
Privacy Policy for the ebm-papst Service App and the NEXAIRA Digital Services

ebm-papst neo GmbH & Co. KG (hereinafter referred to as “ep neo”, “we”, or “us”) takes the protection of your personal data seriously and considers it part of our corporate responsibility. We are committed to ensuring the confidentiality of the personal data you entrust to us. This Privacy Policy informs you about how we collect, process and protect your personal data when you use the ebm-papst Service App (hereinafter “App”) and the NEXAIRA Digital Services (hereinafter “NEXAIRA Services”).

Who is responsible for processing your data?

The party responsible for processing your data when you use the Application or the NEXAIRA Services is ebm-papst neo GmbH & Co. KG, Emil-Figge-Straße 80, 44227, Dortmund, Germany.

The data protection officer of ebm-papst neo GmbH & Co. KG can be contacted by post at the above address, Attn: Data Protection Officer, and by e-mail at: datenschutz-epm@de.ebmpapst.com.

When and how do we collect your personal data?

We collect your personal data in different ways, depending on your interaction with the App and the NEXAIRA Services.

a) When you register an account through the App or the NEXAIRA Services

When you create an account—whether through the App or directly within the NEXAIRA Services—we process a range of identifying and contact details necessary to set up and manage your user profile. This includes your full name, gender, email address, phone number and customer name, along with your company affiliation, including its name and physical address.

b) When you use the App or the NEXAIRA Services to operate the connected ebm-papst IoT ventilators

In the course of operating the connected ebm-papst IoT ventilators via the App or the NEXAIRA Services, we collect technical configuration data that enables proper communication between devices. This includes information about how your gateway devices are configured, the structure and setup of your network environment, and the specific Bluetooth settings used to facilitate connectivity with the ventilators.

This data collection is essential for delivering a functional, personalized, and secure experience and forms the basis for the services we provide.

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General partner: ebm-papst neo Verwaltungs-GmbH · Headquarters Muldingen · Stuttgart County Court · CRS B 774009

Managing Director: Stefan Bastian · VAT ID no.: DE 330853120

Bank details: Deutsche Bank Heilbronn · Acc. no. 468504 · Sort code 62070081 · SWIFT code: DEUT DE 33 620

IBAN: DE35 6207 0081 0046 8504 00

For what purposes do we process your data?

Processing your data is necessary for:

a) Setup, configuration, and management of the App and NEXAIRA Services

To allow you to create and manage your user account, we collect and process personal data such as your name, email address, phone number, gender, company name and company address. This information is essential for user authentication, secure account creation, and ongoing account maintenance, enabling you to access and utilize the full range of services provided through the App and NEXAIRA Services.

The legal basis for this data processing is the fulfillment of contractual obligations in accordance with Art. 6 para. 1 lit. b) GDPR.

b) Technical operation of the platform and functionality of connected devices

In order to operate the ebm-papst IoT ventilators effectively, we collect configuration and connectivity data, including details related to gateway devices, Bluetooth setup, and network configuration. This allows the system to establish and maintain communication between devices, perform diagnostics, and enable remote control and monitoring functions. This processing ensures seamless technical integration and is critical for the functional delivery of the connected services.

The performance of this data processing is based on the legal basis of the fulfillment of contractual obligations in accordance with Art. 6 para. 1 lit. b) GDPR.

c) Use of analytics and reporting functions

When you make use of the reporting features within the NEXAIRA Services, we process project-specific metadata, operational statistics from ventilator systems, your customer name and your e-mail address. This information is used to generate and deliver analytical reports that provide insights into system performance, efficiency, usage trends, or other operational parameters relevant to your needs, supporting your internal documentation, system management, or compliance processes.

The legal basis for the processing of your data in this context is the fulfillment of contractual obligations in accordance with Art. 6 para. 1 lit. b) GDPR.

d) Use of AI Services such as Cooling Performance Optimization

When you use the reporting features, we process project-specific metadata, operational statistics from ventilator systems, and your customer name. This allows us to analyze ventilator performance metrics in order to identify and deliver suggestions for optimization of your systems.

The legal basis for the processing of your personal data for this purpose is the fulfillment of contractual obligations as per Art. 6 para. 1 lit. b) GDPR.

e) To improve the functionality and user experience of the App and NEXAIRA Services

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We collect usage patterns, system performance data, and error reports to analyze how users interact with the App and to identify opportunities for functional improvement, interface enhancement, and overall stability. These insights allow us to continually develop the platform in line with user needs and expectations.

The legal basis for this processing in our legitimate interest to deliver an optimal user experience over the App and NEXAIRA Services, as per Art. 6 para. 1 lit. f) GDPR.

f) For sending marketing communications

Where legally permissible, we use limited personal information—such as your name, email address, and company affiliation—to send you information about relevant updates, service enhancements, and product offerings. These communications are tailored to your professional interests and are sent only where we believe they may add value. You can object to receiving such communications at any time, in accordance with Art. 21 GDPR. The processing of your personal data in this context relies on the legal basis of our legitimate interest to provide you with relevant information regarding products and services you may be interested in or have access to, in accordance with Art. 6 para. 1 lit. f) GDPR.

You have the right to object to processing based on legitimate interest at any time.

Where do we process your data?

