

## **HÜPPE GmbH's privacy policy**

### **I. Name and address of the controller**

The controller under the terms of the General Data Protection Regulation, other national data protection legislation of the member states and other provisions under data protection legislation is:

#### **HÜPPE GmbH**

Industriestrasse 3  
26160 Bad Zwischenahn  
Germany

Tel.: +49 (0)44 036 70  
Email: [hueppe@hueppe.com](mailto:hueppe@hueppe.com)  
Website: [www.hueppe.com](http://www.hueppe.com)

The controller's data protection officer is:

#### **Treuhand Weser-Ems Unternehmensberatung GmbH**

Langenweg 55  
26125 Oldenburg  
Germany

Tel.: +49 (0)44 1971 0219  
Email: [datenschutzbeauftragter@hueppe.com](mailto:datenschutzbeauftragter@hueppe.com)

### **II. General information on data processing**

#### **1. Extent of personal data processing**

In principle, we collect and use our users' personal data only insofar as doing so is necessary to provide a functional website (including the HÜPPE website, the HÜPPE online shop and the HÜPPE product configurator) and to provide our contents and services. Our users' personal data is collected and used regularly, and only after said users have given their consent to this effect. An exception applies in those cases where it is not possible to obtain prior consent for factual reasons and where data processing is permitted by law.

## **2. Legal basis for personal data processing**

Insofar as we obtain the data subject's consent to process their personal data, Article 6, paragraph 1, point (a), of the EU General Data Protection Regulation (GDPR) shall apply as the legal basis for personal data processing.

In the event of processing personal data which is necessary to fulfil a contract to which the data subject is a contracting party, Article 6, paragraph 1, point (b), of the GDPR shall apply as the legal basis. This also applies to processing which is required to carry out pre-contractual measures.

If personal data needs to be processed to fulfil a legal obligation to which our company is subject, Article 6, paragraph 1, point (c), of the GDPR shall apply as the legal basis.

In cases where the vital interests of the data subject or another natural person make it necessary to process personal data, Article 6, paragraph 1, point (d), of the GDPR shall apply as the legal basis.

If processing is necessary to protect a legitimate interest on the part of our company or a third party, and if the data subject's interests, fundamental rights and fundamental freedoms do not take precedence over the former interest, Article 6, paragraph 1, point (f), of the GDPR shall apply as the legal basis for processing.

## **3. Deletion of data and duration of storage**

The data subject's personal data shall be deleted or blocked as soon as the purpose of storage ceases to apply. Storage can also take place if this was stipulated by the European or national legislator in Union regulations, legislation or other specifications to which the controller is subject. Blocking or deletion of the data also takes place if a storage period stipulated by the aforementioned standards elapses, unless the data must be stored for longer to conclude or fulfil a contract.

# **III. Providing the website and creating log files**

## **1. Description and extent of data processing**

Each time our website is accessed, our system automatically records data and information from the accessing computer's computer system.

The following data is collected in this regard:

- (1) Information about the browser type and the version used
- (2) The user's operating system
- (3) Information about the user's mobile terminal device
- (4) The user's internet service provider
- (5) The user's IP address
- (6) Date and time of access
- (7) The visitor's location
- (8) Websites from which the user's system accessed our website
- (9) Websites which are accessed by the user's system via our website

The data is also stored in our system's log files.

## **2. Legal basis for data processing**

The legal basis for the temporary storage of data and the log files is Article 6, paragraph 1, point (f), of the GDPR.

## **3. Purpose of data processing**

Temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. The user's IP address must remain stored for the duration of the session for this purpose.

Storage in log files is carried out to guarantee the functionality of the website. Additionally, we also use the data to optimise the website and to ensure the security of our IT systems. Evaluation of data for marketing purposes does not take place in this regard.

In these purposes, we also have a legitimate interest in data processing according to Article 6, paragraph 1, point (f), of the GDPR.

## **4. Duration of storage**

The data shall be deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of data being recorded to provide the website, this is done when the respective session is ended.

If data is stored in log files, this is done seven days afterwards at the latest. Extended storage is possible. In this case, users' IP addresses are deleted or modified so that they can no longer be allocated to the accessing client.

