
CLOSE TO OUR CUSTOMERS

Privacy Policy for Photography and Recording Videos at Trade Shows

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As part of our activities at trade shows, the WIRTGEN GROUP produces photos and videos for visual documentation and communications. Since we cannot completely rule out the possibility that it may be possible to identify you directly or indirectly in such photos or videos, these photos and videos represent personal data within the terms of the European Union's General Data Protection Regulation (GDPR).

As such, we would like to provide you with the following information about how your personal data is processed in connection with photos/videos shot at our trade show booth and about your rights as a data subject.

We may provide you with further privacy policies in other situations in which we contact you or process your data, and you should also take note of these.

1. Name and Contact Details of the Controller and Privacy Officer

WIRTGEN GROUP Branch of John Deere GmbH & Co. KG (hereinafter referred to as "we" or the "WIRTGEN GROUP"), Reinhard-Wirtgen-Strasse 2, 53578 Windhagen, Germany, Phone: +49-26-45-131-0, Fax: +49-26-45-131-392, E-mail: info@wirtgen-group.com, Website: www.wirtgen-group.com, Legal Information: www.wirtgen-group.com/de/service/impressum/

You can contact our privacy officer by e-mail at datenschutz@wirtgen-group.com or by postal mail by adding "The Privacy Officer" to our mailing address.

2. Purpose and Legal Basis of Data Processing

Taking photographs and recording videos of our trade show booth and activities for PR and advertising purposes may also involve the processing and publication of your personal data, in particular photos and videos of you.

We generally only take portraits or close-ups of you if you have given us or the photographer we have hired your consent to do so, which can also take the form of behaving in a manner that clearly expresses such consent (e.g. smiling into the camera). In this respect, the legal basis is normally your consent (Article 6(1)(a) of the GDPR), whereby in individual cases such photos can also be taken on the basis of our legitimate interests in documenting our events and carrying out associated public relations activities (Article 6(1)(f) of the GDPR). **You can withdraw your consent at any time without specifying any reasons (the withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal, however) or object to the associated processing (see section 6 below).**

In addition, we also take photos that provide an overview of our booth as well as group photos that do not include a portrait or close-up of any specific individual. Doing so is primarily based on our legitimate interest in documenting our events and carrying out associated public relations activities (Article 6(1)(f) of the GDPR). **If you have any issues with us taking such overview or group photographs that include your likeness, you may object to our doing so (see section 6 below).** We will then review on an individual basis whether your legitimate interests as a data subject outweigh our interests. We will

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normally accept your objection – unless the WIRTGEN GROUP has overriding business interests – and remove the photographs in question that contain your likeness and not use them in the future.

The production of photos/videos is also generally not prohibited due to the fact that your ethnic background, religion, or health (e.g. skin color, headwear, glasses) may be discernible. Under no circumstances, however, do we process the photos/videos in order to specifically obtain such information. In particular, we will not perform any automated scans to find such information.

The WIRTGEN GROUP would like to point out that photos/videos posted on the Internet and in social networks can be accessed worldwide and found using search engines. As such, the possibility exists that the photographs and videos may be distributed and used by third parties that the WIRTGEN GROUP has no control over.

3. Recipients and Data Processing in Third Countries

We will only transfer your personal data to external third parties if this is necessary to protect our legitimate interests, if another legal basis exists, or if we have your consent to do so. External recipients may, in particular, include service providers (e.g. hosting providers or photo/video studios) or subsidiaries of the WIRTGEN GROUP or of Deere & Company, John Deere Place, Moline, Illinois, 61265, USA. We carefully select and regularly review all processors (e.g. photographers); they are only authorized to use the data for the specified purposes and in accordance with our instructions on the basis of a Data Processing Agreement pursuant to Article 28 of the GDPR.

If data is transferred to recipients whose registered office or location for data processing is not located in a member state of the European Union (EU) or in another nation party to the Agreement on the European Economic Area (EEA), we will ensure that, prior to the transfer, the recipient maintains an adequate level of privacy or you have granted your consent to the data transfer, except in exceptional cases permitted by law.

