facebook.com/settings?tab=ads>.

Data may be transmitted to servers in the US and processed there. The European Commission has not delivered an adequacy decision for the USA as required by Art. 45(1) GDPR. Google LLC., Meta Inc., Episerver Inc., LinkedIn Corporation, Marketo EMEA Ltd, and Twitter Inc. (addresses in each case above) use EU standard contract clauses, which means that transmission is permissible under Art. 46(2)(c) GDPR. KSB is sure that the personal data processed at KSB do not constitute any information to which US authorities have or require access. There is thus, in the opinion of KSB, no risk of inappropriate access within the meaning of *Schrems II* – Decision by the European Court of Justice (ECJ).

For additional information please send an email to [info@ksb.com](mailto:info@ksb.com).

#### **4. Receipt of personal data by KSB**

In order to improve the customer experience and enable us to provide you with relevant offers of goods and services and with marketing information, KSB receives personal data from Google LLC., Facebook Inc., Episerver Inc., Marketo EMEA Ltd, LinkedIn Corporation, and Twitter Inc., Hubspot Inc. as well as other sources such as public databases.

#### **5. Legal Basis**

The legal basis for the temporary storage of data and for cookies that are essential for the basic functions of the website is Art. 6(1)(f) GDPR. The temporary storage of data by the system is required in order to make it possible to present the website and to transfer retrieved files to the user's computer. The purpose of cookies is to simplify the use of the websites for the user; without the use of cookies, several functions of our website cannot be provided. Functional and other cookies and other functions, in particular those for the analysis, optimization and economic operation of our online offering, which make it necessary to transfer personal data to third parties in the absence of any contract processing relationship, are

used after your consent has been obtained pursuant to Art. 6(1)(a) GDPR, for example via the KSB cookie banner. KSB takes receipt of personal data only where you have given your consent to the transferring responsible entity, or where the transfer is on the basis of a contract between you and the transferring responsible entity or KSB, or where there is a legitimate interest in receiving the data (Art. 6(1) (a), (b) and (f) GDPR).

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

Data for the presentation of the website are deleted after each session has ended. Log files are deleted upon expiration of statutory retention obligations, at the latest after 38 months.

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

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

## **8. Links to Other Websites**

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

# **II. Newsletter**

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

## **1. Purpose of Processing**

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

## **2. Data**

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

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



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

KSB SE & Co. KGaA processes your personal data. KSB deploys companies of the KSB Group and outside companies as processors within the EEA. The newsletter is sent by Marketo EMEA Ltd, 4-6 Riverwalk Drive, Dublin, Ireland, Episerver Inc., HubSpot, Inc., 25 First Street, Cambridge, MA 02141 USA, 542 Amherst Ave, Nashua, New Hampshire 03063, USA, Apsis International AB, Staggatan 11, S-21120 Malmö, Sweden, Mark-I, Tramplein 8, 1441 GP Purmerend, KvK 37148290, Netherlands or MailChimp, a dispatching platform for newsletters provided by Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. Personal data are forwarded for this purpose and processed on servers in the USA. No adequacy decision for the U.S. has been made by the European Commission within the meaning of Article 45(1) GDPR. Episerver Inc. and Rocket Science Group, LLC use EU standard contract clauses, with the result that transmission is permitted under Art. 46(2)(c) GDPR. For additional information please send an email to [info@ksb.com](mailto:info@ksb.com).

### **4. Legal Basis**

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

### **5. Storage Period**

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

## **III. Registration**

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

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

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

### **2. Data**

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

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

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

Your personal data will be processed by KSB SE & Co. KGaA. KSB uses companies of the KSB Group, as well as third party companies in the EEA, as data processors (see also the information on the possible forwarding of personal data outside the EEA and to the USA to KSB websites and the use of cookies in part 2 section I no. 3 as well as newsletters in part 2 section II no. 3).

