

PRIVACY POLICY – PALFINGER MEDIA PORTAL

We want to inform you about:

- who we are and how you can get in touch with us,
- which of your personal data we process, how and for what purposes,
- what rights you have in connection with this data processing.

1. RESPONSIBLE and CONTACT

PALFINGER AG (Lamprechtshausener Bundesstraße 8, 5101 Bergheim, Austria, FN 33393, here-inafter referred to as “PALFINGER”) is **responsible** for the processing of your personal data in connection with the use of the PALFINGER Media Portal.

If you have any questions or concerns regarding data protection at PALFINGER, you can reach out to our **Group Data Protection Officer**:

- Email: dataprotection@palfinger.com
- Postal Mail: PALFINGER AG, Data Protection, Lamprechtshausener Bundesstraße 8, 5101 Bergheim, Austria
- Online: Contact form (<https://www.palfinger.com/en/privacy-policy>)
- Phone (for USA): +1 833 823 8668

Additionally, the provider of the Media Portal might process your personal data for own purposes. In this regard **Bynder BV** (Overtoom 16, 1054 HJ Amsterdam, The Netherlands) and its affiliated companies (hereinafter referred to as “Bynder”) are solely **responsible** for the processing of your personal data as a **separate controller**. For more information on the data processing by Bynder please refer to their Privacy Policy (<https://www.bynder.com/en/legal/privacy-policy/>) as well as their Cookie Policy (<https://www.bynder.com/en/legal/cookie-policy/>).

For questions, please contact privacy@bynder.com.

2. INFORMATION on the PROCESSING OF PERSONAL DATA

2.1. Purpose, Data Categories, Legal Basis and Deletion

Below, you will find detailed information about the types of personal data that are processed, the specific purposes for which this processing occurs, the legal bases that justify such processing as well as the respective deletion periods.

PURPOSE	PERSONAL DATA	LEGAL BASIS & DELETION
Creation of your User profile and its technical support.	<ul style="list-style-type: none">• Username• Password• Profile picture (optional)• First and last name• Infix (optional)• Email address• Telephone number (optional)• Country• Time zone (optional)• Company name• Department (optional)• Job title (optional)	<p>Performance of a contract Article 6(1)(b) GDPR</p> <p>Deletion of your User profile is possible anytime.</p>

	<ul style="list-style-type: none"> • Website (optional) • Group/Account type (for role assignment) • Access request 	
Upload of User Content	<ul style="list-style-type: none"> • Asset (Picture/Video uploaded) • Metadata (e.g. file name, creation date, date added, original filename, added by, resolution, camera) • Data on the depicted product (e.g., divisions, business region, language, products and services, product range, drive system, lifting capacity, product mounting, carrier vehicle make) • Licensor Type and licensor name • Usage restrictions 	<p>Performance of a contract Article 6(1)(b) GDPR</p> <p>Deletion of your uploaded Assets depends on the agreed Terms and Conditions of the Media Portal or another contractual relationship of PALFINGER with you.</p>
Marketing – Sending information about newly uploaded assets or new features in the Media Portal or conduct surveys for feedback on the service.	<ul style="list-style-type: none"> • First and last name • E-Mail address • Answers to surveys 	<p>Consent Article 6(1)(a) GDPR</p> <p>Retention until withdrawal or if no marketing communication has been sent to you for a continuous period of 3 (three) years, your data will no longer be used for marketing purposes.</p>

2.2. Deletion

You can delete your User profile anytime via the settings within the Media Portal.

When the processing is based on the **performance of a contract** your data will be retained for the time of the contractual relationship and longer if legal grounds require us to retain certain data (e.g. defence of legal claims).

When the processing of your data is based on **consent**, you can **revoke** your consent **at any time**. If you withdraw your consent, your data will be deleted unless there are legal grounds that require us to retain the data for longer.

For detailed retention periods please refer to the table above.