## **5. Opportunity to object and remove**

Data must be recorded under all circumstances to provide the website and store the data in log files for the purpose of operating the website. As a result, the user has no opportunity to object.

## **IV. Use of cookies**

### **1. Description and extent of data processing**

Our website uses cookies. Cookies are text files which are stored in the user's internet browser or on the user's computer system by the internet browser. If a user accesses a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic character string which enables unique identification of the browser the next time the website is called up.

We use cookies to make our website more user-friendly. Some elements of our website require the accessing browser to also be identifiable after a page change.

The following data is stored and transferred in the cookies:

- a) Language settings
- b) Market / country website accessed
- c) Items in a shopping basket
- d) Login information
- e) Storage of login details

We also use cookies which enable analysis of the user's surfing behaviour on our website.

The following data may be transferred in this way:

- a) Information on whether the visitor is accessing the website for the first time or is a returning visitor
- b) Entered search terms
- c) The visitor's origin
- d) Technical data, such as the browsers and operating systems used, or information about the (mobile) terminal devices used
- e) Information about the internet service provider used
- f) Information about how the website is used, e.g. the frequency of page views, what pages are called up or how much time is spent on the website
- g) Use of website functions
- h) Demographic data

The user data collected in this way is pseudonymised by technical means. It is therefore no longer possible to assign the data to the accessing user. The data is not stored together with other personal user data.

When our website is accessed, users are informed of the use of cookies for analysis purposes by means of an information banner, and reference is made to this privacy policy. In this regard, information is also provided about how the storage of cookies can be prevented in the browser settings.

## **2. Legal basis for data processing**

The legal basis for personal data processing using cookies is Article 6, paragraph 1, point (f), of the GDPR.

## **3. Purpose of data processing**

The purpose of using technically necessary cookies is to simplify use of the website for users. Some functions of our website cannot be offered without the use of cookies. To this end, the browser must be recognised even after a page change.

We need cookies for the following applications:

- a) Storage of the contents of the shopping basket and progress during an ordering process
- b) Application of language settings
- c) Bookmarking of search terms

The user data collected by technically necessary cookies is not used to create user profiles.

The analysis cookies are used for the purpose of improving the quality of our website and its contents. The analysis cookies allow us to find out how the website is used and therefore allow us to continuously optimise it in the interests of our website visitors.

In these purposes, we also have a legitimate interest in personal data processing according to Article 6, paragraph 1, point (f), of the GDPR.

#### **e) Duration of storage and opportunity to object and remove**

Cookies are stored on the user's computer and are transferred to it by us. You as a user therefore have full control over the use of cookies. By changing the settings in your internet browser, you can deactivate or restrict the transfer of cookies. You can delete cookies that have already been stored at any time. This can also be done automatically. If cookies are deactivated for our website, it may not be possible to use all of the website's functions in full.

## **V. Contact form and email contact**

### **1. Description and extent of data processing**

On our website, there is a contact form which can be used to contact us electronically. If a user uses this option, the data entered in the input screen shall be transferred to us and stored. This data includes:

- (1) The user's IP address
- (2) Date and time of registration
- (3) Title
- (4) First name and surname
- (5) Information about the company and customer number
- (6) Address details
- (7) Contact details, such as email address and phone number
- (8) Nature of the request
- (9) User notification

The data is processed in line with the legal conditions on processing the request. Data is only used to send further information and offers relating to HÜPPE products and services with your consent, which can be confirmed during the contact send process.

Alternatively, you can contact us using the email address provided: [hueppe@hueppe.com](mailto:hueppe@hueppe.com). In this case, the user's personal data which is transferred with the email is stored.

Data is not disclosed to third parties in this regard insofar as it is unnecessary for direct processing of the request. The data is only used for processing the conversation.

## **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

The legal basis for processing data transferred in the course of sending an email is Article 6, paragraph 1, point (f), of the GDPR. If you have contacted us by email with the aim of concluding a contract, Article 6, paragraph 1, point (b), of the GDPR forms an additional legal basis.

