

KSB Group General Data Privacy and Protection Notice

The responsible entity, i. e. the controller, within the meaning of the General Data Protection Regulation is:

KSB SE & Co. KGaA
Johann-Klein-Str. 9
67227 Frankenthal
Germany
Tel. +49 6233 86-0
E-mail: info@ksb.com
Website: www.ksb.com/en-global

KSB SE & Co. KGaA and the group of companies it manages (“**KSB Group**”) are one of the world’s leading suppliers of pumps, valves and related services.

KSB SE & Co. KGaA is also the controller for the websites of other entities of its group of companies integrated in its website, such as KSB Service GmbH, Dynamik-Pumpen GmbH, KAGEMA Industrieausrüstungen GmbH, Pumpen-Service Bentz GmbH, PMS-Berchem GmbH and Uder Elektromechanik GmbH.

Entities within the KSB Group may refer to this Data Privacy and Protection Notice. In this case, the company referring to this Notice remains responsible, i.e. the controller (the respective controller is hereinafter referred to as “**KSB**”).

Contact information of the Group Data Protection Officer for all entities within the KSB Group that use this Data Privacy and Protection Notice:

Group Data Protection Officer of the KSB Group
KSB SE & Co. KGaA
Johann-Klein-Str. 9
67227 Frankenthal, Germany
Germany
E-mail: datenschutz@ksb.com

This Notice presents general information on how KSB collects and processes personal data within the context of its business operations. The Notice also contains the terms of use for KSB websites.

In addition to this information, KSB and individual KSB Group companies may, for specific processing, provide further supplementary information, in particular details on the processing involved, the processing purposes, the categories of the data concerned, the data recipients, the legal basis for processing, and the data storage period.

Contents

Part 1: Processing of personal data at KSB.....	3
Part 2: Specific processing situations	5
I. Provision of KSB websites and the use of cookies	5
II. Newsletter	10
III. Registration.....	11
IV. KSB Web Shop.....	12
V. Information on data privacy and protection for KSB social media channels	13
VI. Virtual KSB events.....	16
VII. KSB applications (KSB apps)	18
VIII. Management of job applicants.....	19
IX. Management of shareholders.....	20

Part 1: Processing of personal data at KSB

Within the context of the business operations of KSB (marketing, sales, distribution, consultation, supply, maintenance and repair of products, and services provided by KSB) personal data of business partners, contacts of business partners and other interested parties (including candidates) is – beyond the processing as described in Part 2 of the General Data Privacy and Protection Notice – collected, in particular, by e-mail, mail, fax, as well as conversations over the phone and in person. In the process, personal data may also be transmitted by business partners, such as sales and service partners of KSB.

1. Data

The following categories of data may be collected and received:

- Last name, first name
- Employer or client, company
- Contact information: address, e-mail address, telephone, fax
- Interest in specific KSB products and services (selection)
- Orders, processing of orders
- Financial information, including but not limited to account information
- Application documents

KSB does not process specific categories of data. Please do not make any sensitive data available to KSB.

Moreover, the KSB offer is exclusively aimed at persons 18 years of age and older.

The provision of this personal data may be necessary for the conclusion of a contract and may be required by law or contract. If the data is not made available in whole or in part, it may not be possible to conclude a contract or a contract may not be performed.

2. Data recipients

KSB processes your personal data. KSB deploys processors. The latter may be companies of the KSB Group, but also third-party companies within the European Economic Area

("EEA"). As a rule, KSB does not transmit data to recipients outside of the EEA (for exceptions, please see the information on specific processing in Part 2).

3. Purpose of processing

KSB processes the data collected or received to carry out its business activities, in particular for the conclusion and fulfilment of business transactions, as well as for business communication including direct marketing.

4. Legal basis

If and to the extent that we are given consent to process personal data, Art. 6(1)(a) of the EU General Data Protection Regulation ("GDPR") serves as legal basis. Art. 6(1)(b) GDPR is the legal basis for the processing of personal data to initiate or perform a contract to which a data subject is party. If and to the extent that processing is required for KSB to meet its legal obligations (retention obligations, for example), Art. 6(1)(c) GDPR serves as legal basis. Personal data will also be processed for the purposes of the legitimate interests of KSB and third parties under Art. 6(1)(f) GDPR. Legitimate interests lie in the functionality of the IT system of KSB, the marketing of KSB products and services, as well as the documentation of business contacts required by law.

5. Procedure for consent and withdrawal

You may withdraw your consent to the collection and use of personal data at any time without affecting the lawfulness of processing performed either based on consent before its withdrawal or based on other permission reasons. The request for withdrawal must be addressed to: info@ksb.com.

