

Data Protection Notice for Hoffmann Group Service Platform

We appreciate your interest in our website. Protecting your privacy is very important for us. Hoffmann Group sees it as part of its corporate responsibility to protect information and data entrusted to the company. In order to make you feel safe when visiting our website, we strictly observe the legal regulations when processing your personal data and would like to inform you here in detail about the handling of your data.

1. Who is responsible for processing your data?

1.1. When visiting this website

The party responsible for processing your data (controller) when you visit this website is Hoffmann SE, Haberlandstr. 55, 81241 Munich, Germany.

You can contact the Hoffmann SE Data Protection Officer by post at the above address, marked for the attention of the Data Protection Officer, or by e-mail to: dataprotection@hoffmann-group.com.

If another Hoffmann Group company, partner company, or a third-party provider is responsible for data processing, we will point this out separately.

1.2. For contractual performance and services

Individual services and offerings presented to you on this website are not provided by Hoffmann SE itself, but by the Hoffmann Group companies or partner companies responsible for the respective services and offerings (collectively referred to as the "Hoffmann Group") or by third-party app providers ("third-party providers"). If you make use of services and offerings of a local Hoffmann Group company, partner company or third-party provider via this website (e.g. placing an order, services, customer support), the Hoffmann Group company, partner company or third-party provider responsible for you in each case is also responsible for processing your personal data.

As a rule, the Hoffmann Group company or partner company at the customer's respective place of business or the respective third-party provider is responsible for orders and service requests from business customers. In the case of orders, the information in the respective order and contract documents shall be authoritative.

An overview of all Hoffmann Group companies and partner companies, their respective local responsibilities, and the contact details of the respective Data Protection Officers can be found [here](#). Details of the respective third-party providers can be found in the offering on the service platform.

In order to enable you to use the services of Hoffmann Group companies via this website, Hoffmann SE will, if necessary, forward data collected from you to the Hoffmann Group company, partner company or third-party provider responsible for you.

2. When does Hoffmann collect data about you?

2.1. When you visit our website

We collect data to a limited extent in order to receive and process your enquiries and orders or to be able to make you offers tailored to your needs. You can visit our websites without giving any personal details. We store technical access data in server log files, e.g. the name of the requested file, the date and time accessed, the data volume transferred, and the requesting provider. This data is analysed solely to ensure trouble-free operation of the site and to improve our offering.

On this website we collect personal data

- as part of your order on the service platform
- when you register and login for individual customer access
- when we create and administer customer employees
- when you subscribe to our newsletter

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|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |

- fill in the contact and service request form
- when you contact us by e-mail.

The respective input forms state which data is collected in each case. We use the data you provide to process contracts, provide services and process your enquiries.

2.2. Newsletter subscription

You have the option of subscribing to our newsletter, in which we will regularly inform you about promotions. For ordering our newsletter, we use the double opt-in method, i.e. we will only send you the newsletter by e-mail if you confirm that you are the owner of the e-mail address provided by clicking on a link in our notification e-mail. If you confirm your e-mail address, we will store your e-mail address, the time of the registration and the IP address used for the registration until you unsubscribe from the newsletter. The sole purpose of storing your e-mail address is to send you the newsletter and verify your registration.

You can unsubscribe from the newsletter at any time. A link for unsubscribing is included in every newsletter. Alternatively, a message to the contact details provided above or in the newsletter (e.g. by e-mail) is sufficient for this purpose. The legal basis for processing the data is your consent, pursuant to Article 6 (1) (a) of the General Data Protection Regulation (GDPR).

2.3. Getting in contact

You have several options for contacting us, including our contact form and contacting us by e-mail. In this context, we process data exclusively for the purposes of communicating with you. The legal basis for this is Article 6 (1) (b) GDPR. The data we collect when you use the contact form will be automatically deleted after we have fully processed your enquiry unless we still need your enquiry to fulfil any contractual or legal obligations. Hoffmann is constantly and continuously striving to improve the quality of its digital products. As part of this, customer satisfaction surveys are conducted where the customer can provide feedback to Hoffmann. The surveys are sent to you by e-mail, whereby you are forwarded via a link to the service platforms Survey Monkey and getfeedback, on which the survey is carried out. The data is not processed on the service platforms, but merely collected anonymously and subsequently processed by Hoffmann SE.

