



Privacy notice for customers, prospective customers, and other business partners

As of May 2024

This privacy notice explains how we process your personal data if you are engaged in a business relationship with us, if you contact us with a view to engaging in a contractual relationship or for any other purpose, or if we contact you in the course of a marketing campaign.

1. Data controller and Data Protection Officer

The data controller responsible for processing your personal data is the national Crown company with which you currently have a business relationship, or which you contact or with which you otherwise enter into communication.

Crown companies include:

- Crown Handling NV
Satenrozen 12
2550 Kontich, Belgium
Phone: +32 (0)3 450 71 71
- Crown Lift Trucks s.r.o.
Písecká 1316/30
326 00 Pilsen – Bručná, Czechia
Phone: +49 (0)89 93 0020
- Crown Gabelstapler GmbH & Co. KG
Philipp-Hauck-Str. 12
85622 Feldkirchen, Germany
Phone: +49 (0)89 93 0020
- Crown Lift Trucks S.r.l.
Via Antonio Pacinotti 28
Cinisello Balsamo (MI) 20092, Italy
Phone: +39 02 99 19971
- Crown Intern Transport BV
Damsluisweg 75
1332 EB Almere, Netherlands
Phone: +31 (0)36 549 41 80
- Crown Lift Trucks S.L.
C/ Sierra de Guadarrama, 94
28830 San Fernando de Henares (Madrid), Spain
Phone: +34 (0)902 732 252



- Crown Lift Trucks Ltd.
Rutherford Road
Basingstoke, Hampshire, RG24 8PD, United Kingdom
Phone: +44 (0)845 850 92 76

You can contact the Data Protection Officer appointed by Crown Gabelstapler GmbH & Co. KG by writing to Crown Gabelstapler GmbH & Co. KG at the abovementioned address in Germany or at the following e-mail address:

EU-DataProtection@crow.com.

The abovementioned Crown companies and Crown Equipment Corporation, 44 South Washington Street, New Bremen, Ohio 45869, USA, are jointly responsible for managing customer data as well as conducting joint marketing activities (cf. Article 26 GDPR¹).

2. What personal data do we process and why?

a) Data upon conclusion of a contract or during pre-contractual communication

If you enter into a business relationship with us – that is, either conclude a contract with us, or contact us with a view to entering into a contractual relationship, or request that we take steps prior to entering into a contract – we process relevant data in our customer management system, including your name, your contact details, your company and any information on products or services which you require, have ordered, and are or may be interested in. For invoicing and payment processing purposes, we process data concerning your company, your name (where appropriate), your bank account details, and the amounts to be paid. Some of this data may include personal data.

We need to process this data in order to perform a contract or to make preparations for entering into a contract (cf. Article 6(1) point (b) GDPR).

b) If you contact us

If you contact us by telephone, e-mail or any other means, we store and process your personal data, including your contact details, for the purpose of processing your enquiry and in case you should have follow-up questions. We need to process your personal data in order to prepare for or perform a contract (cf. Article 6(1) point (b) GDPR), so that we can process and respond to your enquiry. Furthermore, on the basis of Article 6(1) point (f) GDPR, we have a legitimate interest in processing and responding to any enquiries you may submit to us.

¹ If you are engaged in a business relationship with, have contacted, or have been contacted by Crown Lift Trucks Ltd. (UK), the term “GDPR” hereinafter refers to the UK GDPR.



c) Video calls or conferences

Depending on specific circumstances, it may be desirable to take part in a video call or conference. Such a video call or conference enables both you and us to make direct contact with one another without obliging either party to make a (potentially lengthy, time-consuming) journey to attend an on-site meeting. We do not make any audio or video recordings of video calls or conferences.

The purpose of processing this data is to facilitate and accelerate business processes, perform contracts, and come to decisions on engaging in a contractual relationship. The legal basis for conducting a video call or conference is our legitimate interest pursuant to Article 6(1) point (f) GDPR, for the reasons described in the following paragraph.

