

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

1 Overview

The term "personal data" under data protection law refers to all information that relates to a specific or identifiable person. 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, letter a, GDPR, serves as the legal basis for processing the data.

Article 6, Paragraph 1, letter 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, letter 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, letter 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. Data transfer to third countries

Visiting our website may involve the transmission of certain personal data to third countries, i.e. countries in which the GDPR is not applicable. Such a transfer takes place in a permissible manner if the European Commission has determined that an adequate level of data protection is required in such a third country. If there is no such adequacy decision by the European Commission, personal data will only be transmitted to a third country if there are suitable guarantees in accordance with Art. 46 GDPR or if one of the requirements of Art. 49 GDPR is met.

Unless otherwise specified below, we use the EU standard contractual clauses as suitable guarantees for the transmission of personal data to processors in third countries: <https://eur-lex.europa.eu/legal-content/DE/TXT/?uri=CELEX%3A32010D0087>.

b. 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 letter 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.

c. 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. 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.

d. 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. 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. The use of cookies is in part technically necessary for the operation of our website and is therefore permitted without the consent of the user. We may also use cookies to offer special functions and content as well as for analysis and marketing purposes. These can also include cookies from third-party providers (so-called third-party cookies). We only use such technically unnecessary cookies with your consent in accordance with § 15 paragraph (3) TMG or Article 6 paragraph 1, letter (a) GDPR. Information on the purposes, providers, technologies used, stored data and the storage duration of individual cookies can be found in the settings of our consent management tool, to which you will find a link in the following section.

e. Consent Management über cookiebot

This website uses the consent management of cookiebot from Cybot (Cybot A / S, Haynegade39, 1058 Copenhagen, Denmark). The consent banner enables the users of our website to give consent to certain data processing processes or to revoke consent given. Cookiebot also helps us to provide evidence of the declaration of consent. For this purpose, cookiebot processes information about the declaration of consent and other log data for this declaration. Cookies are also used to collect this data.

The processing of this data is necessary in order to be able to prove that consent has been given. The legal basis results from our legal obligation to document your consent (Art. 6 Paragraph 1 Letter c) in conjunction with Art. 7 Para. 1 GDPR).

Information on the purposes, providers, technologies used, saved data and the storage duration of individual cookies can be found under the link "Manage cookies" below.

<https://www.hofmannmarking.de/en/data-protection/>

f. Google Marketing Services

We use the Google Tag Manager from Google Ireland Limited (Ireland / EU). The Google Tag Manager is used to manage our website tags via an interface. The Google Tag Manager is a cookie-free domain that does not collect or store any personal data. The Google Tag Manager only triggers other tags, which in turn may collect data without accessing this data themselves. If a deactivation has been made at the domain or cookie level, this remains in effect for all tracking tags that are implemented with Google Tag Manager.

We use the Google Analytics service from Google Ireland Limited (Ireland / EU) to design and continuously optimize our website in line with requirements. The service uses cookies, which enable an analysis of your use of our website. Personal data is processed in the form of online identifiers (including cookie identifiers), IP addresses, device identifiers and information about the interaction with our website. Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities within our website and to provide us with other services related to the use of our website and the internet. User profiles can be created from the processed data, which we may link to data that we have received via our contact form. We only use Google Analytics with activated IP anonymization. This means that the IP address of the user is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. We use the Google Universal Analytics variant. This enables us to assign interaction data from different devices and from different sessions to a unique user ID. This enables us to put and analyze individual user actions in context.

Further information on this processing activity, the technologies used, stored data and the storage period can be found in the settings of our consent management tool. The Google Tag Manager and Google Analytics can only be used with your consent in accordance with Section 15 (3) TMG or Article 6 (1) (a) GDPR.

With Google services, the transmission of data to Google Inc. in the USA cannot be ruled out. Please note the information in the section "Data transfer to third countries". Users can find more information on data protection at Google in Google's data protection information: <https://www.google.com/policies/privacy>.

g. 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 only takes place with your consent in accordance with Section 15 Paragraph 3 TMG or Article 6 Paragraph 1 Letter a 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 matrix-based firewall uMatrix 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 Maps" from Google Ireland Limited (Ireland / EU) for displaying maps.

When using Google services, we cannot rule out the transmission of the processed data to Google LLC (USA) based in the USA. The transfer takes place only with your consent in accordance with Art. 49 Para. 1 Letter a GDPR. Users can find more information on data protection at Google in Google's data protection information: <https://www.google.com/policies/privacy>

- "Vimeo" from Vimeo Inc. (New York / USA) for displaying videos.