### **4. Legal Basis**

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

### **5. Storage Period**

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

## **IV. KSB Web Shop**

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

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

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

### **2. Data**

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

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

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

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

Your personal data will be processed by KSB SE & Co. KGaA. KSB uses companies of the KSB Group, as well as third party companies in the EEA, as data processors. For data processing purposes, these may be companies of the KSB Group, but also third-party companies in the EEA (see also the information on the possible forwarding of personal data outside the EEA and to the USA to KSB websites, and the use of cookies in part 2 section I no. 3 and newsletters in part 2 section II no. 3).

### **4. Legal Basis**

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

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

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

## **V. KSB Social Media Channels**

We process your personal data when you visit KSB via social media channels. With our various social media channels, we want to offer you a wide range of multimedia services and share ideas with you on topics that are important to you. In addition to the respective provider of a social network, we also collect and process personal user data on our social media channels. In this chapter, we would like to tell you what data we collect from you in connection with our social media channels, how we use it and how you can object to the use of data.

### **1. Shared responsibility for processing on the social media channels**

KSB also continues to be the data controller when processing your personal data when you access our social media channels. Due to the fact that the platform providers are also data controllers within the meaning of the GDPR for the processing of data on their platforms, we act as joint data controllers within the meaning of Art. 26 GDPR to this extent.

With these providers, we have concluded a joint responsibility agreement within the meaning of Article 26 GDPR, which highlights how the obligations under the GDPR have been distributed between us, in order to ensure that your data and your rights are fully protected at all

times. Where such an agreement does not exist, we adhere to the basic distribution of obligations under the GDPR according to which both data controllers, KSB and the platform operator, remain fully obligated in each case.

With regard to the processing that takes place on the platforms, we hereby refer to the content of the respective data protection notices<sup>1</sup>, which you can access via the following table. KSB has no influence on the processing of personal data in connection with your use of the platforms beyond the processing of personal data mentioned in this data protection notice.

<b>Company</b>	<b>Platform</b>	<b>Special agreement according to Art. 26 GDPR in place?</b>	<b>Data protection notice</b>
Facebook Ireland Ltd.	Facebook Instagram	<a href="#">Yes</a>	<a href="#">Link</a>
Twitter Inc.	Twitter	No	<a href="#">Link</a>
LinkedIn Ireland Unlimited Company	LinkedIn	No	<a href="#">Link</a>
Xing SE	Xing	No	<a href="#">Link</a>
Google Ireland Limited	YouTube	No	<a href="#">Link</a>

## **2. Purpose of processing**

Data processing serves the following purposes:

- Communication with KSB social media channel visitors;
- Dealing with enquiries from our KSB social media channel visitors;
- Collect statistical information on the reach of KSB's social media channels;
- Conducting customer surveys, marketing campaigns, market analyses, sweepstakes, competitions or similar promotions or events;
- Resolving disputes and litigation, establishing, exercising or defending legal claims or litigation, enforcing existing contracts.

The processing of your personal data is necessary for the fulfilment of these purposes.

## **3. Data**

We process the following personal data on social media channels:

- Your respective username on the platform;
- Comments or direct messages you leave on our social media channels;
- Information you make public on the platform – such as your gender, age or location data

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<sup>1</sup> We would like to point out that the notices occasionally reflect different views regarding the allocation of roles under the GDPR; this does not affect the protection of your rights.

- Your activity on our channel, such as the number and duration of your visits, interaction with content published by us, interactions with content published by other users;
- other information required to respond to requests from our visitors or to uniquely identify our visitors in our systems.

For the rest, we refer to the privacy notices of the social media channels listed above.

#### **4. Recipients**

Within our company, only individuals and offices that require personal data to fulfil the above-mentioned purposes shall be granted access to this data.

We use Facelift Cloud (<https://facelift-bbt.com/en/>) as a management tool for managing our social media channels. Comments and messages you leave on our social media channels are transferred to this system and processed by our staff via this system.