2.4. Workstation configurator

We process the data you provide in the contact form for the purpose of preparing a quotation in the context of your workstation configuration.

In detail, the following processes are affected:

- when submitting the contact form
- when contacting us by telephone or e-mail regarding the submission of an offer based on your workstation configuration
- for registered customers: when saving your enquiry in your user profile in the "Projects" area and when updating the status of your enquiry

To be mentioned here are in particular:

- Last name
- First name
- e-mail address
- telephone number

The other optional data collected can be seen in the contact form.

Saving the project in the user profile on the DSP

For users registered on the Digital Service Platform (DSP), we store the configuration as a project in the "Projects" section of the user profile and update the status of your request for the purpose of project management.

In order to provide you with various services in connection with your user profile, in particular the management of your projects, we process your data on the basis of a contract. The legal basis of the data processing is Art. 6 (1) (b) GDPR.

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|---|--------------------------|-----------------|--------------------|
| Dokumententitel: Data Protection Notice Hoffmann Group Service Platform | Land/Sprache: English | Version: 2.7 | Stand: Mai 2023 |
|---|--------------------------|-----------------|--------------------|

2.5. Connected Manufacturing and Connected Metrology

Furthermore, with regard to the distribution of the cloud software products Connected Manufacturing and Connected Metrology, the data you provided when concluding the contract and creating your customer account will be processed. The exact data processed is determined by the data you provide when creating your customer account.

In particular, this includes:

- First name
- Surname
- e-mail address
- Telephone number

3. What is the data used for at Hoffmann?

3.1. For the fulfilment of contractual obligations (Article 6 (1) (b) GDPR)

Hoffmann uses your data with the aim of providing you with the best possible shopping and service experience. In doing so we handle your data responsibly. Specifically, the Hoffmann Group and the individual third party providers use your data for

- handling your order
- processing your service requests
- serving demand-based offerings

If your order or service request is handled by a Hoffmann Group company, a partner company, or a third-party provider, we will forward your details to the respective company.

Depending on which payment service provider you select in the ordering process for Hoffmann software products, we or the responsible Hoffmann Group company or partner company will pass on the payment data collected for this purpose to the credit institution commissioned with the payment and, if applicable, to payment service providers commissioned by us or to the selected payment service. In some cases, the selected payment service providers will also collect this data themselves if you create an account there (e.g. if you pay via PayPal). In this case, you must log in to the payment service provider with your access data during the order process. The privacy policy of the respective payment service provider will apply in this respect.

3.2. As part of a balancing of interests (Article 6 (1) (f) GDPR)

We may also use your data on the basis of a balance of interests to protect our legitimate, usually commercial interests or those of third parties – in which case we will process pseudonymised or anonymised data where possible. This takes place for the following purposes:

- to monitor and improve the efficiency and legal certainty of business processes
- to perform credit checks
- to monitor, optimise and enhance services and products
- to conduct advertising (e.g. postal advertising, re-targeting), and for market and opinion research
- to assert legal claims and for our defence in legal disputes
- to detect, prevent, and investigate criminal offences
- to guarantee the security and operability of our IT systems

3.3. On the basis of your consent (Article 6 (1) (a) GDPR)

Where you have given consent for us to process your data, the relevant consent is the legal basis for the processing covered by the consent. This applies in particular to any consent you may have given to be contacted for advertising purposes by telephone or e-mail.

You may revoke your consent at any time with effect for the future. You can unsubscribe from the newsletter at any time either by sending a message to the contact details above or via a link provided for this purpose in the newsletter.

