



Privacy Notice for the use of IAV services and solutions @ Azure Marketplace

IAV offers solutions and services via AZURE Marketplace. To use these solutions and services, your registration and subscription for the solution or service is required. With this Privacy Notice you can familiarize yourself with the associated processing of personal data ("Data") and your data protection rights.

For further information please see our [Privacy Policy for Business Partners](#).

This Privacy Notice does not cover any data processing that is done by Microsoft in its own responsibility. For further information on Microsoft data processing, see the [Microsoft Privacy Statement](#).

I. Responsibility and contact

We, IAV GmbH Ingenieurgesellschaft Auto und Verkehr ("IAV"), Carnotstraße 1 10587 Berlin are responsible for protecting your Data.

If you have any questions regarding the processing of data, your data protection rights or this Privacy Notice, please contact our data protection officer via datenschutzbeauftragter@iav.de.

II. Data processing related to IAV@AZURE Marketplace

A. Registration and subscription

When you register with IAV@AZURE Marketplace or purchase one of our solutions or services, we ask you for the following data or receive them from Microsoft:

- Name, postal address, DUNS number of the company you are working for
- Your business contact details (email-address, name and surname, primary phone number)
- Your Azure Tenant ID
- Details on your subscription, region,

We require this data for

- Carrying out relevant checks in connection with subscription (esp. sanction list check, embargo check, credit rating of the company you are working for),
- Management, provision and billing of our services and solutions,
- Provision of support and operation information on our products and services,
- Compliance with documentation obligations,
- Contacting the relevant person in case of data protection or security incidents,
- Safeguarding and defending our rights in the context of administrative/judicial measures.
- We also store this data in our CRM system to centrally manage customer data and inquiries as well as customer relations.

Our legal bases for processing are contract initiation and execution if you are in person our business partner (Art. 6 sec. 1 lit. b GDPR), legitimate interests (Art. 6 para. 1 f GDPR) as described above as well as legal obligations (Art. 6 para 1 c GDPR in conjunction with legal and administrative requirements, e.g. from tax and commercial law).

B. Use of products and services

During the usage of our products and services usually access data as well as logdata are collected.



The temporary storage of this data is necessary to provide and manage access to our solutions and services, to ensure the security and integrity of our services and solutions, troubleshooting, tracking of unauthorized access and access attempts and the fulfillment of our obligations in data security.

Our legal bases for processing are contract initiation and execution if you are in person our business partner (Art. 6 sec. 1 lit. b GDPR) and legitimate interests (Art. 6 para. 1 f GDPR) as described above.

III. Storage period

We store your Data for as long as we need it for the specific processing purpose. We regularly store your Data for at least the duration of the business relationship with you or the business partner you work for.

In addition, we store certain Data for the duration of statutory limitation periods (usually 3 years, in individual cases up to 30 years) and for statutory retention periods (e.g. from the German Commercial Code, the Tax Code) stipulate (generally a maximum of 10 years).

Under certain circumstances, your Data must also be retained for a longer period of time, e.g. if, in connection with an administrative or judicial procedure, a prohibition of data deletion is ordered for the duration of the procedure or in case of documents concerning, for example, the construction phase of our products must be retained for a longer period of time due to product liability reasons.

IV. Receivers of your Data

Within IAV, your Data is processed according to the need-to-know-principle by people who require the data for the purposes described. To the extent necessary, data is also processed by other IAV entities as part of customer relationship management and in joint projects. Data protection agreements have been concluded between the companies of the IAV Group. For further information please contact our data protection officer.

Your data is also stored with Microsoft. To the extent necessary we might also transfer your data to other suppliers, e.g. in the field of IT services, technical support and applications, newsletter distribution and marketing, advisory, compliance and legal. These suppliers are contractually obliged to maintain confidentiality and fulfill the requirements under data protection law. Suppliers that are processors have signed a contract to ensure that Data will be processed strictly according to our instructions.

In addition, we might transmit your Data to national, European or non-European authorities (e.g. tax office, police, public prosecutor's office, social insurance carriers) or courts within the scope of their respective responsibilities, if we are obliged to do so by law or by order.

We try to avoid transferring your Data to third countries outside the European Union or the European Economic Area. However, if a transfer is required, we will only transfer the Data if an adequate level of data protection in the third country is ensured, e.g. based on an adequacy decision of the European Commission or on appropriate safeguards (such as data protection agreements).

V. Your Data protection rights

A. Withdrawal of consent

You can withdraw your consent to direct marketing at any time and with effect for the future without stating reasons by using the "Unsubscribe" link provided in emails or sending an email to privacy@iav.de. Please note that the withdrawal will have no



impact on the legality of the previous data processing and that it does not extend to such data processing that is performed without your consent.

B. Other rights of data subjects

According to Art. 15 to 21 and 77 of the GDPR and if the conditions are met, you are furthermore entitled to the following rights:

Access: You can at any time demand provision of information on the Data of yours that we process and ask for copy of your Data, Art. 15 GDPR.

Correction: You can demand the correction of incorrect Data as well as the completion of incomplete Data, Art. 16 GDPR.

Erasure: You can demand the erasure of your Data. Please note that we are not obliged to erase Data that is required for the execution and processing of agreements, that we need to assert, exercise and defend against legal claims as well as Data that have to be stored due to statutory, supervisory or contractual retention obligations, Art. 17 GDPR.

Restriction of processing: You can under certain circumstances demand the restriction of data processing, Art. 18 GDPR.

Objection to the data processing: ***You can object to the data processing for direct advertising purposes at any time. You can also object to data processing based on a legitimate interest on grounds relating to your particular situation, Article 21 GDPR.***

Data portability: You have the right to receive the Data provided by you, which was processed based on your consent or to fulfill a contract, in a structured, commonly used and machine-readable format and the right to demand a direct transfer of this Data to third parties where technically feasible, Article 20 GDPR.

Right to file a complaint with the competent data protection supervisory authority:

If you, for example, consider that the processing of your Data is illegal or that your rights described above are not granted to you to the required extent, you have the right to file a complaint to the competent data protection supervisory authority.

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