

Privacy Policy

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BRAM, subsidiary of E. Breuninger GmbH & Co. (hereinafter BRAM) takes the requirements of data protection and data security of your personal data very seriously. We are aware that the trust of our customers is a fundamental element of the customer relationship and our business success and would like to honor this trust by fulfilling our information obligations to the best of our ability.

To make it easier for you to read, we have decided to break down the policy into sections. This should allow you either to obtain a quick general overview of all data processing operations and your associated rights, or to inform yourself in more detail about the handling of your personal data by Breuninger.

If you have questions about the topic of data protection at BRAM, you can contact privacy@breuninger.com. **If you would like to exercise your right to access information or data erasure or another data protection right pursuant to Art. 15-22 GDPR, including withdrawal of consenting for marketing purposes, unsubscribing from the newsletter etc., please contact info@bram.lu.**

You can find more information in this regard in Sections 3: Your rights as a data subject and 2: Controller, contacts and contact details.

Section 1: Scope and overview

This Privacy Policy explains to you the extent to which we collect and personal data during a visit to our store, for which purposes the data is used, who the data recipients are and when the data is erased. The methods we use to process your data are similar for most of our services. **Please note that the specific data processed in the individual case and the manner in which this data is used are primarily determined by the services you use. For this reason, not all components of this information will be relevant for you.**

This Privacy Policy applies for the BRAM store, subsidiary of E. Breuninger GmbH & Co., 80, route de Longwy, L-8060 Bertrange, Luxembourg as well as our Help page <https://faq.bram.breuninger.com/hc/de-lu>.

We process personal data for many of our offers, for example within the context of the BRAM Card customer relationship, in the Human Resources/Personnel department, for various services and special services in our store etc. You can find detailed information in this regard in the following sections.

Section 2: Controller, contacts and contact details

The controller for the processing of personal data in all areas is E. Breuninger GmbH & Co., Marktstraße 1–3, 70173 Stuttgart, Germany. You can reach us by phone at Phone +352-450231-0 and by email at info@bram.lu.

For questions about data protection, you can contact privacy@breuninger.com.

Furthermore, the company Data Protection Officer at Breuninger is available for all data subjects to contact and can be reached at privacy@breuninger.com or by mail at the address provided below with the addition “c/o the Data Protection Officer”.

If you would like to contact the responsible supervisory authority due to a question about the processing of your data, this is the State Officer for Data Protection and Freedom of Information for Baden-Württemberg, mailing address: Lautenschlagerstraße 20, 70173 Stuttgart, Germany, Phone 0049 (0)711/61 55 41–0, Fax: 0049 (0) 711/61 55 41–15, E-mail: poststelle@lfdi.bwl.de. However, data subjects can also contact any other data protection supervisory authority. In Luxembourg, you can contact the National Commission for Data Protection Authority (CNPd), 15 boulevard du Jazz, L-4370 Belvaux (<https://cnpd.public.lu>)

Section 3: Your rights as a data subject

As a data subject, you have the right to access information about personal data concerning you pursuant to Art. 15 of the GDPR.

If you would like to exercise your right to access information or data erasure or another data protection right pursuant to Art. 15-22 GDPR, including withdrawal of consenting for marketing purposes, unsubscribing from the newsletter etc., please contact info@bram.lu.

Important notice: To ensure that your data is not issued to third parties in the event of **requests for information**, we may ask you to provide additional proof of identity. Feel free to include sufficient proof of identity with your request when you submit it in order to enable rapid processing.

You can have your data corrected pursuant to Art. 16 GDPR or erased if the conditions of Art. 17 GDPR are met. You also have the right to restrict the processing of your data, Art. 18 GDPR. **If you are able to assert a particular personal situation, then you can object to the processing of your data as a whole or in partial sections, Art. 21 GDPR, insofar as the data processing is based on Art. 6 (1)(e) or (f) GDPR.** Under the conditions of Art. 20 GDPR, you also have the right to data portability.

If you have given us your consent for the processing of your data, you can withdraw this at any time. Please note that this withdrawal only has effect for the future, and any processing carried out before this point in time does not become unlawful as a result.

Notwithstanding any other administrative or judicial legal resource, you have the right to lodge a complaint with a supervisory authority if you are of the opinion that the processing of your personal data violates the GDPR.