6. Legitimate interest and right to object

You may object to the processing of your personal data based on legitimate interests of KSB or third parties at any time. Unless your objection is directed solely against direct marketing by KSB, you have to justify that you are in a special situation which makes the processing of your personal data based on legitimate interests unacceptable to you. The objection must be addressed to: info@ksb.com.

7. Storage period

Personal data of data subjects are deleted or blocked as soon as the processing or storage purpose no longer applies. Storage beyond this period only occurs as long as and to the extent that this is provided for by European or Member States' legislation in EU regulations, law, or other provisions that KSB is subject to.

8. Automated decision-making and profiling

You are not subject to any decision based solely on automated processing, including profiling.

9. Data privacy and protection rights of the European Union

You have the right to obtain from KSB access to the respective personal data, as well as rectification, erasure or restriction of processing of this data. Such requests must be made to: info@ksb.com. Beyond that, you have the right to lodge a complaint with a supervisory authority in the European Union ("EU").

Part 2: Specific processing situations

In addition, the information in Part 1 also applies.

I. Provision of KSB websites and the use of cookies

Every time a user accesses a KSB website and every time a file on our website is retrieved, the KSB IT systems collect automated data and information from the retrieving device and stores these in a log file on the respective KSB server. KSB websites use cookies. Cookies are files that are stored on the respective device employed by the user. When accessing a KSB website, a cookie may be stored on the user's device. Cookies allow a clear identification of the device when the website is revisited.

1. Purpose of processing

The data stored in log files is evaluated exclusively for statistical purposes. KSB uses cookies which are essential for the basic functions of the website. KSB uses functional cookies to make its website user-friendly and to make the chosen content available again after a website change. Furthermore, KSB uses other cookies that allow for an analysis of user behaviour on its websites. Log files and cookie data are not stored together with other personal data of users.

The use of these cookies is in our legitimate interest, namely to enable us to present a properly functional website. We also use functional cookies and tracking tools to optimise the use of our website and for advertising purposes. We only use such cookies if and when you have given us your consent to do so by clicking on Accept All on the cookie banner. You can manage the cookies used by clicking on Show Details or prevent their use altogether by clicking Reject All.

2. Data

The following data may be collected:

- Information about the browser used (type/version) and the user's operating system
- The user's Internet service provider
- The user's IP address
- Websites from where the user's system is directed to the KSB website (original link)
- Websites accessed by the user's system via KSB websites (follow-up link)
- Use of website functions, search words entered, and page view frequency
- Date and time of access
- Description of files retrieved
- Volume of data transmitted and
- Access status (file transmitted, file not found, etc.)

3. Data recipients

For the processing of personal data in the context of providing websites, KSB deploys other companies of the KSB Group within the EEA and third parties as processors. Web analyses and conversion tracking are performed by Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, Meta Inc., 1 Hacker Way Menlo Park, CA 94025, Episerver Inc., 542A Amherst Street, Nashua, NH 03063 and LinkedIn Corporation, 1000 W. Maude Ave., Sunnyvale, CA 94085 in the USA.

For web analytics, advertising and the display of personalised information, KSB also uses the marketing services of Marketo EMEA Ltd, 4-6 Riverwalk Drive, Dublin, Ireland. Marketo EMEA Ltd. transfers the information generated on the use of the website by the user to Marketo's servers in Amsterdam. However, it cannot be ruled out that data will be transmitted to the USA. Information is collected via the website, e.g. via cookies, if you register for a webinar, contact us, subscribe to our e-mail newsletter, download content (e.g. white papers) or register for the use of our shop. Marketo collects information such as your location or your preferred means of communication if you voluntarily make it available. Where this information is not combined with personal data, it does not identify you or other users of the website personally.

KSB uses the marketing services of Hotjar Limited, Dragonara Business Centre, 5th Floor, Dragonara Road, Paceville St Julian's STJ 3141, Malta for web analytics purposes.

KSB also uses social media plugins of social network providers (pre-built links to the respective network) that, however, initially remain deactivated and do not transmit data to third parties. Only after the respective buttons are activated (first click) data will be transmitted to these providers. Recommendations will only be transmitted with a second click. The providers are Google LLC (see address above) as well as Meta Inc. (see address above) or Facebook Ireland Limited, Hanover Reach, 5-7 Hanover Quay, Dublin 2 in Ireland, and Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103 in the USA. You may prevent the collection and transfer of data within the context of social media plugins by not activating the respective buttons through clicking on them. You may prevent the further collection and transfer of your data by Google. For this purpose, Google LLC. provides the relevant information at: <https://tools.google.com/dlpage/gaoptout?hl=en>. You may also object to the further collection and transfer of your data by Facebook Pixel and the processing of your data within the scope of Facebook Ads. For this purpose please follow the instructions of Meta Inc. at: <https://www.facebook.com/settings?tab=ads>.

