

Data protection notice existing customer advertising B2B

The "[General data protection information of Hoffmann SE](#)" applies to the processing of your personal data. When processing the personal data of existing customers, the following additional information applies.

1. Who is responsible for the processing of my data?

Hoffmann SE, Haberlandstr. 55, 81241 Munich, Germany, is responsible for processing your data for advertising and marketing purposes.

You can contact the Hoffmann SE data protection officer by post at the above address, for the attention of the data protection officer, and by e-mail at: dataprotection@hoffmann-group.com.

2. When are you an existing B2B customer for Hoffmann?

You are an existing B2B customer for Hoffmann if you, as an entrepreneur, have purchased at least one product or service from Hoffmann. A contract (e.g. purchase contract) has been concluded between you and Hoffmann in the past.

3. Special consideration of safeguard mechanisms

In the context of B2B e-mail marketing to existing customers, we take care not to circumvent the protective mechanisms of data protection. In particular, the safeguards of consent within the meaning of Art. 7 GDPR should be mentioned here. Hoffmann takes these into account as follows:

Protective mechanisms	Consideration in the context of B2B advertising to existing customers
1. Right of withdrawal, Art. 7 (3) GDPR	The e-mail recipients can easily unsubscribe from existing customer advertising at the end of each mailing via the unsubscribe link.
2. Exclusion of unilateral change of purpose, Art. 6 (4) GDPR	There is no unilateral change of purpose.
3. Prohibition of tying, Art. 7 (4) GDPR	The mailing is not linked to a service within the meaning of Art 7 (4) GDPR.
4. Data minimization	Within the scope of the mailing, only the e-mail address of the recipient is processed.
5. Transparency	The recipient is informed separately and transparently about the data processing with this data protection declaration.

4. What kind of advertising can you expect as an existing customer?

We inform you about new products and services of the Hoffmann Group. In doing so, we make sure that you only receive information that is in your interest. We derive your interest from the following factors. These are:

- Goods/services of your last purchase(s)
- Your external perception of our goods/services
- Your understanding of Hoffmann as a full-service partner (supplier, dealer and specialist consultant)

Our personal promotional addresses include:

- Advertising e-mails
- Newsletter
- Vouchers

5. Which of your data do we process and for what purpose?

We process your personal data for the following purposes:

- Communication with you (expert advice)
- Sending promotional e-mails
- Creating a customer profile

In addition to the communication and dispatch, we create a customer profile from you. With the profile, we pursue the goal of sending you advertising oriented solely to your actual or perceived needs.

The following personal data are to be mentioned here in particular:

- Last name (purpose: personalization of mailings)
- First name (purpose: personalization of mailings)

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- Salutation (purpose: personalization of the mailings)
- Company (purpose: personalization of mailings)
- Postcode and Country (Purpose: Necessary to assign contacts in the system to the corresponding country and to trigger mailings in the correct language)
- preferences (purpose: interest-based communication)
- E-mail address (purpose: necessary for communication by mail)
- Business phone number (purpose: interest-based communication)
- Job title (purpose: interest-based communication)

6. On what legal basis do we process your data?

The starting point is the ePrivacy Directive (Directive 2002/58/EC). Like all European Union directives, this had to be transposed into national law. As a special law for the United Kingdom, Privacy and Electronic Communications (EC Directive) Regulations 2003 last amended on 30 December 2016 should be mentioned.

In this sense, advertising to existing customers for their own similar goods or services with regard to products or services already purchased is permitted. The advertising may relate to products or services that meet the customer's needs, the same or similar recognizable or typical purpose. In addition, advertising for accessories and supplements to the purchased goods or services is also permitted.

Therefore, in addition to receiving recommendations for the same or similar goods you have purchased, you will also receive emails with advisory content, promotions and percentage offers, as well as services related to these products.

The present legal basis for the advertising to existing customers is Privacy and Electronic Communications (EC Directive) Regulations 2003 last amended on 30 December 2016 or comparable local legislation. A legitimate interest of Hoffmann can be assumed here. This outweighs the interest of the data subject for the following reasons:

Hoffmann has a legitimate interest in ensuring that its B2B customers receive optimum support. This is not only in the form of information, but also in the form of personal advice. This combination of service and products makes Hoffmann a holistic system partner. The existing customer can reasonably expect to receive this support from Hoffmann. In the Hoffmann catalogues, but also in the addresses on the company websites (Hoffmann Group | Tools of the highest quality (hoffmann-group.com)), Hoffmann presents itself as a comprehensive partner, transparent and sufficiently informed. A milder means of addressing customers in the context of existing customer acquisition would be personal contact and support. This method, while milder, is impractical and unreasonable to execute when dealing with a large volume of customers. An alternative, milder, equally efficient means is not available.

7. You can object to the data processing at any time

You can object to the data processing for the aforementioned purposes at any time free of charge and with effect for the future. An e-mail to the above contact details is sufficient for this purpose.

If you object, your contact data will be blocked for further data processing for advertising purposes. Please note that this objection does not include the sending of print media, unless you explicitly object to the processing for print advertising. In exceptional cases, advertising material may still be sent temporarily after receipt of your objection. This is technically due to the necessary lead time of advertisements and does not mean that we will not implement your objection.

8. Passing on your data

If external service providers are used to process your request (hosting providers, shipping service providers, etc.) or if another Hoffmann Group company is responsible for the processing, the companies in question will only be given access to your data to the extent necessary for the performance of their respective tasks and functions.

To the extent that these service providers and Hoffmann Group companies process your data outside the European Union, this may result in your data being transferred to a country that does not offer the same data protection standards as the European Union. In this case, we ensure that the respective recipients of your data guarantee, contractually or otherwise, a level of data protection equivalent to the European Union.

9. When will your data be deleted?

We store your data within the scope of the business relationship for the duration of the contractual or legal (e.g. tax or commercial law) retention periods or as long as we have a justified interest in further storage.

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