

**Information for European business partners  
of the following companies on the processing  
of their personal data**

**Simba Dickie Group GmbH**

Werkstraße 1

90765 Fürth

as well as the named subsidiaries in Appendix 1, hereafter referred to as the "SIMBA DICKIE GROUP"

The SIMBA DICKIE GROUP commits itself to protect the privacy of its business partners with any processing of their personal data. Effective from May 2018, the EU-General Data Protection Regulation („EU-GDPR“) sets new standards for data protection within the European Union.

A „business partner“ is every individual person, having a business relationship with one of the companies of the SIMBA DICKIE GROUP, particularly agents and staff members of customers, suppliers, service providers and competitors. This document is to inform business partners in Europe on the processing of personal data within the SIMBA DICKIE GROUP.

## **I. Responsibilities and Contact**

The SIMBA DICKIE GROUP, Werkstraße 1 in 90765 Fürth is responsible for your personal data (controller).

Contact details of our data protection administration:

E-Mail: [datenschutz@simba-dickie.com](mailto:datenschutz@simba-dickie.com)

Phone: +49 (0)911 9765-01

## **II. Processing of personal data**

The personal data will be processed for the purpose to pursue our legitimate interest (article 6 (1) (f) GDPR) such as,

- to conclude or to carry out contracts and other business relations (including the processing of purchase orders, deliveries or payments, or in connection with complaints and repairs or in warranty cases) or to create or respond to requests for quotations, to determine the terms and conditions of the contractual relationship and for product development activities, in each case with our customers, suppliers, service providers and competitors, for which you may be working as a representative or employee
- to transmit your personal data within the company for internal administrative purposes (e.g. for accounting);
- to ensure IT-security;
- to prevent criminal offences;
- to carry out compliance investigations;
- to ensure safety of buildings, facilities and sites.

The processing of personal data also takes place for the purpose of fulfilling contracts with individuals (natural persons) with whom we maintain business relations, for example for the processing of purchase orders, deliveries or payments, or in connection with complaints, repair or in case of warranty, or to create and respond to requests for quotations from individuals, to determine the conditions of the contractual relationship and with regard to product development activities (article 6 (1) (b) GDPR).

The person responsible is subject to various legal obligations (article 6 (1) (c) GDPR), which may require the processing of your personal data. These legal obligations may arise, for example, from tax law, foreign trade law or sanction law.

### **III. Recipients of your personal data**

Within the company, only authorized employees of the SIMBA DICKIE GROUP have access to your personal data with corresponding responsibilities.

We are authorized to hire third parties such as IT service providers, legal advisers or business consultants to provide the services on our behalf and under our supervision and in accordance with our instructions. These third parties may have access to your personal data to the extent necessary for the provision of their services.

### **IV. Data transmission**

For the purposes mentioned in point II, your personal data may not only be transmitted to the SIMBA DICKIE GROUP, the contractual partner (and responsible for the processing of your personal information), but also to companies and their service providers within and outside the European Economic Area (EEA).

In countries outside the EEA, other data protection regulations may apply than those in your country of residence. In the event of a transfer of your personal data to other countries as described above, we will take reasonable precautions to ensure the appropriate protection of your personal data in these countries. In particular, we have concluded/will conclude with these recipients of the data corresponding agreements which contain the EU standard contractual clauses. \*

\* Since July 2023, a new adequacy decision for data transfers with the US has now been agreed by the EU Commission. US companies can be certified under the "Trans-Atlantic Data Privacy Framework" - TADPF for short, or just DPF. The DPF is considered the successor to the previous Privacy Shield.

### **V. Your rights**

You have the right to obtain information about your personal data and to request the rectification or deletion of your personal data or the limitation of processing, as far as permitted by applicable law.

You have the right to object to any kind of processing of your personal data, as set out in point II, and to obtain your personal data in a structured, common and machine-readable format (data transferability), in accordance with applicable law and subject to a legal examination in the individual case by the person responsible for your personal data. In addition, you have the right to lodge a complaint with a supervisory authority.

### **VI. Confidentiality and storage of data**

Each of our employees and all employees of external service providers who have access to and/or process personal data are obligated to treat this data confidentially.

### **VII. Contact**

If you have any questions, comments or suggestions regarding this information letter or our handling of the data protection, please contact the following e-mail address:

[datenschutz@simba-dickie.com](mailto:datenschutz@simba-dickie.com)

**/Appendix 1: Unternehmensverbund der SDG (SIMBA DICKIE GROUP)**

**Simba Toys GmbH & Co. KG**

Werkstraße 1  
90765 Fürth

**Dickie Spielzeug GmbH & Co. KG**

Werkstraße 1  
90765 Fürth

**Tamiya Carson Modellbau GmbH & Co. KG**

Werkstraße 1  
90765 Fürth

**Simba Dickie Vertriebs GmbH**

Werkstraße 1  
90765 Fürth

**BIG- Spielwarenfabrik GmbH & Co. KG**

Werkstraße 1  
90765 Fürth

**Noris-Spiele Georg Reulein GmbH & Co. KG**

Werkstraße 1  
90765 Fürth

**Heros GmbH & Co. KG**

Werkstraße 1  
90765 Fürth