KSB does not transfer the personal data listed here to other countries in the EEA. However, in order to be able to respond to comments and questions that we receive via the Facelift Cloud Tool, we may forward them within the KSB Group to the competent department to answer them. Depending on the subject area to which your comment or question relates, it may be necessary to involve a department in another EEA country. It is also possible that the providers of the social networks transfer your data to the EEA abroad. In this case, the security measures required under the GDPR are used to ensure that your personal data is always fully protected, even in other EU countries. Please refer to the data protection information of the providers linked above. The transfer of data within the KSB Group to KSB subsidiaries in other EEA countries is secured via EU standard contractual clauses, so that a transfer may take place in accordance with Art. 46(2)(c) GDPR. For further information, please send an email to [info@ksb.com](mailto:info@ksb.com).

#### **5. Legal basis**

The legal basis for the processing is Article 6(1)(f) GDPR, unless explicitly stated otherwise. Our legitimate interest is to be able to respond to your messages or requests and to analyse the reach and use of our social media channels, in order to achieve an appropriate design and pursue a policy of continuous optimisation. Insofar as you wish to enter into a contractual relationship with KSB with your enquiry, the legal basis for this processing is Art. 6(1)(b) GDPR.

Insofar as cookies are used in the context of processing, we hereby refer to our section on cookies ([link](#)), as well as to the data protection information of the providers.

#### **6. Procedure for objecting to processing on Facebook Insights**

You can object to the processing of your personal data for legitimate interests by KSB or third parties at any time. If your objection is not directed solely against direct marketing by KSB, you must provide suitable justification that you are in a special situation that makes the processing of your personal data for legitimate interests unreasonable for you. The objection should be sent to: [info@ksb.com](mailto:info@ksb.com).

Facebook has assumed primary responsibility for the processing of personal data via the “Insights” service offered by Facebook. This concerns the processing of Insights data and the enforcement of data subjects’ rights. Therefore, please contact Facebook directly to find out

about any obligations under the GDPR in relation to the processing of Insights data. Although you can exercise your rights vis-a-vis us, we will forward your requests received by us in this regard to Facebook.

In addition, you will find information on your rights as a data subject and the exercising of these rights in our section on data subject rights ([link](#)), as well as in the data protection notices of the respective platform providers.

## **7. Storage period**

Unless expressly stated otherwise (e.g., in a special declaration of consent), we will delete your personal data as soon as it is no longer required for the above-mentioned purposes, unless the deletion or blocking would violate our legal retention obligations (e.g. retention periods under commercial or tax law). Your messages sent via our social media channels will be deleted no later than 3 months after the end of the conversation, if your enquiry has been answered and there is no other reason to entitle or oblige us to retain said messages.

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

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

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

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

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

### **2. Data**

The following categories of data may be processed:

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

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

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

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

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

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

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

### **VII. Management of Job Applicants**

KSB processes personal data of applicants for positions at KSB.

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

Personal data and, in certain cases, specific categories of personal data (sensitive data) are collected and processed by KSB as part of recruitment procedure in order to enable a decision to be taken on establishing an employment relationship.

#### **2. Data**

The following categories of data from applicants for KSB positions may be collected and processed:

- Last name, first name
- Contact data: address, email address, telephone and fax numbers, social media contacts
- Contents of application documents, such as resumés, school and college certificates, testimonials and letters of recommendation, and
- specific categories of personal data, such as disclosure of gender, religion, state of health, labor union membership, which are e.g. relevant to payroll accounting.

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

KSB processes your personal data. KSB deploys companies in the KSB Group as processors. There is no transmission of the said data to other recipients, in particular those outside the EEA.

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

KSB processes personal data from applicants for positions at KSB in the context of deciding on the establishment of employment relationships pursuant to Art. 6(1)(b) and Art. 9 2)(b) GDPR and section 26(1) and (3) BDSG (German Data Protection Act).

## 5. Storage Period

Where the application does not result in the establishment of an employment relationship with KSB, the personal data of the data subject (the applicants) are erased or blocked six months after the decision not to establish an employment relationship. The data are stored for longer than that period only if and for as long as this is provided for by European or national legislatures in the form of EU regulations, laws or other provisions to which KSB is subject.

