

Privacy policy for newsletter mailing

1. Who is responsible for data processing and who is the contact person?

PrismaLife AG is responsible for data processing.

Our contact details are:

PrismaLife AG
Industriering 40
9491 Ruggell
Liechtenstein
Phone: +423 220 01 00
Email address: info@prismalife.com

For data protection matters, please contact our data protection officer at the above postal address or by email: dataprotection@prismalife.com

2. Purpose and legal basis of data processing

PrismaLife AG offers a newsletter mailing for prospective and affiliated intermediaries, in which we provide information on products, offers and services for insurance and financial services and on events and news until you unsubscribe from the newsletter mailing.

If you would like to subscribe to our newsletter, the following (* mandatory) details are required. The other requested data is optional:

- > Gender
- > Email address*
- > First name
- > Surname*

Providing the mandatory data (marked by *) is necessary for mailing the newsletter to you. The voluntary provision of further data enables us to address you correctly and in person.

How the subscription process works

For the subscription process of our newsletter, we employ the so-called double opt in procedure. That means that after entering your email address in the subscription screen of the PrismaLife newsletter service, you will be sent a confirmation email to the provided email address in which you will be asked for a confirmation that you want to receive the newsletter. This is confirmed by clicking on an activation link in the provided confirmation email.

Legal basis

The legal basis for processing your personal data is the provision of your consent (see article 6 paragraph 1 a) of the General Data Protection Regulation (GDPR)). For processing your personal data, your consent is therefore obtained as part of the subscription process and we also will refer to this privacy policy during the subscription process. The newsletter will only be mailed to you after consent has been provided.

Note on withdrawing consent:

You can withdraw consent for the newsletter subscription at any time at our contact address. A link for unsubscribing is included in every newsletter. You will then no longer receive any newsletters from PrismaLife AG.

This data is only used for evidence of the correct handling of the previous legal relationship (e.g. documentation of the consent, newsletter mailing). The lawfulness of the data processed on the basis of the consent until the withdrawal of consent shall not be affected by the withdrawal of consent.

Further processing for other purposes

The data provided is only used for mailing and personalising the newsletter. There is no further processing or resale of the provided personal data. The newsletters do not contain any visible or hidden counters, marketing from third parties or links to external websites that have no direct connection to the content of our newsletter.

Recipients

Only the employees entrusted with mailing the newsletter and the IT service provider appointed (the so-called order processor) receive access to the processed personal data for task fulfilment.

Note on the order processor:

We use the newsletter service of CleverReach GmbH & Co. KG, Mühlenstr. 43 in 26180 Rastede, Germany for our newsletter. An agreement for order processing pursuant to article 28 of the GDPR has been concluded with CleverReach GmbH & Co. KG.

Storage period

The processed data shall be erased pursuant to article 17 of the GDPR. If you unsubscribe from the newsletter, the provided email address with all the associated personal data will be erased – providing these are no longer needed. The necessity of erasure is checked every two years.

3. Transfer of data to a third country

We do not transfer your personal data to any recipients outside the European Economic Area (EEA).

4. What data protection rights do I have?

Under the General Data Protection Regulation, you as the data subject have the right of 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 and the right to data portability under Art. 20 GDPR. There is also a right of cancellation under Art. 7 para. 3 GDPR and a right of objection under Art. 21 GDPR. If you make use of your above-mentioned rights, we will check whether the legal requirements for this are met. In addition, you have the right to lodge a complaint with a data protection supervisory authority (Art. 77 GDPR).

The data protection supervisory authority responsible for us is:

Datenschutzstelle Liechtenstein
Kirchstrasse 8
P.O. Box 684
9490 Vaduz
Liechtenstein

You can exercise all rights by sending an email to dataprotection@prismalife.com, by communication by mail or via the contact form on our website or via the partner portal.

So that our reply can be addressed to you as the affected person, you need to identify yourself or contribute to the identification of your person.

5. Am I obliged to provide personal data?

If you would like to receive PrismaLife AG's newsletter, you need to provide your email address and surname for the mailing and for the personalisation of the newsletter.

6. to what extent is there automated decision-making in individual cases?

In principle, we do not use fully automated decision-making in accordance with Art. 22 GDPR to establish and conduct the business relationship.

Information about your right to object in accordance with Art. 21 of the General Data Protection Regulation (GDPR)

1. individual right of objection

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on Art. 6 (1) (f) GDPR (data processing on the basis of a balancing of interests).

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

2. right to object to the processing of data for direct marketing purposes

We process your personal data for direct advertising purposes in individual cases. You have the right to object to the processing of personal data concerning you for the purposes of such advertising at any time.

If you object to processing for direct advertising purposes, we will no longer process your personal data for such purposes. The objection can be made without any conditions as to content or format and should be addressed to:

PrismaLife AG
Industriering 40
9491 Ruggell
Liechtenstein
Email address: info@prismalife.com

If you have any questions about this privacy policy, please contact PrismaLife AG using the contact details above.

Note:

This "Privacy policy for newsletter mailing" may be updated at a later date due to changes, for example to the statutory provisions. We recommend that you check this policy from time to time so that you remain up-to-date regarding our procedures and rules for handling personal data.