## **3. Purpose of data processing**

We process personal data from the input screen for the purpose of processing contact and – provided that the visitor has given their express consent to this effect – providing information and offers relating to customised HÜPPE products and services using the communication channel specified by the user.

If the user makes contact by email, there is also a required legitimate interest in data processing.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our IT systems.

## **4. Duration of storage**

The data shall be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the contact form's input screen and the data sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the situation in question has been conclusively clarified and the user has no further interest in a HÜPPE product or service.

## **VI. Requesting information material**

### **1. Description and extent of data processing**

We offer users the opportunity to request information and advertising material in various places on our website. This includes:

- a) Printed or digital product brochures
- b) PDFs containing information about the user's configured product

The following data is also stored when the request is sent:

- (1) The user's IP address
- (2) Date and time of registration
- (3) Title
- (4) First name and surname
- (5) Information about the requested information material / specific product
- (6) Email address
- (7) Phone number
- (8) Address details

The data is processed in line with the legal conditions on processing the request.

Data is only used to send further information and offers relating to HÜPPE products and services with your consent, which can be confirmed during the contact send process.

Your data shall not be disclosed to third parties in this respect.

### **2. Legal basis for data processing**



The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

### **3. Purpose of data processing**

We process personal data from the input screen for the purpose of sending the requested information material using the communication channel requested by the user. If the user has given their express consent to this effect, we also use the data to provide information about HÜPPE products and services.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our IT systems.

The data collected in this respect is not disclosed to third parties.

### **4. Duration of storage**

The data shall be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the contact form's input screen and the data sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the situation in question has been conclusively clarified and the user has no further interest in a HÜPPE product or service.

## **VII. Requesting local-based information**

### **1. Description and extent of data processing**

It is possible to request address details for contractors, dealers or sales exhibitions in the user's local area via our website. If a user uses this option, the data entered in the input screen shall be transferred to us and stored. This data includes:

- (1) The user's IP address
- (2) Date and time of the request
- (3) Title
- (4) First name and surname
- (5) Address details

- (6) Contact details, such as email address and phone number
- (7) Information about which specific product the user is interested in

The data is processed in line with the legal conditions on processing the request. Data is only used to send further information and offers relating to HÜPPE products and services with your consent, which can be confirmed during the contact send process.

## **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

## **3. Purpose of data processing**

We process personal data from the input screen for the purpose of processing the request for regional contractors or dealers. If the user has given their express consent to this effect, we also use the data to provide information about HÜPPE products and services.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our IT systems.

The data collected in this respect is not disclosed to third parties.

## **4. Duration of storage**

The data shall be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the contact form's input screen and the data sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the situation in question has been conclusively clarified and the user has no further interest in a HÜPPE product or service.

# **VIII. Email forwarding function**

## **1. Description and extent of data processing**

On our website, we offer the user the opportunity to forward information or PDF data directly to third parties. This function may only be used to send information to a normal extent and only to third parties who are known to the user directly.

Using this function for spamming purposes is prohibited.

If a user uses this option, the data entered shall be transferred to us. This data includes:

- (1) The recipient's first name and surname
- (2) The recipient's email address
- (3) The sender's first name and surname
- (4) The sender's email address

The data is processed in line with the legal conditions on processing the request.

The sender's data is disclosed to the recipient in the email.

## **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

## **3. Purpose of data processing**

We process personal data from the input screen to send the requested information material to the third party known to the user on the user's behalf. The personal data is no longer stored once the information has been sent.

The sender's data is disclosed to the recipient for authentication purposes. Data is not disclosed to third parties either.

## **4. Duration of storage**

The personal data is deleted straight after the information has been sent to the third party known to the user.

## **IX. Requesting a service**

### **1. Description and extent of data processing**

On our website, we offer users the opportunity to request a technician for an on-site service (such as a repair).

The following data is also stored when the message is sent:

- (1) The user's IP address
- (2) Date and time of registration
- (3) Title
- (4) First name and surname
- (5) Address details
- (6) Contact details, such as email address and phone number
- (7) Information about the product, such as the ID number, series, product description and year of construction
- (8) Information to describe the problem
- (9) Service costs
- (10) Information about possible additional costs
- (11) Payment details for the selected payment method (credit card, PayPal or direct debit)

The data is processed in line with the legal conditions on processing the request.