3.4. For the fulfilment of legal obligations (Article 6 (1) (c) GDPR)

We are subject to various legal obligations such as statutory retention obligations in relation to business records and provisions under export law.

| | | | |
|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |

4. Sharing your data

If external service providers are used to operate this website or to provide services by a Hoffmann Group company (hosting providers, etc.) or if another Hoffmann Group company, partner company or third-party provider is responsible for the processing, the companies concerned will only be given access to your data to the extent necessary in each case 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 relevant recipients of your data guarantee an equivalent level of data protection to that in the European Union either contractually or by other means.

5. How does Hoffmann use your data for postal advertising?

Hoffmann SE or the Hoffmann Group companies responsible for you reserve the right to process your data for direct postal advertising within the framework of the statutory provisions, even without your consent. This also includes the analysis of your data (e.g. master data, order data, access data) to determine your potential interest in our products and services. This analysis is carried out on the basis of statistical methods using current customer data and generally accessible information about our customers. The results are used to approach you in a more needs-based and targeted manner and to provide you with more relevant offers.

This serves to safeguard our legitimate interests in approaching our customers with advertising, said interests not being overridden by those of our customers in accordance with Article 6 (1) (f) GDPR.

You have the right to object to the processing of your data for this form of advertising at any time. This also applies to profiling if it is connected with direct advertising of this kind. You may send your objection to the contact details above or directly to the respective Hoffmann Group company.

6. What does this website use cookies for?

To make visiting our website more attractive and to enable the use of certain functions, we use what are known as 'cookies' on various pages. Cookies are small text files that are saved on your end device. Some of the cookies we use are deleted again at the end of your browser session, i.e. when you close your browser (session cookies). Other cookies remain on your end device and enable us to recognise your browser on your next visit (persistent cookies). You can set your browser so that you are notified when cookies are stored and can decide individually whether to accept them, or to exclude the acceptance of cookies for certain cases or in general. The functionality of our website may be limited if cookies are not accepted.

Most web browsers (see "Help" function in your browser's menu bar) can be set by you to reject new cookies, notify you that a new cookie has been stored on your end device, or disable all existing cookies. In the case of smartphones, tablets, or other mobile or stationary end devices, you can look up the necessary settings in the relevant operating instructions. We advise you nevertheless to accept the cookie function completely, as we are only able to improve our web pages to suit your needs through the use of cookies. Our cookies do not store sensitive data such as passwords, credit card data or similar. They will not damage your device and do not contain viruses.

Cookies that are required for the electronic communication process or for the provision of certain functions requested by you are stored on the basis of Article 6 (1) (f) GDPR. The website operator has a legitimate interest in storing cookies for the technically error-free and optimised provision of its services. If other cookies (e.g. cookies to analyse your browsing behaviour) are stored, these are dealt with separately in this data protection notice.

7. Which statistics and marketing services does Hoffmann use?

7.1. Legal basis

If you have consented to the use of statistics and personalisation cookies, the collection, storage, and analysis of the following cookies/pixels is based on Article 6 (1) (a) GDPR. Of course, you can revoke your consent at any time under "Cookies".

| | | | |
|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |

7.2. Google (Universal) Analytics

This website uses Google (Universal) Analytics, a web analytics service provided by Google Ireland Limited (www.google.de). Google (Universal) Analytics uses methods that enable your use of the website to be analysed, for example 'cookies' – text files that are stored on your computer. The information generated about your use of this website is usually transferred to a Google server in the US and stored there. The activation of IP anonymisation on this website means that the IP address is truncated before transmission within Member States of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional cases will the whole IP address be first transferred to a Google server in the US and truncated there. The anonymised IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

You can prevent the collection and transmission of the data generated by the cookie and related to your use of the website (incl. your IP address) to Google, as well as the processing of this data by Google, by downloading and installing the browser plugin available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>

As an alternative to the browser plug-in, you can click [this link](#) to prevent Google Analytics from collecting data on this website in the future. If you do this, an opt-out cookie is placed on your end device. If you delete your cookies, you will need to click the link again.