## VIII. Administration of Shareholders

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

### 1. Purpose of Processing

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

### 2. Data

In this context KSB may process the following categories of personal data:

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

### 3. Disclosing data to third persons

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

### 4. Legal Basis

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

## Part 3: US Privacy Notice

### 1. Introduction

This US Privacy Notice of KSB applies when: (1) you use or access our US website at [www.ksb.com/en-us/](http://www.ksb.com/en-us/), our Resource Center at [www.ksbresourcecenter.com](http://www.ksbresourcecenter.com), and all related websites and mobile applications hosted within the US ("**US Sites**"); (2) you communicate with KSB's US subsidiary ("**KSB US**") in any manner ("**Communications**"); (3) you purchase and engage with KSB US's products and services ("**Products**"); and (4) KSB US communicates with certain third-party partners and providers ("**Third Parties**"). KSB US is referred to under this Part 3 as "**we**", "**us**", "**our**" or "**KSB US**".



## 2. What Type Of Information Do We Collect About You, And How Is It Collected?

To learn more about the types of information we may collect about you when you use our US Sites, pursue Communications with us, purchase our Products, or when we engage with Third Parties, and how that information is collected, please see Parts 1 and 2 above.

## 3. How Do We Use Your Information?

To learn more about how we use your information when you use our US Sites, pursue Communications with us, purchase our Products, or when we engage with Third Parties, please see Parts 1 and 2 above.

## 4. How Do We Share Your Information?

We do not sell your information. We may, however, disclose or share the information we collect in the following ways:

- **With your consent.** We may disclose or share your information with your consent. We may obtain your consent in writing; online, through “click-through” agreements; when you accept the terms of use on our US Sites; orally, either in person or on the phone; or by other means.
- **In a business transfer.** We may disclose or share your information as part of a corporate business transaction, such as a merger or acquisition, joint venture, corporate reorganization, financing, or sale of company assets, or in the unlikely event of insolvency, bankruptcy, or receivership, in which such information could be transferred to third parties as a business asset in the transaction.
- **To non-affiliated third parties.** We may disclose or share your information with certain Third Parties to facilitate your access and use of our Sites, including but not limited to internet service providers, advertising networks, data analytics providers, governmental entities, operating systems and platforms, social medial networks, and service providers who provide us a service (e.g., credit / debit card processing, billing, shipping, repair, customer service, auditing, marketing, debugging to identify and repair errors that impair existing intended functionality on our Sites, and/or protecting against malicious, deceptive, fraudulent, or illegal activity).
- **To subsidiaries and affiliates.** We may disclose or share your information with our subsidiaries and affiliates to further facilitate your use of our Sites, and to ensure the smooth and consistent operations, to identify and repair errors that impede intended functionality and to protect against malicious, deceptive, fraudulent, or illegal activity.
- **For legal process and protection.** We may disclose or share your information to satisfy any law, regulation, legal process, governmental request, or where we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to:
  - Enforce or apply agreements, or initiate, render, bill, and collect for our services;
  - Protect our rights or interests, property or safety or that of others;
  - In connection with claims, disputes, or litigation - in court or elsewhere;
  - Protect users of our Sites and other carriers or providers from fraudulent, abusive, or unlawful use of, or subscription to, such services;
  - Facilitate or verify the appropriate calculation of taxes, fees, or other obligations due to a local, state, or federal government.

## 5. Do We Transfer Your Information To Other Countries?

The information we collect from and about you may be stored on servers with Third Parties in the United States (where we are headquartered) or any other country in which we do business, and whose laws may differ from the jurisdiction in which you live. Any transfer of your information will be done with reasonable consideration of the applicable laws in the jurisdictions in where we operate.

## 6. Links To Third Party Sites

Our US Sites may contain links to Third Party websites and services. Please note that KSB US provides these links for your convenience and information, and the websites and services may operate independently from us and have their own privacy policies or notices, which we strongly suggest you review. This Privacy Policy applies to our US Sites, and we do not accept any responsibility or liability for the policies or practices of any third parties.