To do so, you can contact the State Officer for Data Protection and Freedom of Information for Baden-Württemberg. In Luxembourg, you can contact the National Commission for Data Protection Authority (CNPd), 15 boulevard du Jazz, L-4370 Belvaux (<https://cnpd.public.lu>)

Section 4: Overview of data processing at BRAM

4.1. Newsletter mailing

Purpose of processing and legal basis:

As part of your customer relationship, but also independently from registration or ordering goods, we offer you a personalized newsletter service.

In this context, we use your personal data to send you personally tailored information about products, promotions, events and news in the fashion and lifestyle segment as well as information about product details on your favorites list and shopping cart and to send you recommendations matching products you have searched in service emails for notification when products become available again.

This data processing includes the following data:

- Your contact details such as salutation and email address
- Your purchase and order data for sending the satisfaction bonus
- Your date of birth for our annual birthday mailing if you are registered in the online shop
- Your preferences (online/offline, preferred stores, product range, favorites) based on your purchase and order data
- Your online user behavior in order to send you personalized content in the newsletter based on your interests as long as you have consented to the corresponding cookies
- Your country of origin and gender
- General click behavior, i.e. if and when you have opened our newsletter and your click behavior in the newsletter, i.e. if and when you clicked specific information in the newsletter, in order to send you information about products and services that are interesting for you
- Device tracking, i.e. we record the device on which you opened the newsletter as well as the operating system
- Product data from your shopping cart if you did not complete the purchase: If no purchase has been made after two days, you will receive a one-time reminder email from us
Product data from your favorites list. We will send you an email as a reminder with information about items on your favorites list, e.g. about their availability, price changes or about relevant offers

On our website, we use individual user tracking technology. This allows us to adapt and optimize the content of our newsletter to show you the right products.

To prevent errors and misuse, when you request the newsletter you will first receive a confirmation email to ensure that you actually requested the newsletter. Once you provide confirmation, the personalized newsletter will be sent to you.

The legal basis for the data processing operations mentioned above is your consent pursuant to Art. 6 (1)(a) GDPR.

Data recipients:

If external processors are tasked with the newsletter mailing, these are carefully selected and contractually obligated pursuant to Art. 28 GDPR. For the implementation of direct marketing by email, the processor is:

- XQueue GmbH (provider of the email distribution tool Maileon), Christian-Pless-Str. 11-13, 63069 Offenbach am Main, Germany ("XQueue"). In this context, your data will be saved on servers in Germany and will not be transferred to third parties. You can find more details about the data protection guidelines in the Privacy Policy of XQueue GmbH at <https://maileon.com/datenschutz/>

Duration of storage:

You can unsubscribe from the newsletter at any time free of charge using the Unsubscribe link at the end of each newsletter, or by email at info@bram.lu.

After you unsubscribe from the newsletter, reaction data held by the email service provider are erased at the contact level after two months. The email address is retained for three months after you unsubscribe and then anonymized. Data about opening and clicks will then only be available in aggregated form and cannot be attributed to the user. Anonymized contacts will be deleted after one year.

4.2. Communication and WhatsApp service

Purpose of processing and legal basis:

If you contact us, we will record your contact details. Your contact details may include, depending on how you contact us (e.g. by phone, email, contact form, by WhatsApp), your name, mailing address, phone number, email address (potentially payment and credit information), details about your profiles on social networks (for example, we receive your Facebook ID if you contact us via Facebook), usernames, brand preference and date of birth (for WhatsApp service) and similar contact details.

If you are a BRAM Card holder and thus have a customer account and communicate this number during your request, we may then also process your personal data that you have communicated in the context of this customer relationship, specifically your account or card number and purchase history.

We exclusively use your data for the intended purpose of processing your inquiry, or for follow-up questions and for the WhatsApp service to allow your personal sales advisor in your preferred store to provide you with timely information about newly arrived items/products from your favorite labels.

The legal basis for communication is Art. 6 (1)(f) GDPR (legitimate interest in answering our customer's inquiries and thus ensuring customer satisfaction) as well as Art. 6 (1)(b) GDPR (inquiries in the context of a contractual relationship), or Art. 6 (1)(a) GDPR (consent) with respect to the WhatsApp service. You grant consent in the context of the WhatsApp service directly by sending the term "Start" to the mobile number communicated by your sales advisor.

