

Information about the processing of your personal data

Diligence and transparency form the foundation of a trust-based cooperation with our customers. This is why we are detailing below how we process your data, and how you can assert the rights to which you are entitled under the General Data Protection Regulation.

1 Who is the entity responsible for processing your data (i.e., the Data Controller)?

The Data Controller is:

Yamaha Music Europe GmbH, Siemensstraße 22-34, 25462 Rellingen, Germany

2 How can you reach the Data Protection Officer?

You can reach our Data Protection Officer at the address given above:

For the attention of the Data Protection Officer

Or: Dataprotection@contact.europe.yamaha.com

3 Which personal data is used by us?

According to the legal basis, this concerns the following categories of personal data:

- General master data
- Contractual master data, especially the contract number, term, termination period, and type of agreement for the delivery
- Invoicing data/sales data
- Payment data/account information
- Account information, especially registration and logins

4 Where does the data come from?

We process personal data that we receive from our clients

We also receive personal data from our agents.

5 For which purposes and on what legal grounds do we process your data?

5.1 On the basis of your consent (Art. 6 para. 1 a GDPR)

If you have declared your voluntary consent to the collection, processing, or transfer of certain personal data to us, this consent is the legal basis for processing this data.

In the following cases, we process your personal data on the basis of consent issued by you:

- Sending an email newsletter
- Personalised newsletter tracking
- Market research (e.g. customer satisfaction surveys)
- Marketing and advertising - creation of customer profiles

5.2 For the performance of a contract (Art. 6 para. 1 b GDPR)

We use your personal data for the performance of a purchase agreement/lease agreement/license agreement.

5.3 For the fulfilment of legal obligations (Art. 6 para. 1 c GDPR)

As a company, we are subject to various legal obligations. For the fulfilment of these obligations, it may be necessary to process personal data.

5.4 On the basis of a legitimate interest (Art. 6 para. 1 f GDPR)

In certain cases, we process your data to protect our legitimate interests or the legitimate interests of third parties.

- Direct advertising or market and opinion research
- Central customer administration in the affiliated Group

6 To whom are your data disclosed?

For the performance of our contractual and legal obligations, your personal data is disclosed to various public or internal agencies, as well as external service providers.

Companies in the affiliated Group:

Yamaha Corporation Japan

External service providers:

- IT service providers (e.g. maintenance service providers, hosting service providers)
- Service providers for file and data destruction
- Printing services
- Telecommunications
- Service providers for marketing or distribution
- Service providers for telephone support (call centres)
- Web hosting service providers
- Letter shops
- Auditors

Public agencies:

We are also obligated to transfer your personal data to other recipients, such as to authorities for the fulfilment of statutory information obligations.

7 Are your data transferred to countries outside of the European Union (so-called third countries)?

Countries outside of the European Union (and outside of the European Economic Area "EEA") handle the protection of personal data differently than countries within the European Union. In processing your data, we also use service providers located in third party countries outside of the European Union. There currently is no resolution of the EU Commission that these third party countries generally offer an appropriate level of protection.

We have therefore implemented special measures in order to ensure that your data are processed as safely in those third countries as they are within the European Union. In our contracts with service providers in third countries, we use the standard data protection clauses provided by the Commission of the European Union. These clauses provide for adequate guarantees for the protection of your data by service providers in third countries.

Our service providers in the USA are also certified under the EU-US Privacy Shield Treaty.

If you would like insight into the existing safeguards, you can contact our Data Protection Officer.

8 How long will your data be stored?

We store your personal data as long as it is necessary for the fulfilment of our legal and contractual duties. Afterwards, your data will be deleted, unless further processing is necessary for the following purposes:

- Fulfilment of commercial and tax retention obligations that require your personal data to be stored for up to 10 years after the termination of the contractual relationship.
- Retaining evidence in the context of statutory limitation periods. According to the limitation periods under local laws, these limitation periods may be up to 30 years in some cases, but the standard limitation period is three years.

9 What rights do you have in connection with the processing of your data?

Every data subject has the right to access under Art. 15 GDPR, the right to rectification under Art. 16 GDPR, the right to erasure under Art. 17 GDPR, the right to restriction of processing under Art. 18 GDPR, the right to object under Art. 21 GDPR and the right to data portability under Art. 20 GDPR. The right to information and the right to erasure are subject to the restrictions applicable under local data protection laws. Moreover, you have the right to lodge a complaint with a competent data protection supervisory authority.

9.1 Right to object

You can object to the use of your data for commercial purposes at any time without incurring any costs other than the transmission costs at base rates.

- **What rights do you have in the event of data procession on the basis of a legitimate or public interest?**

Article 21 para. 1 GDPR gives you the right to object against the processing of your personal data on the basis of Article 6 para. 1e GDPR (data processing in the public interest) or Article 6 para. 1f GDPR (data processing to safeguard a legitimate interest) for reasons resulting from your personal circumstances at any time, including against a profiling based on the same provision.

In the event that you object, we will no longer process your personal data unless we demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or for the establishment, exercise or defence of legal claims.

- **What rights do you have in the event of data procession for the purpose of direct advertising?**

In as far as we process your personal data for direct advertising purposes, Article 21 para. 2 GDPR gives you the right to object against the processing of your personal data for the purpose of such advertising, including profiling to the extent it is related to direct advertising.

We will cease processing your personal data for direct advertising purposes if you object against such use of your personal data.

9.2 Revoking consent

You can revoke your consent for processing your personal data at any time. Please note that revocation only affects the future.

9.3 Exercising your rights

To exercise your rights, you can contact the Data Controller or the Data Protection Officer. We will process your inquiry without delay and in accordance with the statutory provisions and will inform you of the measures we will take.

10 Are you obligated to provide your personal data?

To enter into a business relationship, you must provide us with the personal data that is necessary for the performance of the contractual relationship or that we must collect due to statutory provisions. If you do not provide this data to us, the performance and processing of the contractual relationship will not be possible for us.

11 Changes to this information

Should the purpose for which your personal data are processed or the manner in which the processing occurs change significantly, we will update this information in advance and inform you about the changes in due time.

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