2.3. Responsibility for uploaded assets

PALFINGER enables Users of the PALFINGER Media Portal to upload and manage assets depicting other people. Users are solely responsible for ensuring that any personal data they submit or upload to the platform complies with applicable data protection laws, including obtaining any necessary consent or authorizations from the data subjects concerned. The User will hold PALFINGER harmless if disputes in this regard arise.

2.4. Sensitive personal information

In connection with the use of the Media Portal, PALFINGER may process the following sensitive personal information.

DATA	PURPOSE	DELETION
Login credentials	Ensuring security standards for the use of the Media Portal.	Retained until user deletion.

3. SECURITY MEASURES and AUTOMATED DECISION MAKING

PALFINGER uses **technical and organizational measures** to protect the integrity, confidentiality, security and availability of your personal data.

PALFINGER does not use any form of automated decision-making, including profiling, that produces legal effects concerning users or similarly significantly affects them, in connection with the Service.

4. PROCESSORS and DATA TRANSMISSION

PALFINGER uses external service providers as **processors** for the operation of the Media Portal. PALFINGER always selects processors carefully and contractually obliges them to handle the transferred data in compliance with data protection regulations.

Your personal data may be transferred to other **companies of the PALFINGER Group**. They will process your data, e.g. for marketing activities. Data protection agreements and a group policy are in place to ensure the security of your data. A list of all subsidiaries can be found [here](#).

No **third parties** are involved in the operation of the Media Portal by PALFINGER.

To fulfil the stated purposes, PALFINGER may transfer your personal data to **companies based in another country** than that in which PALFINGER AG or you are located. Such data transfer will only take place in compliance with the legal requirements on the basis of an adequacy decision or other suitable guarantees.

5. YOUR RIGHTS

Right to information: On request, we will be happy to provide you with information about the personal data processed about you free of charge ([contact form](#)).

Right to rectification: If, despite our efforts to ensure that your personal data is accurate and up to date, we have stored incorrect personal data, we will rectify it at your request.

Right to erasure: If you no longer wish your data to be processed, please let us know. We will delete your data immediately and inform you accordingly. If there are compelling legal grounds for not erasing your data, we will notify you immediately.

Right to restriction: You can also request the restriction of data processing. As a result, the data stored about you may only be processed with your individual consent or for the assertion and enforcement of legal claims.

Right of objection/revocation: Consent given can be revoked at any time free of charge. Your data may no longer be processed. The legality of the previous processing remains unaffected. Furthermore, you can object to processing operations that are based on the balancing of interests. In this case, we ask you to state the reasons for your objection.

Right to data portability: If you wish to receive the data you have provided to us or transfer it to another controller, we will provide it to you in an electronically transferable format.

Right to lodge a complaint with the data protection authority: You have the right to lodge a complaint with the data protection authority if you consider that the processing of personal data concerning you infringes applicable data protection laws. However, we ask you to contact us first in the event of a suspected violation so that we can clarify and resolve this matter in the interests of a good relationship.

6. COUNTRY SPECIFIC REGULATIONS

Depending on the country in which you are located, additional regulations may apply to the processing of your personal data next to the GDPR. Please note the following information applies in addition to the information already provided.

6.1. USA (California)

This Privacy Policy may also be referred to as “Notice at Collection” as defined by the California Privacy Rights Act (CPRA).

Further rights:

Right to non-retaliation: You will not be subject to any form of discrimination or disadvantage for exercising your data protection rights.

Right to non-sale and non-sharing of personal data: We do not sell or share your personal data with third parties as defined under the California Consumer Privacy Act (CCPA) and CPRA. If this practice were to change in the future, we will notify you in advance and provide a clear and accessible mechanism to opt out.

7. AMENDMENT to this DATA PRIVACY STATEMENT

This privacy policy is revised from time to time. The processing of your data is subject to the current version. You will be notified of any significant changes to this privacy policy.