7.3. Pendo

Our website uses the Pendo analytics service provided by Pendo.io, Inc, Raleigh, NC 27601, USA ("Pendo"). This allows us to optimise our web services and increase the usability of the website. Through this analytics service, we receive usage statistics about the pages visited and how long our customers stay on individual pages. Pendo does not collect any personal data other than IP addresses and the approximate geolocation of end users (country and city where they are located). The collected data is transferred to Pendo's servers, which are located in the USA, in a pseudonymised form and analysed, so it is not possible to refer to a person. The legal basis is Art. 6 para. 1 p. 1 lit. f GDPR, based on our legitimate interest in analysing and evaluating the usage statistics for the website we provide.

Customer satisfaction surveys are also conducted with the help of Pendo, which Hoffmann uses to keep its performance promise of continuous optimisation and improvement.

Pendo is a provider based in the USA. We have therefore concluded a contract with Pendo with standard contractual clauses as defined in Art. 46 (2) GDPR, in which Pendo undertakes to process user data only in accordance with our instructions and to comply with the EU level of data protection.

You can find more information on this in Pendo's privacy policy <https://www.pendo.io/legal/privacy-policy/>. You can object to this data processing vis-à-vis Pendo by sending an e-mail to gdpr@pendo.io.

7.4. Google Tag Manager

On our website we use the Google Tag Manager (hereinafter referred to as "GTM"), a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

The Google Tag Manager is a tag management system that enables and simplifies the administration and control of website tags via an interface. This means that the GTM only implements tags. Tags are small code elements such as tracking codes or conversion pixels from analysis tools, such as Google Analytics, which are integrated into our website. No additional cookies are used via the GTM and no user profiles are created, but only the loading of other analysis tools is controlled, which then in turn collect data to measure user behaviour on our website, play out interest-based advertising and record the impact of advertisements. GTM does not access this data.

If a deactivation is made in the browser or in the cookie settings, this also directly affects the tracking tags implemented with the GTM.

Further information on data protection at Google can be found here: <https://policies.google.com/privacy> and the data protection conditions for advertising here: www.google.de/intl/de/policies/technologies/ads.

| | | | |
|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |

7.5. Microsoft Clarity

We use Microsoft Clarity from the provider Microsoft Corporation, One Microsoft Way, Redmond, WA 98052 USA - hereinafter "Microsoft" - on our website. Microsoft Clarity is used for statistical analysis of the use of our website.

Microsoft Clarity uses cookies, which enable an analysis of the use of our website, as well as a so-called tracking code, which is executed when this service is called up. The usage and user-related data, such as IP address, location, time or frequency of the visit to our website are transmitted to a Microsoft server in the USA and stored there. To protect your data, we use Microsoft Clarity with the IP anonymization function. Through this function, Microsoft already shortens the IP address within the EU or EEA.

The collected data is used by Microsoft to provide us with an evaluation of the visit to our website and the usage activities there. Microsoft may also use this data for advertising purposes and other services related to the use of our website and the use of the Internet.

The processing of your data is based on your consent pursuant to Art. 6 para. 1 lit. a) DSGVO. You can permanently prevent the setting of cookies by our website at any time by means of a corresponding setting of the Internet browser used or by making the corresponding settings by clicking on "Cookies" in the footer area of our website.

You can find Microsoft's data protection information in the Microsoft Privacy Statement at: <https://privacy.microsoft.com/de-de/privacystatement>.

Further information and the terms of use of Microsoft Clarity can be found at <https://clarity.microsoft.com/terms>. Revocation option (opt-out): <https://choice.microsoft.com/de-DE/opt-out>

7.6. Google Ads

Our website uses the "Google Ads Conversion Tracking" and "Google Ads Remarketing" services of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Ads Conversion Tracking" is used to record and analyse customer actions defined by us (such as clicking on an advertisement, page impressions, downloads). We use "Google Ads Remarketing" to show you individualised advertising messages for our products on partner websites of Google. Both services use cookies and similar technologies for this purpose. The data generated in this context may be transferred by Google to a server in the USA for evaluation and stored there. If a transfer to an unsafe third country takes place, this is done on the basis of Art. 49 (1) a) GDPR.

