

## Data Protection Statement

Below, we inform you about the type and scope of processing your personal data by HOFMANN GmbH. Personal data are all data that can be related to you personally, for example name, address, e-mail address, payment data, user behaviour.

### Name and Address of responsible person

The controller for processing your personal data in accordance with Article 4, Paragraph 7, GDPR, is

**HOFMANN GmbH, Industriestrasse 22, D-25462 Rellingen, Germany, tel.: +49 4101 3027-0, fax: +49 4101 31022, email: [info@hofmannmarking.de](mailto:info@hofmannmarking.de)**

### 1 Overview

In principle, we only collect and use your personal data to the extent that is necessary for presenting a functioning website as well as content and services. Collection and use of your personal data takes place regularly, only after you have given your consent. An exception applies in those cases in which prior consent cannot be obtained for actual reasons and processing of the data is permitted under statutory stipulations.

If we obtain your consent for processing personal data, Article 6, Paragraph 1, Point a, GDPR, serves as the legal basis for processing the data.

Article 6, Paragraph 1, Point b, GDPR, serves as legal basis for the processing of personal data that are needed for implementing an agreement. That does also apply to processing operations that are necessary for implementing pre-contractual measures. Where processing of personal data is necessary for safeguarding the legitimate interests of the controller or a of third party, Article 6, Point f, GDPR, serves as the legal basis.

Your personal data will be erased or made unavailable, as soon as the purpose of recording no longer applies. Additionally, recording may take place if it has been stipulated by European or national legislators in Union regulations, laws or other stipulations that we must comply with. The data will also be made unavailable and erased if a recording period prescribed in the aforementioned standards expires, unless continued recording of the data is necessary for concluding or implementing an agreement.

### 2 Visiting the HOFMANN Website

When using the website for informative purposes only, in other words, if you do not register or provide information in other ways, we collect only the personal data that are sent to our server by your browser. If you like to view our website, we collect the following data that are technically necessary for us in order to display our website to you and to ensure stability and security: IP address, date and time of the request, time zone difference to Greenwich Mean Time (GMT), content of the request (specific page), access status/HTTP status code, amount of data transferred in each case, website from which access is made, the browser that is used and perhaps the operating system and its interface, language and version of the browser software. The legal basis is provided by Article 6, Paragraph 1, Point f, GDPR. Our legitimate interest lies in the aforementioned purposes of data processing.

The stored data will be deleted after seven days unless there is a justified suspicion of illegal use on the basis of concrete indications and further examination and processing of the information is necessary for this reason. We are not in a position to identify you as the person concerned on the basis of the stored information. Art. 15 to 22 GDPR therefore do not apply pursuant to Art. 11 para. 2 GDPR, unless you provide additional information enabling your identification in order to exercise the rights set out in these articles.

Unless otherwise stated in the other notices, the data will be processed on the servers of technical service providers commissioned by us for this purpose. These service providers process the data only according to express instructions and are contractually obliged to guarantee sufficient technical and organisational measures for data protection.

#### a. Customer Account in the Online Shop

In order to provide you with the greatest possible convenience when shopping in the HOFMANN online shop, we offer you permanent recording of your personal data in a password-protected shop account. After setting up a customer account, no further input of your personal data is required for the purchasing process. You can also at any time view and amend the personal data in your customer account. In addition to the data requested for an order, you must also enter a password of your choice to set up a customer account. The legal basis is Art. 6 para. 1 lit. b GDPR and the processing is necessary for the execution of the contract. The data will never be disclosed to third parties outside the scope of that framework. If you delete the customer account, your data will be erased accordingly. The customer account is automatically deleted without request as soon as a user has been inactive for more than 6 years.

The legal basis for the data processing mentioned above is Article 6, Paragraph 1, Point f, GDPR. Processing data of existing customers for advertising purposes is considered to be a legitimate interest. If you exercise your right to object, the relevant contact address will be blocked for future processing for advertising purposes.

