

Privacy Policy

Eucon GmbH (Eucon) takes the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the legal regulations of the relevant data protection laws, in particular the EU General Data Protection Regulation (GDPR) as well as this data protection explanation.

This data protection information covers the use of our customer portal on all devices.

The digital services may contain links to other third party service provider websites that are not covered by this privacy policy.

1. Controller

The data controller for the processing of your personal data is

Eucon GmbH
represented by the managing directors Sven Krüger, Natalie Jupe, Osvaldo Celani
Martin-Luther-King-Weg 2
48155 Münster
info@eucon.com.

You can contact our data protection officer at the above postal address, with the addition "Data protection" or at the following e-mail address: datenschutz@eucon.com.

2. Purposes and legal basis of data processing

2.1 Data processing for the provision of contractual services

We process personal data in order to process the contractual relationships and to be able to submit contractual offers tailored to your requirements. The collection of the data takes place in particular for the conclusion and/or for the performance of a contract.

We collect with all forms obligatorily only those personal data, which are absolutely necessary for the completion of the contractual relations and/or for your information inquiry. The collection of data, which is not absolutely necessary, but in which we are interested in order to optimize the fulfilment of the purpose, is only optional. In this case you decide on a voluntary basis if and which data you want to give us.

From our business partners we request in particular name and contact data of contact persons of the company for the purpose of performing the contractual relationship.

The basis for data processing is Art. 6 para. 1 s. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

2.2 Market Data Enginge

We operate the online portal Market Data Engine at <http://marketdataenginge.com/> (hereinafter referred to as "Portal"), which enables licensed companies to view, access and evaluate market and competitive information of the automotive aftermarket provided by us.

For your access to the portal, you will receive an activation e-mail with a registration link after conclusion of the corresponding license agreement. This e-mail contains a registration link, which you can use to set a password and log in with user name and password in the future ("Customer Admin Account"). For this purpose we need the name and e-mail address of the designated administrator. Further data is not required for use, but can be stored by you in the portal. We also process this data within the scope of the contractual relationship, but this is not mandatory.

The registration of an employee account ("Customer User Account") can be done via the Customer Admin Account if necessary. For this purpose, it is necessary to enter name and e-mail address and to define a user name. Here, too, further data can be provided, which will then be processed by us on a contract-related basis, but this is not mandatory. The user will receive an individual registration link to the e-mail address provided, which he can use to register by setting a password.

If you have already registered in our PartsPool® portal and used the registration data there for this portal, the personal data already stored will be used for registration and login.

The data provided in the portal can be viewed, edited and deleted using your user name and password. In case you have forgotten your password for the customer portal, you will find the link "Forgot password" on the login page. You can enter a new password by entering your e-mail address.

Insofar as further personal data is provided through the use of the portal, e.g. through information retrieval, information storage, use of the filter options, as well as through the uploading of files or through any other use of the portal, the processing is carried out in order to be able to offer you the contractual services.

The basis for data processing is Art. 6 para. 1 s. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

2.3 Log files

Each time our portal is accessed, usage data is transmitted by the respective Internet browser and stored in log files, the so-called server log files. The stored data records contain the following data: Browser type and browser version, operating system used, referrer URL, time of server request, shortened IP address.

These data cannot be assigned to specific persons. This data will not be merged with other data sources. We reserve the right to subsequently check this data if we become aware of concrete indications of illegal use.

The data processing is based on Art. 6 para. 1 s. 1 lit. f GDPR, which permits the processing of data to safeguard the legitimate interests of the data controller, provided that the interests or fundamental rights and freedoms of the data subject do not prevail. Our interest lies in ensuring usability and data security on the portal.

2.4 Matomo

We might use the web analysis service Matomo to analyse the use of the respective website, to improve our offer, to optimize the support and to use the data for individual offer improvements. In contrast to other statistics programs, no data is transmitted to an external server by Matomo; the program is installed on one of our servers located in the EU.

The following data is collected in Matomo and processed for analysis: user name, user group, access time, IP address, location (based on IP address) with country, region and city, if identifiable, technical browser information, resolution, device, operating system, accessed modules, used technical data like part numbers, brands, data country, data currency, used shopping carts, used brand sets etc. Additionally, special events/clicks are tracked, such as data export or the use of the multi-module view. This data is then used to generate statistics on usage behavior.

The processing takes place on the basis of your consent in accordance with Art. 6 para. 1 s. 1 lit. a GDPR. You can revoke your consent at any time. You can revoke your consent by sending a message to the contact data mentioned under point 1. The legality of the data processing operations already carried out remains unaffected by the revocation.