KSB also uses LeadGenerator to measure its website's business use. This service shows us company names and addresses based on the IP addresses of our visitors. The IP address is not saved.

This website uses SalesViewer® technology from SalesViewer® GmbH to collect and store data for marketing, market research and optimisation purposes on the basis of the website provider's legitimate interests (Art. 6(1)(f) GDPR). For this purpose, a JavaScript-based code is used to collect and use company-related data. The data collected using this technology is encrypted using an irreversible one-way function (hashing). The data is immediately pseudonymised and is not used to personally identify visitors to this website. The data stored within the framework of Salesviewer® will be deleted as soon as it is no longer required for its intended purpose and provided no statutory retention obligations preclude its deletion. You can object to the collection and storage of data at any time with effect for the future by clicking on this link <https://www.salesviewer.com/opt-out> to prevent SalesViewer® from collecting data on this website in the future. An opt-out cookie for this website will be stored on your device. If you delete your cookies in this browser, you will need to click on this link again.

We use the lead generation service of Leadinfo B.V., Rotterdam, Netherlands. This service recognises visits from companies to our website based on IP addresses and shows us

publicly available information, for example company names or addresses. Leadinfo also stores two first-party cookies to analyse user behaviour on our website and processes domains from form entries (e.g. “leadinfo.com”) to correlate IP addresses with companies and improve services. For more information, visit www.leadinfo.com. You can opt out on this page: www.leadinfo.com/en/opt-out. If you opt out, your data will no longer be collected by Leadinfo.

In some areas of our website we use the technology of the provider StackAdapt, StackAdapt UK Limited, WeWork C/O StackAdapt, 123 Buckingham Palace Rd., London, SW1W 9SH, United Kingdom. Via a widget, users are informed about further content on our website and on third-party websites that may also be of interest. The content displayed by the widgets is automatically controlled and delivered by StackAdapt both technically and with regard to content. The advertising displayed is determined based on the content previously read by the user. StackAdapt uses cookies that are stored on the user’s device or browser for this purpose. The following data is used: device source, browser type and IP address with the last octet deleted for anonymisation. StackAdapt uses unique identifiers to identify users who have previously interacted with the widget. The identifier’s preferences are derived through the creation of a user profile in which, for example, page views or clicks are aggregated. You can object to this tracking at any time by clicking the “opt-out” link in the privacy policy of StackAdapt (link: <https://www.stackadapt.com/privacy-policy>). The opt-out applies to the respective device and may no longer be valid if cookies are deleted.

Data may be transmitted to servers in the USA and processed there. The European Commission has not adopted an adequacy decision for the USA as required by Art. 45(1) GDPR. Google LLC., Meta Inc., Episerver Inc., LinkedIn Corporation, Marketo EMEA Ltd, and Twitter Inc. (addresses in each case above) use EU standard contract clauses, which means that data transfer is permissible under Art. 46(2)(c) GDPR. KSB acts on the assumption that the personal data processed at KSB do not constitute any information to which US authorities have or require access. There is thus, in the opinion of KSB, no risk of inappropriate access within the meaning of the *Schrems II* decision by the European Court of Justice (ECJ).

We use the captcha service from Friendly Captcha (Friendly Captcha GmbH, Am Anger 3-5, 82237 Wörthsee). Friendly Captcha protects websites and online services from spam and abuse. All required data is used exclusively for the detection and treatment of potential bots and risks. The purpose of the processing is therefore to ensure the security and functionality of websites. To find out which data is processed by Friendly Captcha, please refer to the [data protection notice for end users - Friendly Captcha](#).

We use etracker to analyse the use of our web site. We do not routinely use cookies for this purpose. If we use analysis and optimisation cookies, we will obtain your explicit consent separately in advance. If this is the case and you agree, cookies will be used to enable statistical analysis regarding the use of the application. Cookies are small text files that are stored by the Internet browser on the user’s end device. etracker cookies do not contain any information that would enable a user to be identified.

The data generated with etracker are processed and stored solely in Germany and are therefore subject to strict German and European data protection laws and standards.

etracker has been independently audited and certified in this regard and has been awarded the [ePrivacyseal](#) data protection seal of approval.

Data processing is conducted on the basis of the legal provisions of Art. 6(1)(f) (legitimate interest) of the General Data Protection Regulation (GDPR). Our interest within the meaning of the GDPR (legitimate interest) is the optimisation of our service. As the privacy of our customers is important to us, any data that may allow a reference to an individual person, such as the IP address, login or device identifiers, are anonymised or pseudonymised as early as possible. No other use, merging with other data or forwarding to third parties takes place.

You can [object to the data processing](#) described above at any time here. Such objection has no negative consequences. More information on data protection at etracker can be found [here](#).