#### b. Newsletter

On our website, we offer you the opportunity of signing up for our newsletter. If you have consented to receive the newsletter, we will use your e-mail address and name to send you information about the products and services offered by HOFMANN GmbH as well as information about interesting events of HOFMANN GmbH, such as the HOFMANN Expo or the participation of HOFMANN GmbH in trade fairs in Germany and worldwide. The legal basis for processing your data after registering for the newsletter is Article 6, Paragraph 1, Point a, GDPR. When registering for the newsletter, we also save the IP address as well as the date and time of registration. The processing of these data is necessary to be able to prove a given consent. The legal basis results from our legal obligation to document your consent (Art. 6 para. 1 letter c) in connection with Art. 7 para. 1 GDPR).

You may, at any time, revoke your consent to receiving the newsletter with effect for the future via the link provided for this purpose in the newsletter or by sending a message to that effect through the mail or via email to [info@hofmannmarking.de](mailto:info@hofmannmarking.de). After you have revoked your consent, your email address will be erased forthwith from our newsletter distribution list.

We also analyse the reading behaviour and opening rates of our newsletter. For this purpose, we collect and process pseudonymised usage data which we do not merge with your e-mail address or IP address. The legal basis for the analysis of our newsletter is Art. 6 para. 1 letter f) GDPR and the processing serves our legitimate interest in optimising our newsletter. You can object to this at any time by contacting one of the contact channels mentioned above.

#### c. Cookies

In order to make visiting our website attractive and to enable the use of certain functions, we make use of so-called cookies on our website on the basis of Article 6, Paragraph 1, Point f, GDPR. These are small text files that are placed on your terminal and are saved when you visit our website. In the cookie, information is stored that arises in each case in connection with the specifically used terminal device. Cookies cannot execute programs or transmit viruses to your computer. Some of the cookies used by us are deleted after the end of the browser session, meaning upon closing your browser (so-called session cookies). Other cookies remain on your terminal device and enable us to recognise your browser during your next visit (persistent cookies). You can set your browser so that you are informed about the placing of cookies and decide individually whether to accept them or whether to exclude the acceptance of cookies in certain cases or in general. Already stored cookies can be deleted at any time. That can also be done automatically. However, if cookies for our website are deactivated or if cookies are not accepted at all, the functionality of our website may be limited.

#### d. Google Analytics

For the purpose of designing and continuously optimising our website in line with requirements, we use Google Analytics, a web analysis service provided by Google Ireland Limited (Ireland/EU) ("Google"), on the basis of Article 6, Paragraph 1, Point f, GDPR. Google Analytics uses so-called "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will usually be transmitted to and stored by Google on servers in the United States of America. In case of activation of IP anonymisation, Google will truncate/anonymise the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases is your full IP address transmitted to a server of Google in the USA and shortened there. On behalf of the website provider, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. We should like to point out that on this website Google Analytics has been extended with the code "gat\_anonymizelp();" to ensure that IP addresses are captured in an anonymous way (so-called IP masking). To the best of our knowledge, Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of this website. Furthermore, you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/qaoptout?hl=en-GB>. If you visit our website via a mobile device, you can deactivate Google Analytics by clicking on this [link](#).

We use Google Analytics for analysing the use of our website and to be able to improve it regularly. By means of the usual statistics, we can improve our presentation and make it more interesting for you as a user. For the exceptional cases in which personal data are transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

For more information about privacy in connection with Google Analytics, please refer to the Google Analytics website at <https://support.google.com/analytics/answer/6004245?hl=en-GB>.

#### e. Integrated services and contents of third parties

We use services, services and content (collectively, "Content") provided on our Website by third parties. For such an integration a processing of your IP address is technically necessary, so that the contents can be sent to your browser. Your IP address will therefore be transmitted to the respective third party providers. This data processing is carried out in order to safeguard our legitimate interests in the optimisation and economic operation of our website and is based on the following principles

Legal basis of Art. 6(1)(f) GDPR. You can object to this data processing at any time via the settings of the browser used or certain browser extensions. One such extension is the uMatrix matrix-based firewall for the Firefox and Google Chrome browsers. Please note that this may result in functional restrictions on the website.

We have incorporated into our website content from the following third-party services:

"Google Web Fonts" from Google Ireland Limited (Ireland/EU) to display fonts. When using Google services we cannot exclude the possibility that the data processed may be transferred by us to Google LLC (USA), which is based in the USA. Google LLC is certified under the EU-US Privacy Shield.