2.5 Userlane

To improve the eLearning functionality of the Market Data Engine, the SaaS solution Userlane is being integrated. This application makes it easier for users to learn new tools and processes within the MDE by guiding users step-by-step through functions and processes in the form of context-sensitive instructions, i.e. user-relevant training content (interactive instructions through in-app support). The training content is hosted by Userlane; only a direct connection is established from the user's browser to the Userlane service.

In order to access the Userlane training content, the user of the Market Data Engine requires rights to participate in eLearning, which are assigned by agreeing to the separate user agreement.

Once the separate user agreement has been approved, the following data will be processed and transmitted to Userlane: UserID (Eucon-internal identification of the user), selected application language, module rights, customer ID (Eucon). By transmitting the data, it can be ensured that eLearning tutorials are continued on a subsequent visit or that the status is saved.

The basis for data processing is Art. 6 para. 1 s. 1 lit. b GDPR, which permits the processing of data for the fulfillment of a contract or pre-contractual measures.

In order to optimize the training content displayed in a targeted manner and to eliminate errors, Userlane analyzes user behavior on our behalf using tracking data. In addition to your already known data (registered user name, IP address, etc.), data on specific use (mouse paths, objects clicked on, etc.) is also processed for this purpose. This is done on the basis of our legitimate interest in accordance with Art. 6 I f) GDPR for the purpose of product improvement and troubleshooting.

2.6 Data processing to protect legitimate interests

We also process your data if it is necessary to protect the legitimate interests of us. This may be the case in particular to ensure IT security and IT operation, in particular also for support enquiries, to be able to understand and prove facts in the event of legal disputes and for advertising other products from us.

The basis for data processing is Art. 6 para. 1 s. 1 lit. f GDPR which permits the processing of data to safeguard the legitimate interests of the data controller, provided that the interests or fundamental rights and freedoms of the data subject do not prevail. Our interest lies either in IT security, in the guarantee of support for customer satisfaction or in our economic advertising interest.

2.7 Data processing for the fulfilment of legal obligations

In addition, we process your data to fulfil legal obligations (e.g. regulatory requirements, commercial and tax storage and proof obligations).

The basis for data processing is Art. 6 para. 1 s. 1 lit. c GDPR, which permits processing to fulfil a legal obligation.

3. Categories of receipt of personal data

Your personal data will only be passed on to third parties or otherwise transmitted if this is necessary for the purpose of contract processing or billing or if you have given your prior consent or if there is a legal basis for the passing on of such data.

Your contractual and communication data will be forwarded to the responsible department and the responsible employees within our company in order to answer your inquiries, to communicate or to carry out the order or to fulfill contractual obligations.

Insofar as it is necessary for the purpose of contract processing or for the dispatch and delivery of products, data will be passed on to partner companies which have been commissioned to support contract processing. Our partners undertake to comply with and observe the provisions of data protection law. Furthermore, our partners are not permitted to use the data in any other way than to process the contract.

The basis for data processing is Art. 6 para. 1 s. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

We pass on personal data to third parties who process personal data under their own responsibility (so-called controllers, Art. 4 para. 7 GDPR), such as postal and delivery services, house bank, tax advisors/auditors or authorities, within the scope of legal admissibility and necessity.

If we use the services of third parties for the execution and handling of processing operations, the provisions of the General Data Protection Regulation are observed. Service providers who support us in providing our services to you are software (SaaS) providers, IT service providers, in particular service providers for software and hardware maintenance, hosting providers and e-mail service providers.

4. Duration of data storage

In principle, we delete your data as soon as it is no longer required for the above-mentioned purposes, unless temporary storage is still necessary. We store your data on the basis of legal proof and storage obligations, which result among other things from the German Commercial Code and the German Tax Code, according to which the storage periods are up to ten full years. In addition, we keep your data for the period during which claims can be asserted against our company (statutory limitation period of three or up to thirty years).

5. Data Security

Your personal data will be transmitted securely by us through encryption. We use the coding system SSL (Secure Socket Layer). You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. Furthermore, we secure our websites and other systems by technical and organizational measures against loss, destruction, access, alteration or distribution of your data by unauthorized persons.

6. Rights of the data subject

You can request information about your personal data stored by us and under certain conditions request the correction or deletion of your data by contacting us via our contact data given above. You may also have the right to restrict the processing of your data and to have the data you provide disclosed in a structured, common and machine-readable format. If you have given us your consent to process personal data for specific purposes, you can revoke your consent at any time with effect for the future. You may object to the processing of your data for direct marketing purposes. If we process your data to protect legitimate interests, you may object to such processing for reasons arising from your particular situation. You can also contact a data protection supervisory authority.