In some cases, your data may be processed outside the European Union, particularly if our service providers or affiliated companies are located in third countries. When this happens, we implement adequate safeguards—such as the use of EU Standard Contractual Clauses—to ensure your data enjoys a level of protection that aligns with EU legal requirements.

Which third-party services do we employ to process your personal data?

Microsoft Azure B2C

We use the Azure B2C service of the Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, USA (hereinafter “Microsoft”), in order to enable the creation and management of user accounts for the ebm-papst Service App and the NEXAIRA Services. This ensures that unregistered persons are prevented from gaining access to the NEXAIRA Services.

In order to enable this, Microsoft processes your name, surname, e-mail address, phone number, gender and company affiliation.

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The processing of your data through Azure B2C is therefore a prerequisite for providing the ebm-papst Service App and the NEXAIRA Services in the context of the contractual relationship pursuant to Art. 6 para. 1 lit. b) GDPR.

For more information about the processing of your personal data at Microsoft, see <https://www.microsoft.com/en-us/privacy/privacystatement>

Salesforce Pardot

We use the marketing automation tool Salesforce Pardot (Pardot LLC, 950 E. Paces Ferry Rd., Suite 3300 Atlanta, GA 3000, USA - hereinafter "Salesforce") for email marketing, in order to carry out marketing campaigns, for analysis purposes and to address users in a target group-specific manner. In this context, we use Salesforce to send relevant marketing communications per e-mail to our customers. This enables us to inform our customers about new services they may be interested in or existing services which they may have access to, in an optimal, user-friendly manner.

To enable this, Salesforce processes your name, email address, and company affiliation. The legal basis for this processing is our legitimate interest to provide you with relevant information regarding products and services you may be interested in or have access to, in accordance with Art. 6 para. 1 lit. f) GDPR.

Further information regarding the processing of your personal data at Salesforce can be found here: <https://www.salesforce.com/company/legal/privacy/>

How long do we retain your data for?

We retain your personal data only for as long as it is necessary to achieve the purposes for which it was collected. Data you provide directly will generally be stored for the duration of your active use of our services and until the purpose for the processing expires.

Information collected automatically during usage is typically retained for up to 3 years, after which it is either deleted or anonymized.

Where the processing of your personal data is required by law — such as for compliance with tax or commercial record-keeping obligations — we may retain certain data for longer periods, in accordance with applicable legal retention periods. Once data is no longer needed, it will be deleted.

Which data protection rights do you have?

You have the following rights in regard to personal data concerning you:

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Right to information and access (Art. 15 GDPR)

You have the right to receive information about your personal data processed by us and to request access to your personal data and/or copies of this data. This includes information about the purpose of processing, the categories of data being processed, the recipients and authorised persons and, if possible, the planned length of the data retention period or, if this is impossible, the criteria for determining the length of the retention period.

Right to correction (Art. 16 GDPR)

You have the right to demand the correction of incorrect personal data that concern you. Additionally, you have the right to have incomplete personal data completed.

Right to erasure (Art. 17 GDPR)

You have the right to demand that we promptly erase any personal data concerning you, and we will be obliged to promptly erase personal data if one of the following reasons applies:

- The personal data is no longer required for the purpose for which it was collected;
- You object to the processing of personal data based on our legitimate interest in accordance with Art. 6 para. 1 lit. f) GDPR;
- The deletion of the personal data is required for compliance with a legal obligation.

Right to restriction of processing (Art. 18 GDPR)

You have the right to demand that we restrict processing of your personal data if one of the following conditions applies:

- The accuracy of the personal data is disputed by you, provided we are given enough time to verify the accuracy of your personal data;
- The processing is unlawful and you reject the erasure of your personal data, requesting instead that the use of the personal data be restricted;
- We no longer need the personal data for processing purposes but you require them for asserting, exercising or defending legal claims, or
- You objected to the processing pursuant to Sec. 8, Letter c, above, pending the verification whether our legitimate reasons override yours.

Once the processing has been restricted in accordance with the prerequisites outlined above, the personal data may — apart from being retained — be processed only with your consent or else may be processed only to assert, exercise or defend legal claims, or to protect the rights of another natural person or legal entity, or for reasons of important public interest of the European Union or of an EU member state. If you obtain a processing restriction, we will notify you in a timely manner if the restriction is to be lifted.

Right to data portability (Art. 20)**ebm-papst neo GmbH & Co. KG**

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Where the processing of your personal data is based on a contract and if it is automated, you have the right to demand that we provide your personal data in a machine-readable format.

Right to object (Art. 21)

Where the processing of your personal data is based on our legitimate interest as per Art. 6 para. 1 lit. f) GDPR, you have the right to object to the processing of this data at any time on grounds arising from your specific circumstances. If you file such an objection, we will cease to process your personal data for those purposes unless we can substantiate compelling legitimate grounds for processing your data which outweigh your interests, rights and freedoms, or unless the processing serves the assertion, exercise or defense of legal claims.

Right to Lodge a Complaint (Art. 77 GDPR)

Without prejudice to any other administrative or judicial remedy, you have the right to file a complaint with a data protection regulatory authority, especially in the EU member state of your place of residence, place of work or the place of the alleged infringement, if you believe that the processing of personal data concerning you violates the GDPR. A list of data protection regulatory authorities including their data protection officers and contact details can be found under the following link: <https://www.bfdi.bund.de/DE/Infothek/Anschrifteninks-node.html>.

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