Participation in a video call or conference is neither legally nor contractually required. However, depending on the individual circumstances, it may be necessary to participate in such a call or conference if, for example, one of the parties is unable to attend an in-person meeting due to the distance, high travel costs or legal travel restrictions involved. In specific cases, this could mean that a failure to provide the relevant data might prevent the taking of any further steps towards entering into a contractual relationship.

d) Marketing

We provide marketing and information services, as well as other similar offerings. If you make use of these services, we either send you the relevant material by post or e-mail, or contact you by telephone. To do so, we process your personal data, especially your contact details, on the basis of our legitimate interest in informing you about our products and services and optimising our offerings (cf. Article 6(1) point (f) GDPR). If we require your consent to contact you, we will obtain it separately (cf. Article 6(1) point (a) GDPR).

We may also call you to inform you about new products, or about products which might interest you. To do so, we process your contact details, and possibly also information related to your product preferences, on the basis of our legitimate interest in informing you about our products and services and optimising our offerings (cf. Article 6(1) point (f) GDPR). If we require your consent to contact you, we will obtain it separately (cf. Article 6(1) point (a) GDPR).

e) Compliance

We may also process your personal data (such as your name, date of birth and address) in the course of sanctions list checks, internal audits or investigations, or when reporting on compliance-related matters, including reviews of our own compliance with current legislation and internal regulations, for example pursuant to the requirements of our Code of Conduct or our Conflicts of



Interest Policy. The legal basis for processing your personal data in this context is the protection of our legitimate interests pursuant to Article 6(1) point (f) GDPR.

3. What data do we share with whom and why?

a) Affiliated companies

The national company responsible for entering into a relationship with you is part of the Crown Group, which has its head office in New Bremen, Ohio, USA. To provide you with our services, we may transfer personal data to other companies belonging to the Crown Group, both inside and outside the European Economic Area (which includes all member states of the European Union as well as Norway, Iceland and Liechtenstein). We need to transfer and process your personal data in order to perform our contract with you, that is, to provide you with our services (cf. Article 6(1) point (b) GDPR) or else on the basis of our legitimate interest in collaboration with other Crown Group companies (cf. Article 6(1) point (f) GDPR).

Crown's European companies and Crown Equipment Corporation bear joint responsibility for managing customer data as well as conducting joint marketing activities (cf. Article 26 GDPR). You will find the European companies' contact details in Section 1 of this privacy notice. For these purposes, we do transfer our customers' personal data within the Group. The national Crown company with which you are engaged in a business relationship, which you have contacted, or which has contacted you is responsible for informing you of your rights as a data subject under the applicable data protection legislation, and for responding to your enquiries or complaints. The national Crown company with which you are engaged in a business relationship, which you have contacted, or which has contacted you is also responsible for responding to enquiries relating to the exercise of data subjects' rights. In order to exercise your rights, however, you may contact any of Crown's European companies as well as Crown Equipment Corporation.

b) Service providers

Where we involve service providers in the processing of personal data (such as marketing agencies, e-commerce fulfilment partners, market research companies, or software, website hosting or other IT service providers), we do so only after having previously concluded a contract in which we oblige our service providers to comply with the European Union's stringent data protection provisions by only processing such personal data in order to provide the services required by us or in accordance with our instructions, and by treating all such personal data confidentially. Pursuant to the processing requirements set out in Article 28 GDPR, we ensure



that insofar as our service providers process your personal data on the basis of our instructions, they comply in the same way with the provisions of all relevant data protection legislation.

c) Distributors

If you have questions about one of our products, or request product brochures or data sheets via our website, we reserve the right to forward your enquiry to a distributor in your area so that the latter can deal with your concerns in a more personalised manner and provide you with the information you require. We have a legitimate interest in the transfer of your personal data to our distributors so that they can provide the best possible response to your request (cf. Article 6(1) point (f) GDPR).