"Cloudflare" of the Cloudflare Inc (USA) for the representation of contents. Cloudflare is certified under the EU-US Privacy Shield..

#### f. **Plugins of social networks**

We use buttons on our website to social networks and comparable offers of third parties (hereinafter referred to as "plugin"). These plugins enable you to distribute the contents of our website in the respective social network. In order to integrate the plugin into our website, its program code is transferred directly from the servers of the respective provider when you call up our website. For this a transmission of the used IP address is technically necessary. This transmission takes place regardless of whether you click on the plugin or not. If you are logged into your user account at the social network or interact with the plugin when you visit our website, further data may be transmitted. For further information please contact the respective provider of the plugin. The data processing takes place in each case to protect our legitimate interests in increasing the awareness and reach of our website and is based on the legal basis of Art. 6 Para. 1 Letter f) GDPR.

We have integrated plug-ins from the following third-party providers into our website:

The plugin of the social network facebook.com of Facebook Inc. (USA). For European users Facebook.com is supported by Facebook Ireland Ltd. (Ireland/EU) ("Facebook"). Facebook. Inc. is certified under the EU-US Privacy Shield.

### 3. **Handling of contracts**

For the establishment or implementation of the contractual relationship with our customers, the processing of the personal master, contract and payment data provided to us is necessary on a regular basis. The collection, storage and transfer is therefore carried out for the purpose of fulfilling the contract and on the basis of Art. 6 Para. 1 lit. b GDPR. Failure to provide this data may result in the contract not being concluded. To some extent, we use external service providers to process your data. These have been carefully selected and commissioned by us, are bound by our instructions and are checked regularly. The personal data collected by us will be forwarded to the transport company commissioned with the delivery within the framework of contract processing, insofar as this is necessary for the delivery of the goods. As far as we do not use your contact data for advertising purposes, your data will be stored after complete processing and fulfilment of the contract with regard to tax and commercial retention periods, but will be blocked for other purposes and deleted after expiry of these periods, unless you have expressly consented to the further use of your data.

If you have selected the credit card payment method, your bank details will be forwarded to the relevant payment service provider (currently: Wirecard) for payment processing in accordance with Art. 6 Para. 1 lit. b GDPR after completion of the order and after successful verification. Your data will only be passed on for payment processing purposes and only to the extent that it is required for this purpose. The responsibility for the payment data lies with the payment service provider. Further information on the data processing carried out by the payment service provider Wirecard AG, Einsteinring 35, 85609 Aschheim, Germany and their contact information can be found at <https://www.wirecardbank.de/GDPR> All payment data as well as data on any chargebacks that may occur will only be stored for as long as they are required for payment processing and for combating misuse.

To prevent unauthorized access to your personal data by third parties, the order process is encrypted using TLS technology.

### 4. **Contact form/e-mail contact/telephone contact**

Personal data that you provide to us when filling out contact forms, by telephone or by e-mail will be treated confidentially. We use your data exclusively for the purpose of processing your enquiry. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest in this data processing results from the goal of answering your inquiry, solving any existing problems and thus maintaining and promoting your satisfaction as a customer or user of our website. If the purpose of establishing contact is to conclude a contract, the additional legal basis is Art. 6 para. 1 lit. b GDPR. To the extent necessary to process your enquiry, we pass on extracts of your enquiry to contractual partners (e.g. suppliers for product-specific enquiries) in order to process your enquiry. All personal data that you provide to us for enquiries via this website or by e-mail will be deleted as soon as they are no longer required for the purpose of their collection.

### 5. **Data processing for advertising purposes**

If you have concluded a contract with us, we will keep you as an existing customer. We may process the data you provide - within the framework of the contractual relationship - in order to send you interesting information about the products in our portfolio by letter post.

You can object to the data processing for the aforementioned purposes at any time by sending a message to [info@hofmannmarking.de](mailto:info@hofmannmarking.de).

The legal basis for the aforementioned processing is Art. 6 Para. 1 lit. f GDPR. The processing of existing customer data for our own advertising purposes is to be regarded as a legitimate interest. If you file an objection, the affected Kontakt address will be blocked for further advertising data processing.

