

PRIVACY POLICY – HESS GMBH LICHT + FORM

Hess GmbH Licht + Form, Lantwattenstrasse 22, D-78050 Villingen-Schwenningen, Germany, is responsible for processing your data on this website. This company will be referred to as 'Hess', 'we' and 'us' in the following. We have specified how you can contact us in the site notice of this website.

Our Privacy Policy is divided into sections to help you find the information you are looking for.

In our Privacy Policy, we use terms and definitions from the European General Data Protection Regulation (GDPR), especially from Art. 4 GDPR. According to this regulation, we are the 'responsible party', and you are the 'affected person'. Data that relates directly or indirectly to you is 'personal data'. When we refer to your 'data' in this Privacy Policy, it usually means the data that relates directly or indirectly to your person. This includes, for example, your name, address, phone number, the company you work for, your e-mail address and other information you enter on forms on our website.

You can, of course, visit our website without providing any personal information. Even then, when using our website, data is collected and processed, but it is not possible to link this data with your person. For more information, see the section 'Automatic data processing on our web portal'.

You can contact our data protection officer directly at datenschutz@hess.eu.

This version of our Privacy Policy is dated 10/07/2018. We reserve the right to adapt the Privacy Policy at any time to changes in legal provisions and regulations.

You can keep yourself up to date regarding changes to the Privacy Policy by retrieving it through the link on our website.

1. AUTOMATIC DATA PROCESSING ON OUR WEB PORTAL

1.1 Web service log data

When you visit our Internet pages, our servers store various access data in an electronic log („logfile“) by default. This data includes the IP address of your Internet access, the website that referred you to our site, the web pages on our site that you visited, the date and time of page retrieval and thus the duration of your visit. This data is collected fully automatically and used only for error analysis and technical improvement of our web service. If necessary, Hess IT and IT service providers hired by Hess are the recipients of this data. The legal basis for this processing is our legitimate interest in maintaining the proper operation of our web pages. The log data is automatically deleted every 14 days. There is no permanent storage. When accessing our website, data is also fully automatically processed through the use of cookies and through our analysis of usage data when visiting our websites. These processing operations are described in separate sections in this Privacy Policy.

1.2 Cookies

Our portal uses cookies. These are small files that our web server transmits to your PC. These files serve to trace your path through the pages of our portal. One way that cookies differ from each other is according to the duration of their storage. So-called session cookies are automatically deleted when you close your browser. For example, a session cookie can be used to ensure communication between our web server and your PC. Permanent cookies, on the other hand, are retained on your PC, and your browser can provide you with information about the duration of storage. A permanent cookie can be read again when you revisit our website. To prevent this, you can delete the permanent cookie after you visit our website. Permanent cookies may be used, for example, to analyse your use of our website.

Another way in which cookies differ from each other is according to their origin. So-called first-provider cookies always come from the website specified in the address bar of your browser. So-called third-party cookies come from websites that you have not accessed directly but have been integrated through images or advertisements on the page of the first provider. Your browser can tell you the sources from which cookies stored on your PC come.

Most browsers are set up to accept cookies. To switch this function off, change the relevant browser settings. If your browser does not allow cookies, you may not be able to use all the pages on our website without problems. It is impossible to complete a contact form without setting your browser to allow session cookies. Session cookies will automatically be deleted when you close your browser.

1.3 The web analytics tool Google Analytics

On the legal basis of a legitimate interest in the improvement of our website, in conjunction with Section 15 (3) of the German Teleservices Act (TMG), our website uses Google Analytics, a web analytics service provided by Google Inc. („Google“). Google Analytics uses so-called „cookies“, text files stored on your computer that enable analysis of your use of the website. The information about your use of this website (including your IP address) that is generated by the cookies _utma, _utmb, _utmc, _utmt and _utmz is normally transmitted to a Google server in the USA and stored there. However, in the event of activation of IP anonymisation on this website, within Member States of the European Union or in other states party to the Agreement on the European Economic Area, your IP address will be shortened beforehand by Google. Only in exceptional cases is the full IP address sent to the Google server in the USA and shortened there. On behalf of the website's operating company, Google uses this information to evaluate your use of the website, to compile reports about website activity and to provide further website and internet use-related services to the website operator. Within the framework of Google Analytics, the IP address that is transmitted from your browser will not be merged with other Google data.

Objection option

You can prevent the storage of cookies by using a corresponding setting in your browser software; however, in this case you may not be able to use all the features of our web pages to their full extent.

Alternatively, you can prevent the collection and processing by Google of the data generated by the cookie and related to your use of the website (including your IP address) by using this link to download and install the available browser plug-in: (<http://tools.google.com/dlpage/gaoptout?hl=de>).