d) Miscellaneous

In all other cases, we only transfer or disclose your personal data if we are obliged to do so by, for example, a legal, statutory or regulatory obligation or court order (cf. Article 6(1) point (c) GDPR), or if you ask us to do so and have consented to such transfer or disclosure (Article 6(1) point (a) GDPR).

e) International data transfers

If we transfer your personal data to countries outside the European Economic Area (EEA) which are not deemed to have an adequate level of data protection, we take appropriate measures in advance of each transfer to ensure that your personal data is fully protected at all times, in particular by including standard clauses issued by the Commission of the European Union in the relevant contractual agreements. To obtain a copy of the appropriate and adequate safeguards we implement, you can send us an e-mail at: EU-DataProtection@crowm.com.

4. What rights do I have as a user?

(a) Using the contact details provided, you may exercise your rights at any time in accordance with the statutory provisions (cf. Article 7(3), Articles 15-18, Articles 20-21, Article 77 GDPR). You have the right:

- to obtain information at any time about any of your personal data we have stored;
- to require the rectification or completion of inaccurate or incomplete personal data;
- to obtain the erasure or restrict the processing of personal data concerning you;
- to require that any data provided by you which we are processing or have processed on the basis of your consent or for the performance of a contract, be handed over to you or to a third party in a commonly used, machine-readable format. If you ask us to transfer



this data directly to another data controller, we will do so insofar as this is technically feasible;

- to withdraw at any time your consent to the processing of your personal data. The withdrawal of your consent will not affect the lawfulness of any data processing based on your consent prior to withdrawal of the latter;
- to submit complaints to a supervisory authority;

- to object at any time to the use of your personal data for advertising or other promotional purposes, or to withdraw your previous consent to such use. To exercise your right to object, you can either send us an e-mail at withdraw@crowm.com or, in the case of a newsletter, click on the “unsubscribe” link you will find at the bottom of all our newsletters;
- inasmuch as we process your personal data on the basis of legitimate interests pursuant to Article 6(1) point (f) GDPR, you have the right to object to the processing of your personal data on grounds relating to your particular situation, pursuant to Article 21 GDPR. If you wish to exercise your right to object, simply send an e-mail to withdraw@crowm.com;

- To exercise or assert your rights, simply send us an e-mail at EU-DataProtection@crowm.com, or contact us using any of the other contact details provided above.

(b) If you provided us with your e-mail address when purchasing a product or service or – unless statutorily prohibited² – when negotiating the sale or purchase of a product or service, we reserve the right to send you by e-mail regular offers for goods and services in our range similar to those you have already purchased. We are not obliged to obtain your separate consent for this purpose because, in this respect, we process your data solely on the basis of our legitimate interest in personalised direct marketing pursuant to Article 6(1) point (f) GDPR. If, at the time you provided us with your e-mail address, you objected to the use of your e-mail address for this purpose, we will not send you any such e-mails. You are entitled to object to the use of your e-mail address for the abovementioned promotional purpose(s) by contacting us at any time, with immediate effect. Please note that we do not charge any fees for processing your objection. Upon receipt of your objection, we will immediately cease to use your e-mail address for promotional purposes.

(c) For us, it is important that your data should always be up to date. Please inform us whenever any changes are made to, for example, your contact details. The best way to do this is to send us an e-mail at EU-DataProtection@crowm.com; we will then update your personal data accordingly.

² For example, pursuant to Section 7(3) of the German Unfair Competition Act (UWG)



5. How long do we store your data?

Once your data is no longer required for the purpose(s) for which it was originally collected, and if there is no further reason to store it for the purpose of complying with statutory retention periods or other legal requirements, your data is routinely erased. Other reasons for continuing to store it may include, for example, the public interest, or the assertion, exercise or defence of legal claims.

6. Privacy notice updates

We regularly review and update this privacy notice. You can find details of the latest changes at any time by visiting our website.

7. Who can I contact if I have any questions?

If you have any questions about this privacy notice or about Crown's data protection policy in general, please feel free to contact us at EU-DataProtection@crown.com at any time.