If you use a Google account, Google may link your web and app browsing history to your Google account and use information from your Google account to personalise ads, depending on the settings stored in your Google account. If you do not wish this association with your Google account, it is necessary for you to log out of Google before accessing our contact page.

As shown above, you can configure your browser to reject cookies. In addition, you can prevent Google from using cookies for advertising purposes in the cookie settings of Google's privacy policy.

You can find more information on this in Google's privacy policy.

7.7. Stackadapt

In some areas of our website we use the technology of the provider StackAdapt, StackAdapt UK Limited, WeWork C/O StackAdapt 123 Buckingham Palace Rd. London, SW1W 9SH United Kingdom. With the help of a so-called widget, users are directed to further content within our website and on websites of third parties that may also be of interest to you. The content displayed by the widgets is automatically controlled and delivered by StackAdapt in terms of content and technology. The advertising material displayed is determined on the basis of the content previously read by the user. For this purpose, StackAdapt uses cookies that are stored on the user's terminal device or browser. Used are: Device source, browser type and IP address, with the last octet deleted for anonymisation. StackAdapt makes use of unique identifiers, which identify users who have previously interacted with the widget. By creating a user profile, in which e.g. page views or clicks are aggregated, the preferences of the identifier are derived. You can object to tracking at any time by clicking on "Opt-Out" under StackAdapt's privacy policy (accessible at: <https://www.stackadapt.com/privacy-policy>). The opt-out applies to the respective device and may also lose validity with the deletion of cookies.

| | | | |
|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |

8. Does Hoffmann engage in retargeting?

8.1. Legal basis

If you have consented to the use of statistics and personalisation cookies, the collection, storage, and analysis of the following cookies/pixels is based on Article 6 (1) (a) GDPR. Of course, you can revoke your consent at any time under "Cookies" in the footer at the bottom right of this website.

8.2. Facebook pixel

Our website uses what is known as the 'Facebook pixel' from the social network Facebook, which is operated by Facebook Inc., 1601 South California Avenue, Palo Alto, CA 94304, US, or if you are a resident of the EU, Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook").

With the help of the Facebook pixel, it is possible for Facebook to determine you as a visitor to our website as a target group for the display of advertisements ('Facebook ads'). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our website or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook ('Custom Audiences'). With the help of the Facebook pixel we also want to ensure that our Facebook Ads correspond to the potential interest of users and do not have an annoying effect. With the help of the Facebook pixel, we can further track the effectiveness of Facebook ads for statistical and market research purposes by seeing whether users were redirected to our website after clicking on a Facebook ad ('conversion'). We only receive statistical data from Facebook for this purpose without any reference to a specific person.

If you do not want Facebook to directly associate the information collected with your Facebook user account, you can deactivate the Custom Audiences re-marketing function here: www.facebook.com/settings?tab=ads. To do this, you must be logged in to Facebook.

Facebook's Data Policy: <https://www.facebook.com/policy.php>

8.3. LinkedIn Insight Tag

This site uses the LinkedIn Insight Tag, a conversion tool from LinkedIn Ireland Unlimited Company, Wilton place, Dublin 2, Ireland.

The LinkedIn Insight Tag enables data to be collected about visits to our website, including URL, referrer URL, IP address, device and browser characteristics, timestamps and page views. This data is encrypted, anonymised within seven days, and the anonymised data is deleted within 90 days. LinkedIn does not share any personal information with us, but only provides summary reports about the website's target audience and ad performance. LinkedIn also provides retargeting for website visitors, so we can use this data to display targeted advertising outside of our website without identifying the member. For more information on data protection on LinkedIn, see the [LinkedIn Privacy Policy](#).

The use of the LinkedIn Insight Tag is for the purpose of enabling detailed campaign reports and obtaining information about visitors to our website and is thus in our advertising and marketing interests. As a LinkedIn Marketing Solutions customer, we use the LinkedIn Insight Tag to track conversions, retarget our website visitors, and gain additional information about the LinkedIn members who view our ads.