Data is only used to send further information and offers relating to HÜPPE products and services with your consent, which can be confirmed during the contact send process.

## **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

## **3. Purpose of data processing**

We process personal data from the input screen to send a regional technician and for the purposes of processing and payment of the requested service. If the user has given their express consent to this effect, we also use the data to provide information about HÜPPE products and services.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our IT systems.

During payment of the requested service, data shall be transferred to our payment service providers for the purpose of executing the payment transaction.

#### **4. Duration of storage**

The data shall be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the contact form's input screen and the data sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the situation in question has been conclusively clarified and the user has no further interest in a HÜPPE product or service.

### **X. Callback service**

#### **1. Description and extent of data processing**

We offer a callback request service on our website.

If a user uses this option, the data entered in the input screen shall be transferred to us and stored. This data includes:

- (1) The user's IP address
- (2) Date and time of registration
- (3) Title
- (4) First name and surname
- (5) Contact details, such as email address and phone number
- (6) User notification

The data is processed in line with the legal conditions on processing the request.

Data is only used to send further information and offers relating to HÜPPE products and services with your consent, which can be confirmed during the contact send process.

#### **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

### **3. Purpose of data processing**

We process personal data from the input screen to process and carry out the requested callback service. If the user has given their express consent to this effect, we also use the data to provide information about HÜPPE products and services.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our IT systems.

Your data shall not be disclosed to third parties.

### **4. Duration of storage**

The data shall be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the contact form's input screen and the data sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the situation in question has been conclusively clarified and the user has no further interest in a HÜPPE product or service.

## **XI. Registration for the 30-year warranty**

### **1. Description and extent of data processing**

We offer a 30-year warranty for selected products. Registration is necessary to obtain the corresponding services if a warranty claim is made.

If a user uses this option, the data entered in the input screen shall be transferred to us and stored. This data includes:

- (1) The user's IP address
- (2) Date and time of registration
- (3) Title
- (4) First name and surname
- (5) Address details
- (6) Contact details, such as email address and phone number
- (7) ID number of the product bought

- (8) Digital proof of purchase
- (9) Information about the user's personal purchase factors, feedback and recommendation tendencies

The data is processed in line with the legal conditions on processing the request.

Data is only used to send further information and offers relating to HÜPPE products and services with your consent, which can be confirmed during the contact send process.

## **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

## **3. Purpose of data processing**

We process personal data from the input screen to check the warranty services in the event of damage. If the user has given their express consent to this effect, we also use the data to provide information about HÜPPE products and services.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our IT systems.

The data is not disclosed to third parties.

## **4. Duration of storage**

The data shall be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the contact form's input screen and the data sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the situation in question has been conclusively clarified and the user has no further interest in a HÜPPE product or service.

# **XII. Online shop**

## **1. Description and extent of data processing**

We offer users the opportunity to buy spare parts, cleaning products and accessories on our online shop. This is possible with a customer account and the registration necessary for this. The following data is saved upon registration and during the course of the purchase:

- (1) The user's IP address
- (2) Date and time of purchase
- (3) Title
- (4) First name and surname
- (5) Address details
- (6) Contact details, such as email address and phone number
- (7) Ordered products
- (8) Details of the requested payment method

The data is processed in line with the legal conditions on processing the request.

Data is only used to send further information and offers relating to HÜPPE products and services with your consent, which can be confirmed during the contact send process.

## **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

## **3. Purpose of data processing**

We process personal data from the input screen to set up a customer account and for the purposes of sending and payment of the requested products. If the user has given their express consent to this effect, we also use the data to provide information about HÜPPE products and services.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our IT systems.

The details of the selected payment transaction shall be disclosed to our payment service provider for the purpose of executing the payment.

## **4. Duration of storage**



The data shall be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the contact form's input screen and the data sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the situation in question has been conclusively clarified and the user has no further interest in a HÜPPE product or service.

## **XIII. Marketing**

### **1. Description and extent of data processing**

Unless you have given your express consent to this effect, your personal data is only used for advertising purposes within the narrow limits of lawful authority. No promotional information is sent to you by email or phone without your express consent.