For additional information please send an e-mail to info@ksb.com.

4. Receipt of personal data by KSB

In order to improve the customer experience and enable us to provide you with relevant offers of goods and services and with marketing information, KSB receives personal data from Google LLC., Facebook Inc., Episerver Inc., Marketo EMEA Ltd, LinkedIn Corporation, and Twitter Inc. as well as other sources such as public databases.

5. Legal basis

The legal basis for the temporary storage of data is Art. 6(1)(f) GDPR for cookies which are essential for the basic functions of the website. The temporary storage of data by the system is required in order to make it possible to present the website and to transfer retrieved files to the user's computer. The purpose of cookies is to simplify the use of websites for the user. Without the use of cookies, some of the functions of our website cannot be provided. Functional and other cookies and other functions, in particular those for the analysis, optimisation and economic operation of our online offering, which make it necessary to transfer personal data to third parties in the absence of any contract governing the processing of data by a processor, are used after your consent has been obtained pursuant to Art. 6(1)(a) GDPR, for example via the KSB cookie banner. KSB takes receipt of personal data only if and to the extent that you have given your consent to the transferring responsible entity (controller), or where the transfer is based on a contract between you and the transferring controller or KSB, or where there is a legitimate interest in receiving the data (Art. 6(1) (a), (b) and (f) GDPR).

6. Storage period for log files

Data for the presentation of the website are deleted after each session has ended. Log files are deleted upon expiration of statutory retention obligations, at the latest after 38 months.

7. Prevention of cookies / deletion

You may deactivate or limit the transfer of cookies through your Internet browser or Flash Player settings. The user may delete previously stored cookies at any time. In the event that cookies are deactivated, you may not be able to use all KSB website functions to their fullest extent any longer.

8. Links to other websites

Our online offering contains links to other websites (e.g. social media plugins). KSB has no control over the content of third-party websites. KSB is neither responsible for, nor endorses in any way, external content that can be reached by clicking the links. The respective provider or website operator is always responsible for the content of linked sites. As soon as any violation of law becomes known, KSB will remove such links immediately. Please inform us at info@ksb.com.

II. Newsletter

You have the option to subscribe to a free newsletter on the KSB website.

1. Purpose of processing

KSB uses the newsletter for information about its products (pumps, valves and associated services) as well as about the Group (company news), and about its sales and service partners (sales and service information). Furthermore, the newsletter and its use are evaluated, including optimisation or improvement of its design and the provision by KSB and the processors operating on its behalf.

2. Data

The following data, in particular from the input screen, is transmitted to us upon registration for the newsletter:

- Last name, first name
- Employer or client, company
- Contact information: address, e-mail address, telephone, fax, social media contact
- Interest in specific KSB products and services (selection)
- IP address of computer used
- Date and time of registration
- Opening and number of accesses to the newsletter as well as the respective times, IP address when the newsletter is opened or its information (links) is called up, time when the newsletter is opened or information is called up, information on the browser used (type/version) and the user's operating system.

3. Data recipients

Your personal data will be processed by KSB SE & Co. KGaA. KSB deploys companies of the KSB Group and third-party companies within the EEA as processors. The newsletter is sent by Marketo EMEA Ltd, 4-6 Riverwalk Drive, Dublin, Ireland, Episerver Inc., 542 Amherst Ave, Nashua, New Hampshire 03063, USA, Apsis International AB, Stammgatan 11, S-21120 Malmö, Sweden, Mark-I, Tramplein 8, 1441 GP Purmerend, KvK 37148290, Netherlands, or MailChimp, a dispatching platform for newsletters provided by Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. Personal data are forwarded for this purpose and processed on servers in the USA. The European Commission has not adopted an adequacy decision for the USA as required by Art. 45(1) GDPR. Episerver Inc. and Rocket Science Group, LLC use EU standard contract clauses, which means that transmission is permitted under Art. 46(2)(c) GDPR. KSB acts on the assumption that the personal data processed at KSB do not constitute any information to which US authorities have or require access. For additional information please send an e-mail to info@ksb.com.

4. Legal basis

With the approval of the newsletter registration, you consent to the described processing of your personal data entered into the input screen. The legal basis for processing in the context of a consent is Art. 6(1)(a) GDPR. You may withdraw your consent to the processing of your personal data for the purpose of newsletter mailing at any time. A corresponding link is provided at the end of each newsletter. The withdrawal of consent does not affect the lawfulness of the processing based on consent that has taken place up until receipt of the

notification of withdrawal. Without valid consent you cannot receive any newsletters. KSB may process personal data even after having been notified of a withdrawal of consent on the basis of its legal retention obligations under Art. 6(1)(c) GDPR as well as due to legitimate interests of KSB and third parties under Art. 6(1)(f). Legitimate interests are the functionality of the IT system of KSB and its technical improvements, the optimisation of the direct marketing of KSB as well as the documentation of business contacts required by law.