Data recipients:

When answering your inquiries, your data is only processed within E. Breuninger GmbH & Co. and by the customer service provider contractually obligated pursuant to Art. 28 GDPR.

If it is necessary to forward your inquiry to contractual partners (e.g. manufacturers in case of complaints) for handling, we will anonymize your inquiry. If forwarding your personal data seems appropriate in the individual case, we will inform you of this and ask for your consent. Without your consent, we will not forward your data to third parties for these purposes. In addition, please observe the Privacy Policy of <https://www.zendesk.de/company/privacy-and-data-protection/>

In the context of the WhatsApp service, your personal data will only be received by your personal sales advisor and their representatives, employees in IT Support and Services for maintenance purposes and the department head of your home department. Furthermore, WhatsApp also has access to your personal data. Please note the Privacy Policy of WhatsApp: <https://www.whatsapp.com/legal/#privacy-policy>. Data processing may also occur outside the EU or the EEA.

With respect to WhatsApp, an adequate level of data protection cannot be assumed due to the processing in the USA. There is a risk that public authorities will access the data for security and monitoring purposes without you being informed about this or having the opportunity of filing an appeal. Please bear this in mind.

Duration of storage:

Your inquiries and our answers will be saved in your customer account or card account and erased after 48 months at most, or in case of relevance for invoicing after seven years at most.

For the WhatsApp service, you can also terminate the WhatsApp service by sending the term "erase all data" from your saved mobile phone number. Your contact and chat history will then be erased within one working day.

4.3. Apple Wallet notification service

Purpose of processing and legal basis:

After registering for the BRAM Card, we offer you the option of saving this centrally on your mobile device as a wallet download. Push notifications are sent for this purpose, which you can activate or deactivate for specific users using your wallet settings.

To provide the service and send our push notifications, the channel ID, online ID and name of the mobile device are processed.

In order to further improve the service through push notifications, data is collected about usage and the associated interests of the recipients and then statistically analyzed if you have given your consent within Consent Management. For this purpose, the individual recipients and devices are segmented and the interactions with the push notifications are analyzed. Based on this analysis, we can provide you with tailored advertisements or information, e.g. based on your location or your previous purchases.

The legal basis for the processing of your data for registration, login and user administration for push notifications is Art. 6 (1)(a) GDPR.

Data recipients:

In order to send push notifications, we use our own push notification service. If external processors are involved for sending push notifications and central management of the mobile wallet, these are carefully selected and contractually obligated pursuant to Art. 28 GDPR:

- Airship from the company Urban Airship Inc., 1417 NW Everett St, Suite 300, Portland OR 97209, USA. Your data will be processed on servers in the EU and will not be transferred to third parties. You can find more details about the data protection guidelines in <http://urbanairship.com/legal/privacy-policy>.

Duration of storage

You can withdraw your consent to the storage of your personal data and its use for sending push notifications by Urban Airship at any time with future effect by setting the sliding switch for Airship accordingly in Consent Management.

4.4. Advertising communications/direct marketing

Purpose of processing and legal basis:

As our customer, you will regularly receive advertisements from us by mail within the scope of the legal requirements and as long as you have not objected to it in the past.

For this purpose, we use the mailing address you entered when applying for the card. For the purpose of interest-based advertising communications, we may assign your data that we collect from business transactions such as purchases or returns to different customer groups or interest groups (profile creation).

The legal basis with regard to postal mailing of advertisements and statistical analysis is Art. 6 (1)(f) GDPR.

Advertising communication by phone will only take place if you as a customer have expressly granted your consent, Art. 6 (1)(a) GDPR.

You can object to the creation of profiles in connection with marketing use at any time for the future. To do so, please contact info@bram.lu.

Data recipients:

If external processors are tasked with direct marketing, these are contractually obligated pursuant to Art. 28 GDPR.

Duration of storage:

If you would not like to receive advertising by mail from us any more, you can object to this use with future effect. Your contact details will then be blocked for this use.

For advertising by mail, longer lead times are required between selection and delivery; for this reason, it is possible that advertisements may still be sent to your name for a short transitional period.