With your consent and in the context of lawful authority, we process and use the following data to the extent necessary for the purposes of advertising for our own products, services or offers:

- a) Affiliation to a group of people (e.g. HÜPPE customer or potential customer)
- b) Title
- c) First name and surname
- d) Address details
- e) Contact details such as phone number or email address

### **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

### **3. Purpose of data processing**

We use the personal data you enter to occasionally inform you about HÜPPE products or services. This is done using the communication channel selected by the user.

The user can object to the use of their personal data for advertising purposes at any time.

#### **4. Duration of storage**

We process personal data for the purposes of providing information and offers relating to HÜPPE products or services which are customised to the user.

The data collected in this respect is not disclosed to third parties.

#### **5. Opportunity to object and remove**

You can object to the use of your personal data for advertising purposes at any time.

### **XIV. Google AdWords and remarketing**

#### **1. Description and extent of data processing**

To coordinate our online marketing activities (e.g. banner advertising) to your needs and interests in a more targeted way, we use Google AdWords and the remarketing technology offered by Google. In this regard, demographic data is anonymously collected and stored in cookies for the remarketing of your interests in our products and services. These cookies are read and used when you visit other websites which are connected to Google's remarketing technology so as to offer you information which is individually interesting to you. This is done anonymously, i.e. you cannot be identified using the information stored in the cookie.

#### **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

You are informed of the use of cookies once you access our website. By acknowledging the cookie notice or by continuing to use the website, you are agreeing to the use of cookies.

#### **3. Purpose of data processing**

We use Google AdWords to purposefully show information relating to your search requests on Google. We also use display banners and remarketing banners to show you advertising banners which are coordinated to your interests on third-party websites. The information necessary for this is stored anonymously.

#### **4. Duration of storage**

The cookies automatically cease to be valid after 30 days.

#### **5. Opportunity to object and remove**

If you do not want information to be used for banner advertising coordinated to your interests, you can object to this at any time. You can prohibit the use of information for personalised advertising using the ad management settings at <https://www.google.com/settings/ads>.

### **XV. Google Analytics and Google Tag Manager**

#### **1. Description and extent of data processing**

This website uses Google Analytics, a web analytics service provided by Google Inc. ('Google'). Google Analytics uses 'cookies', which are text files that are saved on your computer and enable analysis of your use of this website. Information on your use of the website generated by the cookie is sent, as a rule, to a Google server in the USA, where it is stored.

We use IP anonymisation based on the '\_anonymizeIp()' extension. Use of IP anonymisation means that Google will truncate the IP address beforehand within member states of the European Union or other states which are parties to the Agreement on the European Economic Area. This means that there is no possibility of persons being identified directly. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and truncated there.

Using Google Analytics, we anonymously evaluate your use of the website so as to analyse the use and activities on the website and to provide further services associated with website and internet use. The IP address transmitted by your browser in the context of Google Analytics is not associated with any other data held by Google.

This website uses the 'demographic features' function of Google Analytics. Reports containing statements on the age, gender and interests of site visitors can therefore be compiled. This data comes from Google's interest-based advertising and from visitor data made available by third-party providers. This data cannot be assigned to a specific individual.

#### **2. Legal basis for data processing**

The legal basis for the use of Google Analytics is Section 15, paragraph 3, of the Telemediengesetz (TMG – German Telemedia Act) and Article 6, paragraph 1, point (f), of the GDPR.

You are informed of the use of cookies once you access our website. By acknowledging the cookie notice or by continuing to use the website, you are agreeing to the use of cookies.

### **3. Purpose of data processing**

You can disable this function at any time using the ad settings in your Google account or categorically prohibit Google Analytics' collection of your data as described in the next section.

### **4. Duration of storage**

The data sent by us and linked with cookies, user identifiers (e.g. user ID) or advertising IDs is automatically deleted after 14 months. Data whose storage period has ended is automatically deleted once per month. You will find further information about data protection and terms of use at <https://policies.google.com/?hl=en> and <https://www.google.com/analytics/terms/>.