Browser add-on for disabling Google Analytics

The Google Analytics opt-out browser add-on gives website visitors more control over what data is collected by Google Analytics from sites accessed. The add-on informs the JavaScript program (ga.js) of Google Analytics that no information about the website visit should be transmitted to Google Analytics. If you want to use this feature, download the add-on and install it on your current web browser. The browser add-on for deactivating Google Analytics is available for Internet Explorer, Google Chrome, Mozilla Firefox, Apple Safari and Opera.

1.4 Web analysis services of Wired Minds

On the basis of a legitimate interest in the optimisation of our web offer, in connection with Section 15 (3) TMG, products and services of wiredminds (www.wiredminds.de) are used on our web portal. In the process, data is collected and processed anonymously using the wiredminds service. When creating anonymised usage profiles, pseudonyms are generated. This may include the use of cookies, which also collect and store data in pseudonymous form. The data is not used in any way to personally identify a visitor (as far as this would be technically possible) or linked with the data about the bearer of a pseudonym. Insofar as IP addresses are collected, these are anonymised immediately after collection by the deletion of the last number block.

Objection option

You can object to the analysis of your use of our web portal by wiredminds by clicking this link: Exclude from wiredminds tracking

2. COLLECTION AND USE OF YOUR PERSONAL DATA ON OUR PORTAL

On our portal, we collect data from natural persons who come into contact with us or who belong to or represent a company that we are in a business relationship with or that may want to enter into a business relationship with us (contact inquiries, subscribing to newsletters, registration as a myHess user). This section only explains the processing of your personal data on our portal. Unless otherwise stated, the legal basis for processing your personal data on our portal is 'contractual and pre-contractual purposes'. If you use our portal as a customer, supplier or service provider of Hess, please also see section (3) Our processing of your data as a customer, supplier or service provider.

You as the affected person have data privacy rights, (e.g., the right to revoke consent, the right to request information about the data stored about you and other rights). For more information in this regard, please see section (4.1) Your rights as an affected person.

2.1 Contact form for ordering catalogs, product inquiries

Fundamentally, we process your information to respond to your requests. Further details about the processing are described below.

- **Purposes of processing**

Your name and address are recorded to let us know who is contacting us and the matter it is in regard to.

We need your customer group and information about the division which you want to contact so that we can respond to your request as quickly as possible.

Providing an e-mail address is required because we use it to process your request, depending on the nature of your inquiry. Beyond that, there is no further usage.

A telephone number is mandatory because we use it to process your request, depending on the nature of your inquiry. Beyond that, there is no further usage.

You can enter your company name, but this is not required.

The legal basis for the processing of personal information is „contractual and pre-contractual purposes“.

- **Use in advertising**

Furthermore, we will use your address to send documents by postal mail in response to your request, and also information regarding Hess innovations and promotions. The legal basis for this use is our legitimate interest in our business relationship with you. You may object to this use of your address at any time – using a contact form, for example.

- **Storage, duration of storage**

If you provide us with your company name, we will save your inquiry in our CRM. However, this processing does not relate to you as a person but to the company you work for. Purely business-related data that is not related to a natural person is not subject to any limitation on the duration of its storage. The data related to you will be deleted from the CRM system if we are notified that you are no longer acting as a contact for the company on file.

2.2 myHess User ID

You can register as a myHess user in a two-stage process on our web portal. As an activated user, you may have enhanced options such as access to enhanced product information or webinars. Your myHess user ID is protected by a personal password, which should not be shared with third parties under any circumstances.

The legal basis for processing the data of your myHess user ID is „contractual and pre-contractual purposes“.

If you want to delete your user account, you can do this yourself under the user account settings at any time after registering.

2.3 Newsletter

You will receive an electronic newsletter from us because you have given us your consent to use your e-mail address for this purpose by submitting the newsletter order form and have confirmed this order with a so-called double opt-in. We save your consent and the point in time at which you gave your consent.

Revocation of consent

Your consent can be withdrawn at any time by unsubscribing from the newsletter. You will find a link to the cancellation operation at the end of each newsletter. You can also cancel the newsletter by directly contacting us.

3. OUR PROCESSING OF YOUR DATA AS A CUSTOMER, SUPPLIER OR SERVICE PROVIDER

At Hess we process the data of natural persons who come into contact with us or who belong to or represent a company that we are in a business relationship with. This information includes your name, the name of your company, the address of your company and your company contact details such as e-mail address and phone number, as well as your role at the company. The processing of your data is based on our legitimate interest in contacting you as the representative of our customer, as well as the legitimate interests of the company you represent in communicating with us. Your interests could change, for example, when you leave your company.

