

Information on the use of personal data (HERMA Sales)

We would like to inform you as our (potential) customer about the use of the personal data of your employees who are our contacts for our working relationship. The data mainly consists of the name, job and business contact data that we have received from you.

If you are already a HERMA customer, we use the personal data of customer contacts that you have given us in connection with the sale of our products to prepare a quotation, process orders, check against sanctions lists, provide customer service and also for advertising and information purposes relating to our products (e.g. electronic newsletters and invitations to trade fairs and events). The legal basis for the use of this data is Article 6 (1) (b) GDPR (pre-contract measures, performance of contract), Article 6 (1) (c) GDPR (legal obligation) and Article 6 (1) (f) GDPR (legitimate interest in direct advertising and improvement of customer service). You can object to the use of data for advertising and information purposes at any time with effect for the future by sending an e-mail to: maschinen@herma.com, info@herma-material.de, info.industrieketten@herma.de, verkaufsteam-handel@herma.de.

If you are not yet a HERMA customer, but have merely shown interest in our services, we use the personal data of the customer contacts that you have given us for the purpose for which you have provided this information – e.g. requesting information material. The legal basis for this use of the data is Article 6 (1) (b) GDPR (pre-contract measures). If you would like us to provide you with news on our product range and invite you to trade fairs and events, then we ask that you expressly grant our employees permission to do so.

The **provision of your personal data** arises from legal and contractual regulations. Not providing the data would make it impossible for us to conclude a contract with you and/or we would not be able to send you our newsletter or product information.

Your **personal data will not be passed on** to third parties in principle unless this is necessary for the processing of the order, for example to transport service providers for the delivery of goods, to our sales agencies, to our subsidiaries if the latter take on part of the order processing or to a debt collection company.

In accordance with commercial and tax law, we are obliged to keep the personal data of customer contacts for a maximum period of 10 years. For this reason, **we delete this data** as a matter of principle at the latest 11 years after the termination of the customer relationship or if data has been stored without the (subsequent) establishment of a customer relationship, 3 years after the first recording of the data in our system. The following exceptions could lead to different time limits for the deletion of data: contractual agreements, longer legal retention periods e.g. for insolvency cases or in individual cases on receipt of a deletion request or an objection from the person concerned.

We would hereby like to inform you and/or your employees who are our contacts about **legally granted rights**: the person concerned can request detailed information about the personal data that we have stored about him/her. This person can also obtain the data they have made available to us in a structured, conventional and machine-readable format or demand that we send this data to a third party named by him/her. If the person realises that the data stored about him/her contains errors or is incomplete, he/she can request correction or completion of this data at any time. Under the conditions referred to in Articles 17 and 18 GDPR, the person can demand that his/her data be deleted or the processing of the data be limited. If the person concerned does not agree with the processing carried out by us, he/she can send a complaint to the data protection officer for the Federal State of Baden-Württemberg.

The party responsible for the data processing is HERMA GmbH, Fabrikstraße 16, 70794 Filderstadt, Managing Directors: Dr. Thomas Baumgärtner, Sven Schneller. Switchboard telephone: +49 (0) 711 / 7702-0 and fax: +49 (0) 711 / 7702-700. Our data protection officer can be reached at the e-mail address datenschutz@herma.de.