Objection to advertising by mail or by phone is only possible for all marketing measures collectively. Objection can also be sent by email to the addresses given above or by mail to the contact details under Section 2: Controller, contacts and contact details.

4.5. Applicant management

Purpose of processing and legal basis:

After you submit your application, we will review your documents. Upon review, you will receive a response from us. In order to respond, we will use the contact details provided by you. We may invite you to an interview or send an offer or rejection letter.

In the context of applicant management, we process the following data:

- Your contact data such as name, address, email address and phone number
- Other personal data such as date of birth, nationality, marital status and salary data
- Information concerning your career and qualifications
- Internal assessments such as notes that were prepared during interviews or job interviews

Data recipients:

Employees of Bram have access to the personal data required for fulfilling the specific task. Where legally required, all third parties are contractually obligated to carry out processing in compliance with data protection laws, pursuant to Art. 28 GDPR.

The legal basis for data processing is Art. 6 (1)(b) GDPR and, if you have granted consent, for example by sending information that is not required for the application process, and for storage for potential vacancies that become available later, Art. 6 (1)(a) GDPR.

Duration of storage:

Your documents will be automatically deleted three months after sending a rejection. If you have applied for multiple vacancies, your documents will be automatically deleted three months after sending the rejection for the last open application.

In the event that you are hired, we save your application documents along with the data required for conducting the employment relationship until this ends. In case you have granted consent, we store your documents for three years at most.

4.6. Special services and customer orders

Purpose of processing and legal basis:

In the context of our customer relationship, we also offer special services for which we collect, process and save personal data. Such services include, for example, the alteration atelier, special customer orders as well as appointments.

Depending on the service, processing primarily includes the following data and data types:

- Last name and first name
- Contact and address data
- Communication data
- Information about your payment method and purchase history
- Customer correspondence
- Potentially fit
- Data from the BRAM Card relationship if available

The legal basis for this is the contractual relationship or the performance of measures prior to entering into a contract, Art. 6 (1)(b) GDPR.

Data recipients:

Depending on the customer order initiated and/or the service used by you, the employees engaged with implementing the order or providing the service as well as responsible department heads and representatives will receive the data required for fulfilment, as well as technical support.

If external processors are engaged, for example Timify (TerminApp GmbH) for appointment coordination, these processors are all carefully selected and, where prescribed by law, contractually obligated pursuant to Art. 28 GDPR.

Duration of storage:

The duration of storage differs depending on the service used and/or the order issued, as follows:

- Special customer order: Anonymization 14 days after end or cancellation
- Tailoring/bespoke atelier: 24 months to ensure warranty claims
- Appointment coordination: 30 days after appointment

In addition, we store data relevant under tax and trade law concerning business transactions for ten years in line with the statutory regulations.

4.7. BRAM Card

Purpose of processing and legal basis:

As a BRAM Card customer, you enjoy numerous advantages and benefit from selected specials such as tailored offers, services and exclusive events. For this purpose, we process the personal data communicated in the application for issuing a BRAM Card and afterwards associated with the use of the BRAM Card (name, address, date of birth, email address, phone number, IBAN₁ und BIC₁, results of credit checks₁ and sales data) concerning the BRAM Card cardholder or the BRAM Card additional cardholder₁ (hereinafter referred to as the cardholders) to process the BRAM Card application, to manage the customer relationship, to handle and enforce payments and to prevent bad debts. Breuninger uses the e-mail addresses of the cardholders to send information about the BRAM Card and its other offers as a supplement to or in association with the card relationship, as well as for authentication purposes.

Furthermore, the personal data of the cardholders is used in compliance with the statutory provisions for Breuninger's own advertising and marketing purposes, particularly for mailing marketing information, as well as for Breuninger's own market research.

The legal basis for this is Art. 6 (1)(b) GDPR, i.e. data processing for performance of contract, as well as Art. 6 (1)(f) GDPR (legitimate interest) with regard to review in case of bad debts as well as statistical analysis and advertising and marketing purposes (see Section 4.3. Advertising communications/direct marketing).

Furthermore, we process your data (so-called private access tokens) in the course of your online Bram Card application in order to ensure system security and stability as well as to ward off bots. The legal basis for this processing is Art. 6 para. 1 lit. f GDPR, our legitimate interest.