5. Storage period

Data will be deleted immediately after withdrawal of consent or discontinuation of the newsletter.

III. Registration

You have the option to register at the KSB website by providing your personal data. This will also allow for subscription to KSB's newsletter (Please also see the information provided regarding newsletters in Part 2 Section II).

1. Purpose of processing

KSB uses your registration as the basis for electronic business communication with you and for transmitting the KSB newsletters.

2. Data

Within the context of the registration, the following data, in particular data obtained from the input screen, will be collected:

- Last name, first name
- Employer or client, company
- Contact information: address, e-mail address, telephone, fax, social media contact
- Interest in specific KSB products and services (selection)
- IP address of computer used
- Date and time of registration

3. Data recipients

Your personal data will be processed by KSB SE & Co. KGaA. KSB uses companies of the KSB Group, as well as third-party companies in the EEA, as data processors (see also the information on the possible forwarding of personal data outside the EEA and to the USA relating to KSB websites and the use of cookies in Part 2, Section I, Clause 3 as well as newsletters in Part 2, Section II, Clause 3).

4. Legal basis

With your registration, you consent to the described processing of your personal data entered into the input screen. The legal basis for processing in the context of a consent is Art. 6(1)(a) GDPR. You may withdraw your consent to the processing of your personal data for the purpose of business communication and/or the mailing of newsletters at any time. A corresponding link is provided at the end of each newsletter. In doing so, you may specify whether you would like to withdraw your consent to the continuation of business communication or to the receipt of the newsletter. The withdrawal of consent does not affect the lawfulness of the processing based on consent that has taken place up until receipt of the

notification of withdrawal. Without a valid consent, you will not be able to participate in electronic business communications or receive newsletters. KSB may process personal data even after having been notified of a withdrawal of consent on the basis of its legal retention obligations under Art. 6(1)(c) GDPR as well as due to legitimate interests of KSB and third parties under Art. 6(1)(f). Legitimate interests are the functionality of the IT system of KSB, as well as the documentation of business contacts required by law.

5. Storage period

Data will be deleted immediately after withdrawal of consent or discontinuation of the newsletter, or as soon as the purpose of processing or storage no longer applies. Data will be stored beyond this period only as long as and to the extent that this is provided for by European or national legislation in Union Acts, law, or other provisions that KSB is subject to.

IV. KSB Web Shop

KSB operates a Web Shop for direct sales of its own products and services (please also refer to the information provided regarding KSB websites and the use of cookies in Part 2, Section I).

1. Purpose of processing

KSB uses its Web Shop and the relevant websites for the sale of products and services. In addition, the design of the Web Shop will be further developed and optimised, including direct marketing and the associated data evaluation, and the products and services offered by KSB will be improved.

2. Data

As well as the data categories used for the operation of KSB websites (see Part 2, Section I, Clause 2), the following additional categories of data may be processed:

- Last name, first name
- Employer or client, company
- Contact information: address, e-mail address, telephone, fax
- Interest in specific KSB products and services (selection)
- Orders, processing of orders
- Financial information, including but not limited to contact information

The provision of this personal data may be necessary for the conclusion of a contract and may be required by law or contract. If this data is not made available in whole or in part, it may not be possible to conclude the contract or the contract may not be executed.

3. Data recipients

Your personal data will be processed by KSB SE & Co. KGaA. KSB deploys companies of the KSB Group and third-party companies within the EEA as processors. For data processing purposes, these may be companies of the KSB Group, but also third-party companies in the EEA (see also the information on the possible forwarding of personal data outside the EEA and to the USA relating to KSB websites and the use of cookies in Part 2, Section I, Clause 3 as well as newsletters in Part 2, Section II, Clause 3).

4. Legal basis

If we are given consent to processing personal data, Art. 6(1)(a) GDPR serves as legal basis. Art. 6(1)(b) GDPR is the legal basis for the processing of personal data to initiate or perform a contract to which a data subject is party. If processing is required for KSB to meet its legal obligations (warranty obligations, for example), Art. 6(1)(c) GDPR serves as legal basis. Personal data will also be processed for the purposes of the legitimate interests of KSB and third parties under Art. 6(1)(f) GDPR. Legitimate interests include the performance of warranty and repair services as well as product development and the marketing of KSB products and services and the legally required documentation of business contacts (see also the information on KSB websites and the use of cookies in Part 2, Section I, Clause 4).

5. Procedure for consent and withdrawal

You may withdraw your consent to the collection and use of personal data at any time without affecting the lawfulness of processing performed either based on consent before its withdrawal or based on other permission reasons. The request for withdrawal must be addressed to: info@ksb.com.