You as the affected person naturally have data privacy rights, (e. g.), the right to revoke consent, the right to request information about the data stored about you and other rights). Please see the General information section of this Privacy Policy.

For contractual purposes, we process your company's data in our systems. Depending on your job and your responsibilities at your company, this data may also include the above-mentioned data that directly relates to your person. However, the purpose of processing this data does not apply to you as a person but rather to your company as our business partner. For purely business data which does not relate to a natural person, data privacy laws are not applicable.

If you contact us as a natural person in your own interest or in your own name or enter into a business relationship, we process your data on the basis of pre-contractual measures or a contractual relationship in accordance with Art. 6 (1) (b) GDPR. You as the affected person have data privacy rights, (e.g.), the right to revoke consent, the right to request information about the data stored about you and other rights). For more information in this regard, please see section 4.1 Your rights as an affected person of this Privacy Policy

3.1 Our processing of credit data of your company

In the context of the contractual relationship with our customers, we transfer personal data collected during the initiation, execution and termination of this business relationship, as well as data on conduct not consistent with the contract or fraudulent conduct, to CRIF BÜrgel GmbH, Radlkofnerstrasse 2, 81373 Munich, Germany.

The legal bases of these transfers are Article 6 (1) (b) and Article 6 (1) (f) of the General Data Protection Regulation (GDPR). Transfers based on Art. 6 (1) (f) of the GDPR may only be made to the extent necessary to safeguard the legitimate interests of our company or third parties and if the interests or fundamental rights and freedoms of the data subject requiring the protection of personal data do not predominate. The data exchange with CRIFBÜRGEL also serves the fulfilment of legal obligations to carry out creditworthiness checks of customers (Section 505a and 506 of the German Civil Code).

CRIFBÜRGEL processes the data received and also uses it for the purposes of profiling (scoring) in order to give information to its contractual partners in the European Economic Area and in Switzerland and, if necessary, other third parties (if there is an adequacy decision of the European Commission for them) to assess the creditworthiness of natural persons. Further information on the activities of CRIFBÜRGEL can be found on the CRIFBÜRGEL information sheet or viewed online at <http://www.crifbuergel.de/de/datenschutz>.

4. FURTHER EXPLANATIONS REGARDING DATA PROTECTION

4.1 Your rights as an affected person

4.1.1 Objection to use for promotional purposes

You have the right to object to use of your data for promotional purposes. To object to receiving promotional materials through postal mail or marketing through phone calls, please use a contact form. You can object to delivery of electronic promotional materials to your e-mail address by initiating direct contact with us (link to the contact area on the website). To unsubscribe from the newsletter, please see the relevant section of this Privacy Policy.

4.1.2 Your other rights

As an affected person, you have the right to obtain information from us about the data relating to you (Art. 15 GDPR). You can correct your data as per Art. 16 GDPR or have your data deleted under certain conditions pursuant to Art. 17 GDPR. According to Art. 18 GDPR, you have a right to restriction of processing if you allege a special personal situation. In addition, according to Art. 21 GDPR, you have the right to object to the processing of your data in general or in certain areas. You may request that the data you have provided to us be issued in a standard, machine-readable format. You have the right to revoke your consent to the processing of your data at any time with future effect. This means that your revocation only refers to future processing and that already completed processes will continue to comply with the data privacy regulations.

To assert your rights, please contact datenschutz@hess.eu.

You have the right to contact our data protection officer at datenschutz@hess.eu.

You have the right to contact a supervisory authority with complaints about our processing of your data. For Hess GmbH Licht + Form, this is the:

State Agency for Data Protection and Freedom of Information
Postfach 102932
70025 Stuttgart
Germany

4.2 Social media, links to websites of other providers

Our website links to so-called social media (LinkedIn, Twitter, Xing, Facebook, Instagram and YouTube®). The buttons of the links are designed so that a connection of your PC to the respective network is not established until you follow the link by clicking it. You will be connected directly to the respective server of the selected social media. The respective operator is solely responsible for data privacy in the social media networks.

This also applies to websites to which we provide links from our portal but which are operated by other providers. An example of such a link is the videos on our main page, which are retrieved from YouTube®. Please inform yourself regarding the data privacy of linked sites in the privacy policies of the respective operators.

4.3 Data Protection Representative

Hess GmbH Licht + Form has engaged a data protection supervisor who can answer all your questions about our company's data protection. You can contact him for assistance if necessary:

Fachanwalt für Arbeitsrecht & zertifizierter Datenschutzbeauftragter
Thomas Lang
Oberer Kirchhaldenweg 9 b
70195 Stuttgart

Tel. +49-711-12 57 85 49
www.datenschutzadvokat.de
E-Mail: datenschutz@hess.eu