Data recipients:

In the event of payment default, data is also forwarded to lawyers, collection agencies and credit agencies¹, see also 4.6. Handling of orders. If external processors are used, they are contractually bound in accordance with Art. 28 of the GDPR.

Duration of storage:

Breuninger regularly erases your personal data after it ceases to be necessary for conducting the card relationship (typically no later than 15 months after the end of contract) and after any statutory retention periods exceeding this have elapsed (e.g. up to ten years according to the Commercial Code and Fiscal Code). In cases of long-term inactivity, Breuninger will delete your personal data 48 months after the last card activity and after any statutory retention periods exceeding this have elapsed.

The so-called Private Access Token is not stored.

¹ only applies for the BRAM Employee Card

4.8. Customer surveys and market and opinion research

Purpose of processing and legal basis:

At various points in time during the customer relationship, we invite you to submit feedback about your experiences with Breuninger and your shopping experience in this regard.

The legal basis for participation in customer surveys and market and opinion research is your consent pursuant to Art. 6 (1)(a) GDPR.

Data recipients:

The data we collect in the context of customer surveys and market and opinion research is only intended for internal use in order to make your future shopping experience more pleasant. However, in order to conduct customer surveys and market and opinion research, we make use of external service providers. These processors are all carefully selected and contractually obligated pursuant to Art. 28 GDPR. Specifically, these are the following:

- Tivian XI GmbH (formerly Questback GmbH) with its headquarters in Cologne, Germany. You can find the Privacy Policy at <https://www.questback.com/data-privacy/>
- Medallia, Inc., with its headquarters in San Mateo, California, USA. You can find the Privacy Policy at <https://de.medallia.com/privacy-policy/>. Data processing may also occur outside the EU or the EEA. With respect to Medallia, an adequate level of data protection cannot be assumed due to the processing in the USA. There is a risk that public authorities will access the data for security and monitoring purposes without you being informed about this or having the opportunity of filing an appeal. To fulfil the statutory requirements, we have agreed on additional measures with Medallia to establish an adequate level of data protection.
- Qualitize GmbH, with its registered office in Hamburg, Germany. You can find the Privacy Policy at <https://www.qualitize.de/privacy>.
- 7 Points Ltd. with its headquarters in Warsaw, Poland. You can find the Privacy Policy at <https://www.surveylab.com/en/privacy-policy/>.

Duration of storage:

The analysis and documentation of survey results is carried out anonymously.

If you submit your personal data yourself in the context of a survey (e.g. phone number for follow-up calls), this will be erased after 18 months at the latest. All other personal data (e.g. email address or survey invitation) will be erased after three years at the latest.

You may withdraw your consent to this data processing at any time with future effect. To do so, it is sufficient to send an email to info@bram.lu.

Section 5: Prize promotions

Purpose of processing and legal basis:

You have the option of participating in various prize promotions on our website, from our newsletter, at our events, during our surveys or through the Breuninger app. Unless otherwise specified in the respective prize promotion or unless you have expressly granted us more extensive consent, the personal data you provide to us during your participation in the prize promotion is exclusively used for conducting the prize promotion (e.g. determining the winner, notifying the winner, sending the prize).

The legal basis for data processing in the context of prize promotions is Art. 6 (1)(b) GDPR. In the event that consent is granted within the context of a prize promotion, Art. 6 (1)(a) GDPR is the legal basis for the data processing based on consent.

Providing personal data is neither required by law nor contractually stipulated. However, it is necessary in order to participate in the prize promotion. The potential consequence of not providing personal data is inability to participate in the prize promotion. No automated decision-making, including profiling, is carried out for prize promotions.

Data recipients:

As a rule, your personal data is only forwarded internally in the event of sending or handing over the prize by third parties such as prize promotion partners.

Furthermore, your personal data will be forwarded for data processing in cross-channel prize promotions exceptionally for automated winner drawing to Google LLC, USA.

With respect to Google LLC, USA, an adequate level of data protection cannot be assumed due to the processing in the USA. There is a risk that public authorities will access the data for security and monitoring purposes without you being informed about this or having the opportunity of filing an appeal. Please bear this in mind.

