

Data Protection for the CLAAS website Supplier.Net
<http://www.claas-supplier.net/en>

As of 11.09.2025

In the following data protection information, CLAAS KGaA mbH ("CLAAS") informs about the processing of your personal data when you visit our website <http://www.claas-supplier.net/en>.

1) General data protection information

a) Name and contact details of the responsible person

Responsible body is:
CLAAS KGaA mbH
Mühlenwinkel 1
33428 Harsewinkel, Germany
E-mail: infoclaas@claas.com

(hereinafter referred to as 'CLAAS' or 'we')

Name and contact details of the UK representative of the controller

The representative of the responsible person in the UK is:

Trevor Tyrell
c/o CLAAS UK Ltd
Saxham, Bury St Edmunds, Suffolk,
United Kingdom

b) Contact details of the Data Protection Officer

The Data Protection Officer shall be reached by:

CLAAS KGaA mbH
e.g. Group Data Protection Officer
Mühlenwinkel 1
33,428 Harsewinkel
Germany
group.dpo@claas.com

You can assert your data subject rights via privacy@claas.com.

c) Storage time

CLAAS will only retain your personal data for as long as it is necessary to achieve the purpose for which it was collected or processed. If necessary, CLAAS will retain your data for the duration of the business relationship.

In addition, CLAAS will retain your personal data to the extent and for as long as necessary to fulfil contractual or legal obligations. Thus, CLAAS processes your data to fulfil commercial or tax law proof and storage obligations.

If the data is no longer necessary for the fulfilment of contractual or legal obligations, they are regularly deleted, unless you have given CLAAS consent to the processing of your data and/or the further processing is required on the basis of our legitimate interests, e.g. to defend against

legal claims in legal disputes. When processing data for defence against legal claims in litigation, the storage period also depends on the statutory limitation periods. In this case, the processing is restricted, i.e. restricted to the minimum necessary for this purpose and blocked for other purposes.

d) Transmission to third countries

To the extent that CLAAS transfers your personal data itself or through service providers in countries outside the European Union, CLAAS complies with the special requirements of Art. 44 et seq. GDPR for this purpose and also obliges our service providers to comply with these regulations. CLAAS will therefore only transfer your data to countries outside the European Union subject to the level of protection guaranteed by the GDPR. This level of protection is ensured in particular by an adequacy decision of the EU Commission or by appropriate guarantees in accordance with Art. 46 GDPR (in particular by agreeing on so-called EU standard contractual clauses). In addition, data transmission is possible in exceptional cases on the basis of Art. 49 para. 1 GDPR.

If we base the processing of data by recipients without an adequate level of data protection solely on your consent, we point out that the following risks exist: There may not be sufficient regulations to adequately protect your personal data, there is no data protection supervisory authority, the enforcement of your data protection rights is made more difficult or is disregarded, there is no control over the further processing and transmission of the data to third parties.

e) Obligation to provide personal data

You are not legally or contractually obliged to provide your data.

f) Data subjects' rights

In accordance with Art. 15 GDPR, you have the right to receive information about the data stored about you. Should incorrect personal data have been processed, you have the right to rectification in accordance with Art. 16 GDPR. If the legal requirements are met, you can demand the deletion or restriction of the processing and object to the data processing (Articles 17, 18 and 21 GDPR). According to Art. 20 GDPR, you can assert the right to data portability in the case of data processed automatically on the basis of your consent or a contract with you.

Information about your right to object under Art. 21 GDPR

You have the right to object at any time, for reasons arising from your particular situation, to the processing of personal data concerning you that takes place on the basis of Art. 6 (1) Sentence 1 lit. f GDPR (data processing based on a balancing of interests).

CLAAS processes your personal data for direct marketing purposes. You have the right to object at any time to the processing of data concerning you for the purpose of such advertising.

Right to withdraw your consent according to Art. 7 para. 3 GDPR

If you have consented to the processing of your personal data, you have the right to withdraw your consent at any time. The withdrawal of consent does not affect the legality of the processing carried out on the basis of your consent until the withdrawal.

You can assert your rights against CLAAS using the contact details above.

If you assert data protection rights of data subjects, we process your data for the fulfilment of our legal obligations in accordance with Art. 6 para. 1 sentence 1 lit. c GDPR in conjunction with Art. 15-22, 12 para. 3-6 GDPR and Art. 7 para. 3 GDPR.

If you believe that data processing violates data protection law, you have the right to complain to a data protection supervisory authority of your choice.

g) Legal bases

A legal basis is required for the lawful processing of your personal data. In particular, the following legal bases may be considered:

- Art. 6 para. 1 sentence 1 lit. a GDPR: You have given your consent to the processing of your personal data.
- Art. 6 para. 2 S. 1 lit. b GDPR: The processing is necessary for the performance of a contract to which you are a party or for the implementation of pre-contractual measures which take place on your request.
- Art. 6 para. 1 sentence 1 lit. c GDPR: The processing of your personal data is necessary to fulfil a legal obligation to which CLAAS is subject.
- Art. 6 (1) sentence 1 lit. f GDPR: The processing is necessary to safeguard the legitimate interests of CLAAS or a third party, unless your interests or fundamental rights and freedoms, which require the protection of personal data, outweigh them.