V. Information on data privacy and protection for KSB social media channels

We process your personal data when you visit KSB via social media channels. With our various social media channels, we aim to offer you a wide range of multimedia services and share ideas with you on topics that are important to you. In addition to the respective provider of a social network, we also collect and process personal user data on our social media channels. In this section, we would like to inform you what data we collect from you in connection with our social media channels, how we use it and how you can object to the use of data.

1. Shared responsibility for processing on the social media channels

KSB also continues to be the data controller when processing your personal data when you access our social media channels. As the GDPR considers platform providers to be data controllers for the processing of data on their platforms, we act as joint data controllers within the scope of Art. 26 GDPR.

With these providers, we have concluded a joint responsibility agreement within the scope of Art. 26 GDPR, which highlights how the obligations under the GDPR have been distributed between us, in order to ensure that your data and your rights are fully protected at all times. Where such an agreement is not in place, we adhere to the basic allocation of obligations under the GDPR according to which both data controllers, KSB and the platform operator, remain under full obligation in each case.

With regard to the processing that takes place on the platforms, we hereby refer to the content of the respective data privacy and protection notices¹, which you can access via the following table. KSB has no control over the processing of personal data in connection with your use of the platforms beyond the processing of personal data described in this data privacy and protection notice.

¹ We would like to point out that the notices may occasionally reflect different views regarding the allocation of roles under the GDPR; this does not affect the protection of your rights.

Company	Platform	Special agreement according to Art. 26 GDPR in place?	Data privacy and protection notice
Meta Platforms Ireland Ltd.	Facebook Instagram Threads	Yes	Link
X Corp.	Twitter:	No	Link
LinkedIn Ireland Unlimited Company	LinkedIn	No	Link
Xing SE	Xing	No	Link
Google Ireland Limited	YouTube	No	Link
TikTok Technology Limited	TikTok	Nein	Link

2. Purpose of processing

Data processing serves the following purposes:

- Communication with KSB social media channel visitors
- Dealing with enquiries from our KSB social media channel visitors
- Collecting statistical information on the reach of KSB's social media channels
- Conducting customer surveys, marketing campaigns, market analyses, sweepstakes, competitions or similar promotions or events
- Resolving disputes and litigation, establishing, exercising or defending legal claims or litigation, enforcing existing contracts

The processing of your personal data is necessary for the fulfilment of these purposes.

3. Data

We process the following personal data on social media channels:

- Your respective user name on the platform
- Comments or direct messages you leave on our social media channels

- Information you make public on the platform – such as your gender, age or location data
- Your activity on our channel, such as the number and duration of your visits, interaction with content published by us, interaction with content published by other users
- Other information required to respond to requests from our visitors or to uniquely identify our visitors in our systems
- E-mail address, name, address, etc., if these data are provided in forms filled out as part of marketing campaigns

Apart from that, we refer to the data privacy and protection notices of the social media channels listed above.

4. Recipients

Your personal data will be processed by KSB SE & Co. KGaA. When filling out and submitting forms on Facebook or LinkedIn, the information entered there is passed on to KSB SE & Co. KGaA for further processing. KSB uses companies of the KSB Group as well as third-party companies in the EEA as processors (see also the information on the possible forwarding of personal data outside the EEA and to the USA relating to KSB websites and the use of cookies in Part 2, Section I, Clause 3 and Newsletter in Part 2, Section II, Clause 3).

Within our company, only individuals and departments that require personal data to fulfil the above-mentioned purposes are granted access to this data.

We use Facelift Cloud (<https://facelift-bbt.com/en/>) as a tool for managing our social media channels. Comments and messages you leave on our social media channels are transferred to this system and processed by our staff via this system. In order to be able to respond to comments and questions that we receive via the Facelift Cloud Tool, we may forward them within the KSB Group to the competent department to answer them. Depending on the subject area to which your comment or question relates, it may be necessary to involve a department in another EEA country. It is also possible that the providers of the social networks transfer your data to other EEA countries. In this case, the security measures required under the GDPR are used to ensure that your personal data is always fully protected, even in other EU countries. Please refer to the data privacy and protection notices of the providers linked above. The transfer of data within the KSB Group to KSB subsidiaries in other EEA countries is secured via EU standard contract clauses, so that a transfer may take place in accordance with Art. 46(2)(c) GDPR. For additional information please send an e-mail to info@ksb.com.

5. Legal basis

The legal basis for the processing is Art. 6(1)(f) GDPR, unless explicitly stated otherwise. Our legitimate interest is to be able to respond to your messages or requests and to analyse the reach and use of our social media channels, in order to achieve an appropriate design and pursue a policy of continuous optimisation. If and to the extent that you wish to enter into

a contractual relationship with KSB with your enquiry, the legal basis for this processing is Art. 6(1)(b) GDPR.