Duration of storage:

After the end of the prize promotion and announcement of the winners, the personal data of the participants who did not win will be erased. The data of the winners will be saved for the period of conducting the prize promotion and afterwards for the duration of statutory retention periods from the Commercial Code (HGB) and Fiscal Code (AO) and in the case of material prizes, for the duration of statutory warranty claims in order to arrange for repairs or exchange in the event of defects.

If you granted consent during the prize promotion, you have the option of withdrawing consent at any time with future effect.

Section 6: Social media profiles/pages

Purpose of our processing and legal basis:

BRAM operates social media profiles/pages on Facebook <https://www.facebook.com/Bram.Luxemburg/> and Instagram <https://www.instagram.com/bram.lu/>. The purpose of our processing on our social media profiles/pages is to inform our customers about goods, offers, events, services, promotions, prize promotions, news about the company and interaction with visitors to the social media profiles as well as our customers. The legal basis is Art. 6 (1)(f) GDPR.

This data processing is carried out in our company's interest in representing Breuninger as a company on social media, for marketing purposes and to answer the inquiries and comments from our customers and page visitors and thus achieving the satisfaction of our customers and page visitors.

The platform operator has no potential to influence our processing of your data in the context of customer communication or prize promotions on our social media profiles.

Data recipients:

We will not disclose your personal data to any third parties, including your data provided on our social media pages such as comments, videos, pictures, likes, public messages etc. that are published by the social media platform. We solely reserve the right to erase content which infringes rights or is criminally relevant/unlawful, if this should be necessary.

If you contact us using the private message function on our social media channels with respect to your customer relationship, purchases made etc., this data is only forwarded internally to our customer service. In exceptional cases, data is processed by contract processors on our behalf. These processors are all carefully selected, audited by us and contractually obligated pursuant to Art. 28 GDPR. If it is necessary to forward your inquiry to contractual partners (e.g. manufacturers in case of complaints) for handling, we will anonymize your inquiry. If forwarding your personal data seems appropriate in the individual case, we will inform you of this and ask for your consent. Without your consent, we will not forward your data to third parties for these purposes.

Duration of storage:

All personal information that you send us on a confidential basis via our social media profiles/pages (e.g. as private message) will be erased after your inquiry has been fully answered. All public posts that you publish on our social media profiles/pages will remain in the timeline for an unlimited period, unless we delete them because of a legal violation or you delete the post yourself.

We have no possibility of influencing the platform operator's options of deletion. For this reason, please also observe the Privacy Policy of the relevant platform operator, Facebook: <https://de-de.facebook.com/policy.php>, Instagram: <https://de-de.facebook.com/help/instagram/519522125107875>

Joint responsibility, Art. 26 (1) GDPR:

In some areas, we have "joint responsibility" together with the platform operators of our social media profiles pursuant to Art. 26 (1) GDPR. This means that Breuninger and the platform operators act as joint controllers concerning the web tracking methods used on the social media profiles/pages. Web tracking may also occur regardless of whether you are logged in or registered on the social media platform. We have no possibility of influence in this regard, as indicated (e.g. to prevent ad tracking by the platform provider). With respect to Facebook and Instagram, an adequate level of data protection cannot be assumed due to the processing in the USA. There is a risk that public authorities will access the data for security and monitoring purposes without you being informed about this or having the opportunity of filing an appeal. Please bear this in mind.

Section 7: Cameras in stores

In the sales rooms of our stores, we use security cameras in isolated locations (identifiable from the posted pictograms). This data processing occurs in order to ensure the security of our customers and employees and to prevent and expose crimes.

The legal basis for this is Art. 6 (1)(f) GDPR. We save the images recorded in this manner for 72 hours. For installation and maintenance, the maintenance companies engaged by us have access to the data in this specific case. Where necessary, in the event of crimes, the relevant recordings may be transferred to the law enforcement agencies.

Section 8: Data security

We adopt technical and organizational measures to guarantee data security, in particular to protect your personal data from risks in data transmission as well as to prevent third parties from gaining knowledge.

These are adapted continually in line with the latest technology. If you provide personal data on our website, this will be encrypted during transmission using an encryption protocol

Section 9: Updates to this Privacy Policy

Breuninger regularly reviews the Privacy Policy and will update it as needed. We will inform you about changes to this Privacy Policy that are significant for you (e.g. on our website).

You can find more information about privacy at [breuninger.com/datenschutz](https://www.breuninger.com/datenschutz)