2) Special data protection information

a) Categories of personal data

- Access date and time
- Time zone difference from Greenwich Mean Time (GMT)
- IP Address
- Host name of the accessing computer
- Website from which the website was accessed
- Website accessed through the website (content of the request)
- Pages visited on the website
- Message whether retrieval was successful
- Amount of data transferred
- Information about the browser type, language, and version used
- Operating system
- Personal identification data (e.g. title, first name, last name)
- Contact details (e.g. email address, phone number)
- Communication content data (the content of the request you send us)
- Usage and traffic data (IP address, date and time of your request)

b) Purposes, legal bases

- Provision of the CLAAS Supplier Net website, Art. 6 para. 1 page 1 point b GDPR
- Ensuring the functionality of the website and the security of the information technology systems, Art. 6 para. 1 sentence 1 lit. f GDPR, legitimate interest: Ensuring the functionality and security of information technology systems
- Use of services (e.g. cookies, analysis and marketing tools), § 25 (2) TDDDG i. V. in conjunction with Art. 6 (1) S. 1 point (b), (c), (f) GDPR, § 25 (1) TDDDG i. V. in conjunction with Art. 6 (1) S. 1 point (a) GDPR; for more information, see Section B. V.
- Processing of enquiries, complaints and technical support and the related communication, Art. 6 (1) S. 1 lit. f GDPR, legitimate interest: processing of the enquiries submitted to us, for handling complaints and for communication with you, Art. 6 (1) S. 1 lit. b, if the data processing serves to initiate a contractual relationship or takes place within the scope of a technical support
- Application for registrations for the CLAAS Supplier Portal, incl. submission of the supplier self-report, Art. 6 para. 1 Sentence 1 lit. b GDPR, Art. 6 para. 1 Sentence 1 lit. f GDPR, legitimate interest: management of possible and existing supplier

relationships. More information about the Supplier Portal can be found in the Terms of Use and the Privacy Notice for the CLAAS Supplier Portal.

- Downloads and files that we offer on the website, Art. 6 para. 1 p. 1 lit. f GDPR, legitimate interest: Ensuring the functionality and security of information technology systems

c) Categories of recipients

- Carefully selected service providers. Service providers commissioned by us to support us in carrying out the business relationship
- Transfers within the CLAAS Group. We transfer your data to other companies within the CLAAS Group or grant access to your data. This is done for administrative purposes, to initiate a contract on your initiative or to fulfil contractual obligations.
- Data transfers to third parties with which CLAAS has an ongoing business relationship (e.g. CLAAS Service Provider)
- Public bodies and institutions (e.g. public prosecutor's office, police, tax authority, data protection supervisory authority), if and to the extent that the legal requirements are met

d) Origin of data

CLAAS processes personal data that

- we have received from you
- we receive from companies of the CLAAS Group
- we receive from third parties with whom we have a business relationship

e) Use of Services

CLAAS uses the following services:

Services

Technically necessary

We use technologies from the "Technically necessary" category because they are technically required to provide the website or a service requested by you. These technologies are always active.

CLAAS Cookies

Google Tag Manager

Usercentrics Consent Management Platform

Vimeo

Wigeogis

Statistical analyses

We use services of the "Statistic analysis" category to statistically analyse your surfing and usage behaviour to make our website more user-friendly and to improve our offer. To this end, we create individual profiles covering more than one website and device to which we add data from other sources. If appropriate, this data is processed under joint responsibility with other CLAAS Group companies. Further information can be found in the data privacy information. We also use third-party providers (e.g. Google) which use your data for any of their own purposes (e.g. creating profiles). The third-party providers may save your data outside the European Union (e.g. in the USA). Your consent expressly includes data transmission into

third-party countries. We draw your attention to the fact that in such cases, state authorities will have access to your data (e.g. US security authorities).

Matomo (self hosted)

Marketing

We use services from the "Marketing" category to adapt our services even better to your interests and show you advertising in line with your interests. To this end, we create profiles covering more than one website and device to which we add data from other sources. If appropriate, this data is processed under joint responsibility with other CLAAS Group companies. Further information can be found in the data privacy information. We also use third-party providers (e.g. Google) which use your data for any of their own purposes (e.g. creating profiles). The third-party providers may save your data outside the European Union (e.g. in the USA). Your consent expressly includes data transmission into third-party countries. We draw your attention to the fact that in such cases, state authorities will have access to your data (e.g. US security authorities).

Facebook Pixel

Google Ads

Microsoft Advertising

TikTok Advertising

Additional functions

With technologies from the "Additional functions" category, we offer you additional functions on our website. With these technologies from third-party providers, we are able to display content from other websites on our website in a user-friendly format.

Azure Maps

Issuu

YouTube Video

Subservices

Facebook Social Plugins

Google Webfonts

You can revoke your consent or make changes to your data protection settings at any time:

[Changing the data privacy settings](#)