If you are a LinkedIn member and do not want LinkedIn to collect data about you through our website and link it to your membership data stored on LinkedIn, you must log out of LinkedIn before you visit our website. You can prevent the execution of the Java script code required for the tool by setting your browser software accordingly.

The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you will need to set the opt-out cookie again.

8.4. Outbrain

In some areas of our website we use the technology of the provider Outbrain UK Ltd, 5th Floor, The Place, 175 High Holborn, London, WC1V7AA UK. With the help of a so-called widget, users are referred to further content within our

| | | | |
|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |

website and on third-party websites that may also be of interest to you. The content displayed in the Outbrain widget is automatically controlled and delivered by Outbrain in terms of content and technology.

The reading recommendations usually integrated below an article are determined on the basis of the content previously read by the user. For the display of this interest-related further content, Outbrain uses cookies that are stored on the end device or in the user's browser. Outbrain collects the device source, the browser type, as well as the IP address of the user, in which the last octet is deleted for anonymisation. Outbrain assigns a so-called Universally Unique Identifier (UUID), which can identify the user on a device-related basis when he visits a website on which the Outbrain widget is implemented. Outbrain creates user profiles in which user interactions (e.g. page views and clicks) of a browser or end device are aggregated to derive the preferences of the UUID.

You can object to the tracking for the display of interest-based recommendations by Outbrain at any time; to do so, click on the "Decline" (Opt-Out) field under Outbrain's privacy policy, available at <http://www.outbrain.com/de/legal/privacy>. Here you can also obtain further information on the data protection of Outbrain UK Ltd. The opt-out only applies to the device used by you in each case and also loses its validity if you delete your cookies.

9. What does Hoffmann use social media plug-ins for?

We offer you the option of using social media buttons on our website. These buttons are merely incorporated on our website as a graphic containing a link to the corresponding website of the button provider. By clicking on the graphic, you will be redirected to the services of the respective providers. Only then will your data be sent to the respective providers. Unless you click on the graphic, no exchange takes place between you and the providers of the social media buttons. Information on the collection and use of your data on the social networks can be found in the respective terms of use of the corresponding providers.

We have incorporated social media buttons for the following companies on our website:

YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA
Facebook Inc. (1601 S. California Ave – Palo Alto – CA 94304 – USA)
Twitter Inc. (795 Folsom St. – Suite 600 – San Francisco – CA 94107 – USA)
LinkedIn Corporation (2029 Stierlin Court, Mountain View, CA 94043, USA)
XING (XING SE, Dammtorstrasse 30, 20354 Hamburg, Germany)

9.1. YouTube

We have included videos on our website that are stored on YouTube and can be played directly from our websites. YouTube is a multimedia service of YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA ("YouTube"), a group company of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The legal basis is Article 6 (1) (f) GDPR, based on our legitimate interest in the integration of video and image content.

When you visit our website, YouTube and Google will be notified that you have accessed the relevant sub-page of our website. This takes place regardless of whether or not you are logged in to YouTube or Google. YouTube and Google use this data for the purposes of advertising, market research and tailoring their websites to meet users' needs. In addition, if you access YouTube on our website while logged into your YouTube or Google profile, YouTube and Google may associate this activity with your respective profiles. If you do not want this association to take place, you must log out of Google before accessing our website.

As shown above, you can configure your browser to reject cookies, or you can prevent the collection of data generated by cookies and related to your use of this website, as well as the processing of this data by Google, by deactivating the "Ad Personalisation" button in Google's advertising settings. If you do this, Google will only display non-personalised ads.

For more information, see Google's Privacy Notice, which also applies to YouTube.

| | | | |
|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |

9.2. Social media profiles

Content and offers are regularly published and shared on the social media profiles of Hoffmann SE (hereinafter Hoffmann). In the following, we explain how we handle your personal data on our social media pages.