If and to the extent that cookies are used in the context of processing, we hereby refer to the section on cookies (Link), as well as to the data privacy and protection notices of the providers.

6. Procedure for objecting to processing on Facebook Insights

You may object to the processing of your personal data based on legitimate interests of KSB or third parties at any time. Unless your objection is directed solely against direct marketing by KSB, you have to provide suitable justification that you are in a special situation which makes the processing of your personal data based on legitimate interests unacceptable to you. The objection should be sent to: info@ksb.com.

Facebook has assumed primary responsibility for the processing of personal data via the “Insights” service offered by Facebook. This concerns the processing of Insights data and the enforcement of data subjects’ rights. Therefore, please contact Facebook directly to find out about any obligations under the GDPR in relation to the processing of Insights data. Although you can exercise your rights vis-a-vis us, we will forward your requests received by us in this regard to Facebook.

In addition, you will find information on your rights as a data subject and the exercising of these rights in the section on data subject rights (Link), as well as in the data privacy and protection notices of the respective platform providers.

7. Storage period

Unless expressly stated otherwise (e.g., in a special declaration of consent), we will delete your personal data as soon as it is no longer required for the above-mentioned purposes, unless the deletion or blocking would violate our legal retention obligations (e.g. retention periods under commercial or tax law). Your messages sent via our social media channels will be deleted no later than 3 months after the end of the conversation, if your enquiry has been answered and there is no other reason to entitle or oblige us to retain said messages.

VI. Virtual KSB events

KSB offers virtual events on the Internet presenting the application of its own products and services. In addition to KSB’s Data Privacy and Protection Notice, the data privacy and protection notices of the event platforms (e.g. ZOOM, Microsoft TEAMS and others) also apply. Information on the data privacy and protection notices of the event platforms can be found in the respective information sections of the platform operators.

1. Purpose of processing

KSB uses its event communication on the Internet for user information and training as well as for the sale of products and services. Furthermore, the event communication is used for the improvement of the products and services offered by KSB.

2. Data

In addition to the categories of data used for the operation of KSB's websites (see Part 2, Section I, Clause 2), the following categories of data may be processed:

- Name, first name (also self-selected pseudonyms), profile picture if applicable
- Employer or client, company
- Contact information: address, e-mail address, telephone, fax
- Technical information such as meeting ID, online status, status messages or preferred language, audio and video signals, text messages (chat), screen interface (optional)
- Event content
- Interest in specific KSB products and services (selection)
- Orders, processing of orders
- In the case of paid event offers also financial information, including but not limited to account data

The provision of this personal data may be necessary for the conclusion of a contract for event, information and training services and may be required by law or contract. If this data is not provided in whole or in part, it may not be possible to conclude the contract or the contract may not be executed.

3. Data recipients

Your personal data will be processed by KSB SE & Co. KGaA. KSB uses processors (including communication platforms – see Clause 1 in this section but also the information on KSB websites and the use of cookies in Part 2, Section I, Clause 3). For the purpose of processing, these may be companies of the KSB Group but also third-party companies in the EEA. Depending on the event platform, personal data may also be transferred to providers of event platforms who operate these platforms under their own, independent or joint data responsibility with KSB. The data privacy and protection notices of KSB as well as those of the respective operators of the platforms apply. In particular if these operators have their own responsibility, personal data may be forwarded to countries for which there is no adequacy decision by the European Commission within the scope of Art. 45(1) of the GDPR in place (such as the USA). In these cases, EU standard contract clauses and other safeguards are used (KSB acts on the assumption that the personal data processed at KSB does not constitute any information to which US authorities have access or require access), so that a transfer pursuant to Art. 46(2)(c) GDPR may take place (Implementing Decision (EU) 2016/2297 of the European Commission of 16 December 2016). To assert any data protection rights and for further information, please send an email to info@ksb.com.

4. Legal basis

If we are given consent to processing personal data, Art. 6(1)(a) GDPR serves as legal basis. Art. 6(1)(b) GDPR is the legal basis for the processing of personal data to initiate or perform a contract to which a data subject is party. If the processing is necessary for compliance with KSB's legal obligations (such as information and warranty obligations), the legal basis is Art. 6(1)(c) GDPR. Personal data will also be processed for the purposes of the legitimate interests of KSB and third parties under Art. 6(1)(f) GDPR. Legitimate interests are product and application information as well as product development and the marketing of KSB's products and services and the legally required documentation of business contacts (see also the information on KSB websites and use of cookies in Part 2, Section I, Clause 4).

5. Procedure for consent and withdrawal

You may withdraw your consent to the collection and use of personal data at any time without affecting the lawfulness of processing performed either based on consent before its withdrawal or based on other permission reasons. The request for withdrawal must be addressed to: info@ksb.com.