## 6. Application

When you apply to our company, we process your application data exclusively for purposes related to your interest in current or future employment with us and the processing of your application. Your application will only be processed and acknowledged by the relevant contact persons at our company. All employees entrusted with data processing are obliged to maintain the confidentiality of your data. If we are unable to offer you employment, we will retain the data you provide for up to six months after any rejection for the purpose of answering questions relating to your application and rejection. This does not apply if statutory provisions prevent deletion, if further storage is necessary for the purpose of presenting evidence or if you have expressly agreed to longer storage. Legal basis for the data processing is § 26 Abs. 1 S. 1 BDSG. If we keep your applicant data for a period of six months and you have expressly consented to this, we would like to point out that this consent can be freely revoked at any time in accordance with Art. 7 Para. 3 GDPR. Such a revocation does not affect the legality of the processing, which has taken place until the revocation on the basis of the consent.

## 7. Data processing on our Facebook fan page

When you visit our Facebook page, on which we present our company or individual products from our range, certain information about you is processed. Facebook Ireland Ltd (Ireland/EU) is solely responsible for this processing of personal data. For more information about Facebook's processing of personal data, please visit <https://www.facebook.com/privacy/explanation>

### a. Processing of Page Insights

Facebook provides us with anonymous statistics and insights for our Facebook Page, which help us understand the types of actions people take on our Page (known as "Page Insights"). These Site Insights are created based on certain information about individuals who have visited our Site. This processing of personal data is done by Facebook and us as the joint responsible party. The processing serves our legitimate interest in evaluating the types of actions taken on our site and improving our site based on this knowledge. The legal basis for this processing is Art. 6 Para. 1 Letter f) GDPR. Under no circumstances will we assign the information obtained via the Page Insights to a specific Facebook profile via the reference to "Like" information for our page.

We have reached an agreement with Facebook on processing as joint data controller, which defines the distribution of data protection obligations between us and Facebook. For details of the processing of personal data to create page insights and the agreement between us and Facebook, please visit [https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data_about_page_insights_data).

### b. Processing of data provided to us through our site

We also process information that you have provided to us through our Facebook page. Such information may include your Facebook name, contact information or a message to us. We will only process this personally identifiable information if we have previously specifically asked you to provide it to us, such as in a survey or sweepstakes. This processing is carried out by us as the sole responsible party.

If your request is directed to the conclusion or execution of a contract with us, Art. 6 Para. 1 Letter b) GDPR is the legal basis for data processing. Otherwise, we process the data on the basis of our legitimate interest in contacting inquiring persons. The legal basis for data processing is then Art. 6 Para. 1 Letter f) GDPR.

## 8. Your rights

In accordance with Art. 7 para. 3 GDPR, you have the right to revoke your consent to us at any time. As a result, we may no longer continue the data processing based on this consent in the future.

In addition, you have the following rights vis-à-vis us with regard to the personal data concerning you: You have the right to obtain information about your stored personal data at any time (Art. 15 GDPR). You also have the right to have your personal data corrected or deleted (Art. 16 and Art. 17 GDPR). You also have the right to limit the processing of your personal data (Art. 18 GDPR) and to data transferability (Art. 20 GDPR).

If we base the processing of your personal data on a weighing of interests pursuant to Art. 6 para. 1 lit. f GDPR, you may object to the processing (Art. 21 GDPR).

When exercising such an objection, we ask you to explain the reasons why we should not process your personal data as we have done. In the event of your justified objection, we will examine the facts and either discontinue or adapt the data processing or point out our compelling reasons worthy of protection on the basis of which we will continue the processing.

Of course, you can object to the processing of your personal data for advertising purposes at any time (see section 6 above).

You also have the right to complain to a data protection supervisory authority about the processing of your personal data by us.

If you have any questions regarding the collection, processing or use of your personal data, for information, correction or deletion of data or for revocation of consents or objections, please contact us by e-mail at [info@hofmannmarking.de](mailto:info@hofmannmarking.de) or by post at the address given under "Responsible office".

#### 9. Data protection officer

You can reach our data protection officer at the following contact details:  
[datenschutzbeauftragter@hofmannmarking.de](mailto:datenschutzbeauftragter@hofmannmarking.de)

#### **HOFMANN GmbH**

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