4. Posting on Social Networks

If photographs or videos are posted to the pages of the WIRTGEN GROUP and its affiliated companies on social networks, they may be transmitted to a country outside the EU/EEA, in particular to the United States. The social networks we use and their parent companies listed below are certified in accordance with the EU-U.S. Privacy Shield Agreement and are therefore obligated to comply with the provisions of the GDPR.

We do not have any control over the use of your data by these social networks, however. We can neither determine nor influence the extent to which, where, and for how long the data will be stored, to what extent any existing obligations to delete such data will be fulfilled, what analyses of the data will be conducted and links to the data will be created, and to whom the data will be transferred. Details about the providers of the social networks we use and about how they process data can be found in the following information:

- Facebook is operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland; Facebook's data policy can be found here: <https://www.facebook.com/privacy/explanation>; EU-U.S. Privacy Shield: www.privacyshield.gov/participant?id=a2zt0000000GnywAAC;
- Twitter is operated by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland, Twitter's privacy policy can be found here: twitter.com/privacy; EU-U.S. Privacy Shield: www.privacyshield.gov/participant?id=a2zt0000000TORzAAQ;
- YouTube is operated by Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland; the privacy policies of Google/YouTube can be found here: policies.google.com/privacy/; EU-U.S. Privacy Shield: www.privacyshield.gov/participant?id=a2zt000000001L5AAI.

In this context, please also note our supplementary privacy policies for our respective pages and fan sites on the aforementioned social networks:

- Facebook: media.wirtgen-group.com/media/01_wirtgengroup/dokumente/WIRTGEN_GROUP_Facebook_Datenschutzerklaerung.pdf;

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- Twitter: media.wirtgen-group.com/media/01_wirtgengroup/dokumente/WIRTGEN_GROUP_Twitter_Datenschutzerklaerung.pdf;
- YouTube: media.wirtgen-group.com/media/01_wirtgengroup/dokumente/WIRTGEN_GROUP_YouTube_Datenschutzerklaerung.pdf.

5. Duration of Storage

We store your personal data for a period of 3 years.

We will delete your personal data prior to the end of this period if we are required to do so by law.

In the event of an objection, we will no longer process your personal data unless further processing is permitted or even mandatory according to the applicable legal provisions (e.g. within the framework of our obligations to retain data under commercial and tax law). We will normally accept your objection – unless the we have overriding business interests – and remove the photographs in question that contain your likeness and not use them in the future.

6. Your Rights as a Data Subject

You have numerous rights as a data subject, including but not limited to the following:

- Right of access (Article 15 of the GDPR; Section 34 of Germany's Federal Data Protection Act)
- Right to rectification (Article 16 of the GDPR)
- Right to erasure (Article 17 of the GDPR; Section 35 of Germany's Federal Data Protection Act)
- Right to restriction of processing (Article 18 of the GDPR)
- Right to data portability (Article 20 of the GDPR)

- **Right to Object to Data Processing on the Basis of Legitimate Interests** (Article 21 of the GDPR): You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on our legitimate interests as defined in Article 6(1)(f) of the GDPR. If you make such an objection, we will cease to process your personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights, and freedoms, or the processing is for the establishment, exercise, or defense of legal claims.

Furthermore, you have the **right to withdraw** your **consent** at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal (Article 7(3) of the GDPR).

Last but not least, you have the right to lodge a complaint with a supervisory authority (Article 77 of the GDPR). The supervisory authority responsible for the WIRTGEN GROUP is: The Rhineland-Palatinate State Commissioner for Data Protection and Freedom of Information, Dr. Dieter Kugelmann, Hintere Bleiche 34, 55116 Mainz, Germany, Phone: +49-6131-208-2449, Fax: +49-6131-208-2497, E-mail: poststelle@datenschutz.rlp.de, Website: www.datenschutz.rlp.de.

To exercise any of the aforementioned rights, please contact us by e-mail at datenschutz@wirtgen-group.com or by postal mail at the address specified in section 1 above.

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