### **5. Opportunity to object and remove**

You can prevent Google's collection and processing of the data generated by the cookie and related to your use of the website (including your IP address) by downloading and installing the browser plug-in available at the following link. The current link is: <https://tools.google.com/dlpage/gaoptout>.

You can prohibit the collection of demographic data using the ad management settings (<https://www.google.com/settings/ads>).

## **XVI. Use of social media components**

### **1. Use of Facebook components**

Our website uses features integrated into the social network Facebook, provided by Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA. You can recognize the Facebook plug-ins by the Facebook logo or the 'Like' button on our site. An overview of the Facebook plug-ins can be found here: <https://developers.facebook.com/docs/plugins/>.

When you access our pages with Facebook plug-ins, a connection is established between your browser and the servers of Facebook. Data is already transferred to Facebook during this process. Among other things, Facebook receives the information that you have visited our site with your IP address. This allows Facebook to associate visiting our pages with your user account. Interactions, in particular the use of a comment function or clicking on a 'Like' or 'Share' button, are also passed on to Facebook. We would like to point out that we, as the provider of these pages, do not receive any knowledge of the content of the transmitted data and their use by Facebook. You will find further information concerning this matter in Facebook's privacy policy at: <https://www.facebook.com/about/privacy>

Please log out of your Facebook user account if you do not want Facebook to be able to assign your visit to our site to your Facebook user account. Facebook's aforementioned privacy policy provides further information concerning this matter, particularly about Facebook's collection and use of data, about your rights in this regard, and about the settings available to protect your privacy.

## **2. Use of Twitter components**

Functions of the service Twitter are integrated on our website. These functions are provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the 'Retweet' function, the web pages you have visited are linked to your Twitter account and made known to other users. Data is also transmitted to Twitter during this process. We would like to point out that we as the operators of this website are not aware of the content of the data transmitted or the purposes for which it is used by Twitter. You will find further information concerning this matter in Twitter's privacy policy at: <https://twitter.com/privacy>.

You can change your Twitter privacy settings in your account settings at: <https://twitter.com/account/settings>.

## **3. Use of YouTube components**

Our website uses plug-ins from YouTube, the site operated by Google. The operator of the site is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit one of our pages featuring a YouTube plug-in, a connection to YouTube's servers is established. During this process, the YouTube server is made aware of which of our pages you have visited.

If you are logged into your YouTube account, you are enabling YouTube to allocate your surfing behaviour directly to your personal profile. You can prevent this from happening by logging out of your YouTube account.

For more information on the handling of user data, please see YouTube's Privacy Policy at: <https://policies.google.com/privacy?hl=en&gl=en>.

## **XVII. Registration for the B2B area**

### **1. Description and extent of data processing**

On our website, we offer users the opportunity to register by providing personal data. In this regard, data is entered in an input screen, sent to us and stored. Data is not disclosed to third parties. The following data is collected during the registration process:

The following data is also stored upon registration:

- (1) The user's IP address
- (2) Date and time of registration
- (3) Title
- (4) Customer number
- (5) First name and surname
- (6) Username and password (in encrypted form)
- (7) Contact details, such as email address, phone number and fax number
- (8) Name and address of the company
- (9) Information about the user's profession

The user's consent with regard to processing of this data is obtained during the registration process.

### **2. Legal basis for data processing**

The legal basis for data processing, provided that the user has given their consent to this effect, is Article 6, paragraph 1, point (a), of the GDPR.

### **3. Purpose of data processing**

The user is required to register to access certain content and services on our website.

Within the B2B area, we provide our B2B customers with additional information and services which are important to their individual fields of activity and which are not intended for the general public.

A user check is performed to prevent unauthorised access.

We also use the data specified in the context of registration for the B2B area to make contact by phone, email or post, so as to render the requested services

or provide information and offers relating to products and tailored to the user.

#### **4. Duration of storage**

The data is deleted as soon as the business relationship with the B2B customer is discontinued.

#### **5. Opportunity to object and remove**

As a user, you can cancel your registration and access to the B2B area at any time. You can modify the data stored about you at any time.

### **XVIII. Revocation**

The user has the opportunity to revoke their consent to the processing of their personal data at any time.