9.2.1. Party responsible for processing your data (controller)

Hoffmann runs social media pages on the social networks of:

- Facebook Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland) for its Facebook page
- New Work SE (Am Strandkai 1 - 20457 Hamburg - Germany) for its Xing page
- Facebook Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland) for its Instagram account
- LinkedIn Ireland Unlimited Company (Wilton Plaza, Wilton place, Dublin 2 Ireland) for its LinkedIn page
- Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) for its YouTube channel
- Twitter International Company (one Cumberland place, Fenian Street, Dublin 2, D02 AX07, Ireland) for its Twitter account

On the basis of legal provisions, we, Hoffmann SE, and the operator of the respective social network are joint controllers in accordance with Article 26 GDPR.

To the extent that you communicate directly with us via our social media profiles or share personal content with us, Hoffmann is the controller in respect of your data. Exceptions apply to the data processing described below, e.g.

- in the case of usage analysis (analysis services and Page Insights); we and the operator of the respective social media platform are joint controllers, or
- if the operator of the respective social media platform independently determines the type, scope and purposes of the data processing.

9.2.2. What data is collected and for what purpose?

We maintain social media profiles for the purpose of providing information about services, products, promotions and events and to engage with you as a visitor and user of the relevant site. When you visit our social media pages, Hoffmann generally collects any communications, content and other information that you directly share with us there, such as when you post, like, share, or send us a private message on a social media site.

The legal basis for processing your data is our above-mentioned legitimate interests pursuant to Article 6 (1) (f) GDPR and Article 6 (1) (b) GDPR if you send us an enquiry about our company, products or services for the purpose of initiating or fulfilling a contract.

If you have an account with the relevant social network, we can of course also see your public information, for example your username, profile picture, other information in your public profile and content that you share with a public audience. The lawful basis in this case is your consent, pursuant to Article 6 (1) (a) GDPR.

9.2.3. Processing of your data by the respective social media platform operator

Please note that the operator of the respective social media platform is solely responsible for processing your data on the social media platform and, when you use it, determines the type, scope and purposes of the processing of your data itself. Each time you interact with our social media pages, the operator of the respective social media platform records your usage behaviour using cookies and similar technologies. Social network operators can view general statistics on the interests and demographic characteristics (such as age, gender, region) of users of social media platforms. We would like to draw your attention to the fact that when you visit our social media pages, data relating to you as a user may also be processed outside the EU.

We have no influence on the data processing procedures on the social media platforms or on the possible transfer of your data to countries outside the EU and these are not covered in this data protection notice. We refer you in this respect to the data protection information of the operator of the respective social media platform:

- Facebook Data Policy at <https://www.facebook.com/policy>,
- Instagram Data Policy at <https://help.instagram.com/519522125107875>,

| | | | |
|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |

- Xing Privacy Policy at <https://privacy.xing.com/de>
- LinkedIn Privacy Policy at https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic_footer-privacy-policy
- YouTube Privacy Policy at <https://policies.google.com/privacy?hl=de&gl=de>
- Twitter Privacy Policy at <https://twitter.com/de/privacy>

9.2.4. Usage analysis (analysis services and Page Insights)

For each interaction with our social media sites, the operator of the respective social media platform records the usage behaviour of the visitors and followers of the respective social media sites using cookies and similar technologies. On this basis, social media platform operators receive what is known as 'Page Insights data'. Page Insights only contain statistical, anonymous information about visitors that cannot be associated with any specific person. The anonymous usage statistics are based on comments, likes, shares, number of visitors, reach of a post, views of individual page areas as well as statistics on followers according to age, language, origin, and interests. We do not have access to the personal data used by social media platform operators for the creation of Page Insights ('Page Insights data'). The selection and processing of Page Insights data is carried out exclusively by the operator of the respective social media platform.

With the help of Page Insights, we gain knowledge about how our social media profiles are used, the interests of visitors to our social media profiles, and which topics and content are particularly popular. This allows us to optimise our social media profile activities, for example, by better responding to the interests and usage habits of our audience when planning and selecting our content.

The legal basis of the processing is our legitimate interest (Article 6 (1) (f) GDPR) in analysing the data provided to us by the operator of the respective social media platform for the purpose of optimising our website and our marketing activities.