VII. KSB applications (KSB apps)

KSB develops applications to diagnose and control KSB products. KSB products can be monitored and operated via devices running iPhone, Android and Windows operating systems. In the process, machine data may be combined with personal data.

1. Purpose of processing

KSB processes data collected or received via KSB apps for diagnosis as well as controlling, but also to further develop its products.

In addition, KSB uses the data for providing consultancy and information to the respective customer.

2. Data

The following categories of data may be processed:

- Last name, first name
- Employer or client, company
- Contact information (e.g. address, e-mail address, telephone, fax, social media contact)
- Technical information about the smartphone, tablet or other device used, which will be transmitted when using the app (e.g. IP address or Android IP, GPS data, operating system and/or browser information, device identifier)
- Parameters recorded and transmitted via the app (e.g. machine data, settings, operating information, diagnosis information)
- Logging data of the app

3. Data recipients

Your personal data will be processed by KSB SE & Co. KGaA. KSB deploys processors. The latter may be companies of the KSB Group, but also third-party companies within the EEA. The transmission of data from the respective device depends on the operating system used, the telecommunication network provider, as well as other providers of data communication (e.g. Wi-Fi provider). Please observe the data privacy and protection notices of these companies.

4. Legal basis

If we are given consent to processing personal data, Art. 6(1)(a) GDPR serves as legal basis. Art. 6(1)(b) GDPR is the legal basis for the processing of personal data to initiate or perform a contract to which a data subject is party. If processing is required for KSB to meet its legal obligations (warranty obligations, for example), Art. 6(1)(c) GDPR serves as legal basis. Personal data will also be processed for the purposes of the legitimate interests of

KSB and third parties under Art. 6(1)(f) GDPR. Legitimate interests include the implementation of warranty and repair services, as well as product development and marketing of KSB products and services, and the documentation of business contacts required by law.

5. Procedure for consent and withdrawal

You may withdraw your consent to the collection and use of personal data at any time without affecting the lawfulness of processing performed either based on consent before its withdrawal or based on other permission reasons. The request for withdrawal must be addressed to: info@ksb.com.

VIII. Management of job applicants

KSB processes personal data of applicants for positions at KSB.

1. Purpose of processing

Personal data and, in certain cases, specific categories of personal data (sensitive data) are collected and processed by KSB as part of the recruitment procedure in order to enable a decision to be taken on establishing an employment relationship.

2. Data

The following categories of data from applicants for KSB positions may be collected and processed:

- Last name, first name
- Contact data: address, e-mail address, telephone and fax numbers, social media contacts
- Contents of application documents, such as resumés, school and college certificates, testimonials and letters of recommendation
- Specific categories of personal data, such as disclosure of gender, religion, state of health, labour union membership, which are, for example, relevant to payroll accounting.

3. Data recipients

Your personal data are processed by KSB. Companies in the KSB Group in the EEA are deployed as processors. There is no transmission of the said data to other recipients, in particular those outside the EEA.

4. Legal basis

Personal data from applicants for positions at KSB are processed in the context of deciding on the establishment of employment relationships pursuant to Art. 6(1)(b) and Art. 9 2)(b) GDPR and Section 26(1) and (3) BDSG (German Data Protection Act).

5. Storage period

If the application does not result in the establishment of an employment relationship with KSB, the personal data of the data subject (the applicant) are erased or blocked six months after the decision not to establish an employment relationship. Data will be stored beyond this period only as long as and to the extent that this is provided for by European or Member States' legislation in EU regulations, law, or other provisions that KSB is subject to.

IX. Management of shareholders

KSB manages personal data of the shareholders of KSB SE & Co. KGaA.

1. Purpose of processing

Shares of KSB SE & Co. KGaA are publicly traded. KSB processes personal data of shareholders in connection with the provision of company law information as well as the organisation of shareholder meetings.

2. Data

In this context the following categories of personal data may be processed by KSB:

- Last name, first name
- Contact information: address, e-mail address, telephone, fax, social media contact, name and contact data of a representative
- Depository bank and depository number
- Number of shares of KSB SE & Co. KGaA in possession, their identification number, book and market value, date of acquisition and deposition

3. Data recipients

Your personal data will be processed by KSB SE & Co. KGaA. KSB deploys companies of the KSB Group and financial service providers within the EEA as processors. Transmission of data to receiving parties outside of the EEA does not take place.

4. Legal basis

Personal data of shareholders of KSB SE & Co. KGaA are processed to comply with obligations under company law according to Art. 6(1)(c) GDPR as well as due to legitimate interests of KSB under Art. 6(1)(f). Legitimate interests include information on and the sale of shares, products and services of KSB.

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