If you would like to revoke your consent to data processing either in whole or in part, please email this revocation to [datenschutzbeauftragter@hueppe.com](mailto:datenschutzbeauftragter@hueppe.com) or send it to the postal address provided below.

All personal data stored during the course of contact is deleted in this case.

### **XIX. Rights of the data subject**

If personal data about you is processed, you are the data subject under the terms of the GDPR, and you are entitled to the following rights vis-à-vis the controller:

#### **1. Right of access**

You can request confirmation of whether personal data concerning you is processed by us from the controller.

If such processing does take place, you can request information on the following from the controller:

- (1) The purposes for which the personal data is being processed;
- (2) The categories of personal data which are processed;
- (3) The recipients or categories of recipients to whom the personal data concerning you was or shall be disclosed;
- (4) The planned duration of storage of the personal data concerning you or, if specific information cannot be provided on this matter, criteria for defining the duration of storage;
- (5) The existence of a right to correct or delete the personal data concerning you, a right to restrict processing by the controller, and a right to object to such processing;
- (6) The existence of a right to lodge a complaint with a supervisory authority;
- (7) All of the available information about the origin of the data, if the personal data was not collected from the data subject;
- (8) The existence of automated decision-making, including profiling according to Article 22, paragraphs 1 and 4, of the GDPR, and – at least in these cases – meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

You are entitled to the right to request information about whether the personal data concerning you is transferred to a third country or an international organisation. In this context, you can request to be informed of the appropriate safeguards according to Article 46 of the GDPR in connection with such transfer.

## **2. Right to correction**

You have a right to correction and/or completion vis-à-vis the controller, provided that the processed personal data concerning you is incorrect or incomplete. The controller must correct the data without delay.

## **3. Right to restriction of processing**



You can request that processing of the personal data concerning you be restricted under the following conditions:

- (1) If you dispute the accuracy of the personal data concerning you for a duration that enables the controller to check the accuracy of the personal data;
- (2) If processing is unlawful and you refuse deletion of the personal data and instead request restriction of your personal data's use;
- (3) The controller no longer needs the personal data for the purposes of processing, but you require the same to establish, exercise or defend legal claims; or
- (4) If you have objected to processing according to Article 21, paragraph 1, of the GDPR and it has not yet been determined whether the controller's legitimate grounds take precedence over your grounds.

If processing of the personal data concerning you is restricted, such data may – with the exception of storage – only be processed with your consent, for the establishment, exercise or defence of legal claims, for the protection of rights of another natural or legal person, or for reasons of important public interest of the Union or of a member state.

If restriction of processing was not carried out according to the aforementioned conditions, you shall be informed by the controller before the restriction is removed.

#### **4. Right to deletion**

##### **a) Duty to delete**

You can make a request to the controller that the personal data concerning you be deleted immediately, and the controller is obligated to delete this data immediately where one of the following grounds apply:

- (1) The personal data concerning you is no longer necessary for the purposes for which it was collected or otherwise processed.
- (2) You revoke your consent on which processing according to Article 6, paragraph 1, point (a), or Article 9, paragraph 2, point (a), of the GDPR was based, and there are no other legal grounds for processing.

- (3) You object to processing according to Article 21, paragraph 1, of the GDPR and there are no other overriding legitimate grounds for processing, or you object to processing according to Article 21, paragraph 2, of the GDPR.
- (4) The personal data concerning you was processed unlawfully.
- (5) Deletion of the personal data concerning you is required to fulfil a legal obligation under Union law or the law of the member states to which the controller is subject.
- (6) The personal data concerning you was collected in relation to the offer of information society services according to Article 8, paragraph 1, of the GDPR.

b) Information to third parties

If the controller has made the personal data concerning you public and is obligated to delete the same according to Article 17, paragraph 1, of the GDPR, taking account of the available technology and the associated implementation costs, the controller shall take appropriate measures, including those of a technical nature, to inform other controllers processing the personal data that you as the data subject have requested the deletion of all links to this personal data or to copies or replications of the same.

c) Exceptions

The right to deletion does not exist insofar as processing is required:

- (1) to exercise the right to freedom of expression and information;
- (2) to fulfil a legal obligation which requires processing according to Union or member state law to which the controller is subject, to perform a task carried out in the public interest, or to exercise official authority vested in the controller;
- (3) for reasons of public interest in the area of public health according to Article 9, paragraph 2, point (h), and (i), as well as Article 9, paragraph 3, of the GDPR;
- (4) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes according to Article 89, paragraph 1, of the GDPR, insofar as the right mentioned under a) is likely to render impossible or seriously impair the achievement of the objectives of such processing; or

(5) for the establishment, exercise or defence of legal claims.