## 7. Third Party Tracking / Do Not Track

Our US Sites from time to time may collect information about your online activities, over time and across our different websites. When you use our US Sites, certain third-parties may collect information about your online activities, over time and across different internet websites, online or cloud computing services, online applications, or mobile applications. Some browsers support a “Do Not Track” feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our US Sites do not currently change the way they operate based upon detection of a “Do Not Track” or similar signal.

## 8. California Residents

- a. **All capitalized terms and phrases used under this section shall have the same meaning as those terms and phrases are defined and used under the California Consumer Privacy Act of 2018, as amended, and its implementing regulations (collectively, “CCPA”).**Rights

We provide you the ability to exercise certain controls and choices regarding your Personal Information consistent with the CCPA. To exercise any of the rights described below, send your request to [info-us@ksb.com](mailto:info-us@ksb.com), call toll-free at 1-800-241-2702, or contact us via physical mail in the context section above. We will respond to your request as possible and in accordance with all applicable laws and regulations.

You may submit your request directly, or through an authorized agent, subject to additional verification of your identity and/or the agent’s authorization. To protect your identity, we also may use reasonable efforts, consistent with applicable law, to verify your identity before responding to your request.

Please note, we also may restrict the amount of requests submitted, or deny your request consistent with the CCPA and our obligations thereunder.

- **Access Your Information.** As a California resident, you have a right to submit a request that we disclose: (1) the categories of your Personal Information we’ve collected; (2) the Categories of Sources from which we’ve collected that information; (3) the categories of your Personal Information we’ve shared, Sold, or Disclosed for a Business Purpose; (4) the Categories of Third Parties with whom we’ve shared your Personal Information or to whom we’ve Sold your Personal Information or disclosed

your Personal Information for a Business Purpose; (5) our Business or Commercial Purpose for collecting your Personal Information; and (6) the specific pieces of your Personal Information in our possession.

- **Delete Your Information**. As a California resident, you have a right to submit a request that we delete your Personal Information, subject to exceptions recognized under the CCPA.
- **Email Opt-Out**. If at any time you wish to opt out or "unsubscribe" from receiving commercial emails related to our US Sites, you may use the unsubscribe link at the bottom of each commercial email you receive. Please note that even if you opt-out of receiving commercial emails from us, we reserve the right to send transactional or relationship communications to you (e.g., if we need to contact you regarding your account status, technical support, changes to our Sites or Services, etc.).
- **Non-Discrimination**. We will not discriminate against you for exercising any of your rights under applicable law and this section. That means if you exercise any of your rights in connection with your information, we will not deny you access to or use of our Sites, charge you a different price or rate for access to or use of any Sites, or provide you a different level of service, subject to exceptions under applicable law.

#### **b. Notices**

- **Notice of Disclosure**. To learn more about the categories of Personal Information we have disclosed for a Business Purpose about California residents over the past 12 months, including the Categories of Third Parties with whom we have shared that information, please see Parts 1 and 2, as well as "How Do We Share Your Information" within this US section.
- **Notice of Sale**. We do not Sell the Personal Information of California residents, nor have we Sold California resident Personal Information in the past 12 months. We have no actual knowledge of Selling the Personal Information of minors under the age of 16.
- **Notice of Collection**. To learn more about the categories of Personal Information we have collected over the last 12 months about California residents, and how that information has been used, please see Parts 1 and 2 above.

#### **9. Children**

Our US Sites are not intended for children under the age of 18. This includes any links to other websites that we provide for our convenience. We don't knowingly collect the information of children for any reason.

**Your continued use, access, or interaction with KSB SE as well as KSB US SITES, or your continued communications with us after we have posted the updated Privacy Policy will REPRESENT THAT YOU HAVE READ AND UNDERSTOOD THIS PRIVACY POLICY.**

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