Even when using Vimeo, we cannot rule out the transmission of the processed data to the US-based Vimeo Inc. The transfer takes place only with your consent in accordance with Art. 49 Para. 1 Letter a GDPR. Users can find further information on data protection at Vimeo in the data protection information from Vimeo: <https://vimeo.com/privacy>

3. Data processing on our social media websites

We are represented with a company page on several social media platforms. We would like to offer further possibilities for information about our company and for exchange. Our company has corporate pages on the following social media platforms:

- Facebook
- Instagram
- Twitter
- YouTube
- Pinterest

If you visit or interact with a profile on a social media platform, personal data about you may be processed. The information associated with a social media profile used also regularly represents personal data. This also includes messages and statements made using the profile. In addition, certain information is often automatically collected during your visit to a social media profile, which can also represent personal data.

a. Facebook and Instagram website

When you visit our Facebook or Instagram page, through 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. Further information about the processing of personal data by Facebook can be found at <https://www.facebook.com/privacy/explanation>.

Please note that in accordance with Facebook's data protection regulations, user data is also processed in the USA or other third countries. Facebook only transfers user data to countries for which the European Commission has issued an adequacy decision in accordance with Art. 45 GDPR or on the basis of suitable guarantees under Art. 46 GDPR.

Facebook offers the possibility to object to certain data processing; Relevant information and opt-out options can be found at <https://www.facebook.com/settings?tab=ads>

• Processing of page insights

Facebook provides us with statistics and insights for our Facebook and Instagram pages in anonymised form, with the help of which we obtain information about the types of actions that people take on our page (so-called "page insights"). These page insights are created on the basis of certain information about people who have visited our site. This processing of personal data is carried out by Facebook and us as jointly responsible. 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 Article 6, Paragraph 1, Letter f GDPR. We cannot assign the information obtained via the page insights to individual Facebook profiles that interact with our Facebook page.

We have reached an agreement with Facebook on processing as jointly responsible, in which the distribution of data protection obligations between us and Facebook is specified. Details about the processing of personal data for the creation of page insights and the agreement concluded between us and Facebook can be found at https://www.facebook.com/legal/terms/information_about_page_insights_data.

With regard to this data processing, you have the option of asserting your rights as a data subject (see "Your rights") against Facebook. Further information can be found in Facebook's data protection declaration at <https://www.facebook.com/privacy/explanation>.

- **Processing of data that you provide to us**

We also process information that you have made available to us via our Facebook or Instagram page. Such information can be the Facebook / Instagram name, contact details or a message to us. We only process this personal data if we have previously expressly asked you to provide us with this data. We are solely responsible for this processing.

If your request is aimed at concluding or executing a contract with us, Article 6 (1) (b) GDPR is the legal basis for data processing. Otherwise, we process the data on the basis of our legitimate interest in getting in contact with inquiring persons. The legal basis for the data processing is then Art. 6 Para. 1 Letter f) GDPR.

b. Twitter

Twitter Inc. (USA) is solely responsible for processing personal data when you visit our Twitter profile. Further information on the processing of personal data by Twitter Inc. is available at <https://twitter.com/de/privacy>.

c. YouTube

Google Ireland Limited (Ireland / EU) is solely responsible for the processing of personal data when you visit our YouTube channel. Further information on the processing of personal data by YouTube or Google Ireland Limited can be found at <https://policies.google.com/privacy>.

d. Pinterest

Pinterest Europe Ltd. is fundamentally responsible for processing personal data when you visit our Pinterest profile. (Ireland / EU) solely responsible. Further information on the processing of personal data by Pinterest Europe Ltd. d can be found at <https://policy.pinterest.com/de/privacy-policy>.

4. 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 letter 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: Mollie) for payment processing in accordance with Art. 6 Para. 1 letter 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 Mollie HQ, Keizersgracht 126, 1015CW Amsterdam, The Netherlands and their contact information can be found at <https://www.mollie.com/de/privacy>. 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.

5. 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 letter 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 letter 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.

6. 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

The legal basis for the aforementioned processing is Art. 6 Para. 1 letter 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 contact address will be blocked for further advertising data processing.

7. 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.

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 letter 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 or by post at the address given under " **Name and Address of responsible person** ".

9. Data protection officer

You can reach our data protection officer at the following contact details:

E-Mail: datenschutzbeauftragter@hofmannmarking.de
Herting Oberbeck Datenschutz GmbH
Hallerstr. 76, 20146 Hamburg
<https://www.datenschutzkanzlei.de>

HOFMANN GmbH

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