## **5. Right to information**

If you have asserted your right to correction, deletion or restriction of processing vis-à-vis the controller, the controller is obligated to inform all the recipients to whom the personal data concerning you was disclosed of this correction or deletion of data or of the restriction of processing, unless doing so proves to be impossible or would involve a disproportionate effort.

You are entitled to receive information about these recipients from the controller.

## **6. Right to data portability**

You have the right to receive the respective personal data which you provided to the controller in a structured, common and machine-readable format. You also have the right to transfer this data to another controller without hindrance from the controller to whom the personal data was provided, insofar as

- (1) processing is based on consent according to Article 6, paragraph 1, point (a), of the GDPR or Article 9, paragraph 2, point (a), of the GDPR or on a contract according to Article 6, paragraph 1, point (b), of the GDPR; and
- (2) processing is carried out by automated means.

In exercising this right, you further have the right to have the personal data concerning you transferred directly from one controller to another, where technically feasible. The rights and freedoms of others must not be adversely affected by the exercising of this right.

The right to data portability does not apply to the processing of personal data which is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

## **7. Right of objection**

You have the right, on grounds relating to your particular situation, to object at any time to processing of the personal data concerning you based on Article 6, paragraph 1, point (e), or (f), of the GDPR; this also applies to profiling based on these provisions.

The controller shall no longer process the personal data concerning you unless they can demonstrate compelling and legitimate grounds for processing which outweigh your interests, rights and freedoms, or if processing serves to establish, exercise or defend legal claims.

If the personal data concerning you is processed for the purpose of carrying out direct advertising, you have the right at any time to object to processing of the personal data concerning you for the purposes of such advertising; this also applies to profiling if it is in conjunction with such direct advertising.

If you object to processing for the purposes of direct advertising, the personal data concerning you shall no longer be processed for these purposes.

In connection with the use of information society services – notwithstanding Directive 2002/58/EC – you can exercise your right of objection by automated means where technical specifications are used.

#### **8. Right to revocation of your declaration of consent under data protection legislation**

You have the right to revoke your declaration of consent under data protection legislation at any time. Revocation of consent does not affect the lawfulness of processing carried out on the basis of the consent until the revocation.

#### **9. Automated decision on a case-by-case basis, including profiling**

You have the right to not be subjected to a decision based solely on automated processing – including profiling – which has legal implications for you or significantly affects you in another way.

This does not apply if the decision:

- (1) is required to conclude or fulfil a contract between you and the controller;
- (2) is permissible based on Union or member state legislation to which the controller is subject, and this legislation contains appropriate measures to protect your rights and freedoms as well as your legitimate interests; or
- (3) is made with your express consent.

However, these decisions may not be based on specific categories of personal data according to Article 9, paragraph 1, of the GDPR, insofar as Article 9, paragraph 2, point (a)

or (g) does not apply and appropriate measures were taken to protect rights and freedoms as well as your legitimate interests.

With regard to the cases mentioned in (1) and (3), the controller shall take appropriate measures to protect rights and freedoms as well as your legitimate interests, which at least includes the controller's right to request someone's intervention, present their own point of view and contest the decision.

#### **10. Right to lodge complaints with a supervisory authority**

Regardless of another administrative or judicial legal remedy, you have the right to lodge complaints with a supervisory authority, particularly in the member state where your place of residence, your workplace or the place of the suspected violation is located if you believe that the processing of the personal data concerning you is in violation of the GDPR.

The supervisory authority with whom the complaint was lodged informs the complainant of the status and results of the complaint, including the possibility to appeal according to Article 78 of the GDPR.