Hoffmann and the operator of the respective social media platform are joint controllers for the data processing used to provide Page Insights. Further information on the processing of your personal data by the respective social media platform operator in connection with the creation and processing of usage statistics can be found in the information on usage statistics on the following web pages of the respective social media platform:

- Facebook information about Page Insights data at https://de-de.facebook.com/legal/terms/information_about_page_insights_data,
- Instagram insights at https://help.instagram.com/788388387972460?helpref=faq_content,
- XING at <https://privacy.xing.com/de/datenschutzerklaerung/informationen-die-wir-auf-grund-ihrer-nutzung-von-xing-automatisch-erhalten>
- LinkedIn Privacy Policy (aggregated insights) at https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic_footer-privacy-policy
- YouTube Insights at <https://youtubeinsights.withgoogle.com/>
- Twitter Audience Insights at <https://business.twitter.com/de/analytics/audience-insights.html>

Further information on data processing by the respective social media platform operator in connection with interest-based advertising, as well as the options for setting your profile and your advertising preferences, can be found on the following websites of the respective social media platforms

- Facebook at <https://de-de.facebook.com/ads/preferences>
- Twitter at <https://help.twitter.com/de/safety-and-security/privacy-controls-for-tailored-ads>,
- Instagram at <https://help.instagram.com/410983803065364?helpref=search&sr=6&query=werbung>,
- Xing at <https://privacy.xing.com/de>
- LinkedIn at <https://www.linkedin.com/psettings/>
- YouTube at <https://adssettings.google.com/anonymous>

9.2.5. What rights do you have and who can you assert them against?

If you no longer wish Hoffmann to process the data described here in the future, please remove the link between your user profile and the respective Hoffmann social media page by unliking and/or ceasing to follow the page.

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|---|--------------------------|-----------------|--------------------|
| Dokumententitel: Data Protection Notice Hoffmann Group Service Platform | Land/Sprache: English | Version: 2.7 | Stand: Mai 2023 |
|---|--------------------------|-----------------|--------------------|

You can assert your rights mentioned below towards Hoffmann with regard to data processing by Hoffmann and towards the respective social media platform operator with regard to data processing by the respective social media platform operator, in each case at any time. Further information on this can be found in the privacy statements of the respective social network operator.

If you have given Hoffmann SE consent, you can revoke this at any time with effect for the future by e-mail or by post using the above contact details. If Hoffmann SE processes your data on the basis of a balancing of interests, you can object to this processing.

10. When will your data be deleted?

After the contract has been fully processed or your customer account has been deleted, your data will be blocked for further use by the respective controller and deleted after expiry of the retention periods under tax and commercial law unless you have expressly consented to the further use of your data or unless we reserve the right to use data beyond this in a manner permitted by law and about which information is provided in this data protection notice. Your customer account can be deleted at any time, either by sending an informal message to the contact option described above or via a function provided for this purpose in the customer account.

11. What privacy rights do you have?

In your dealings with the respective controller and provided that the relevant legal requirements are met in each case, you have the right to information (Article 15 GDPR), to rectification (Article 16 GDPR), to erasure (Article 17 GDPR), to restriction of processing (Article 18 GDPR), and to data portability (Article 20 GDPR). You also have the right to file a complaint with a data protection supervisory authority (Article 77 GDPR).

If you have given Hoffmann SE or a Hoffmann Group company your consent, you can revoke this at any time with effect for the future by e-mail, fax or letter. You can find the contact for the Hoffmann Group company responsible for you [here](#).

If Hoffmann SE and the Hoffmann Group companies process your data on the basis of a balancing of interests, you can object to this processing. If you object, your data will no longer be processed unless the controller can demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms, or the processing serves the purpose of asserting, exercising or defending legal claims.

If you wish to revoke your consent to a partner company or third-party provider or object to data processing or exercise any other of the above-mentioned rights, you can find the contact details of the respective partner company or third-party provider [here](#).

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|--|---------------|----------|----------|
| Dokumententitel: | Land/Sprache: | Version: | Stand: |
| Data Protection Notice Hoffmann Group Service Platform | English | 2.7 | Mai 2023 |