

# HOVMAND

## Privacy Notice

Version: 20/08/2018

### 1. Controller and data protection officer

For the purposes of the data protection regulation, the controller, as defined in Art. 4 (7) of the Regulation (EU) 2016/679 (EU General Data Protection Regulation or “GDPR”), with regard to the processing of your personal data (section 0) on com (the “website”) is Hovmand A/S, Rustkammervej, 4180 4180 Sorø (“Hovmand”), mail@hovmand.com, +45 57 83 33 00.

You can reach the Data Protection Officer appointed by Hovmand at:

(Hovmand A/S, Priska Hert Greisen, Rustkammervej 10, DK-4180 Sorø (phg@hovmand.com, +45 57 83 33 00)

*More detailed information about our branches can also be found in <https://www.hovmand.com/contact>*

Personal data means all information related to an identified or identifiable natural person (Art. 4 (1) GDPR). In particular, this includes the data categories listed in section 4.

### 3. Hosting

Technically, the web server for operation of our website is run on our behalf by **HubSpot** as processor pursuant to Article 4 (8) GDPR.

The data processed on this website is sent either to **HubSpot Ireland Limited**, One Dockland Central, Dublin 1, Ireland or to **HubSpot, Inc.**, 25 First Street, 2nd Floor Cambridge, MA 02141, USA.

Hovmand has agreed standard contractual EU clauses with **HubSpot, Inc.** pursuant to Article 46 (2) (c) GDPR. The content of these clauses can be downloaded from <https://legal.hubspot.com/dpa>. HubSpot, Inc. is certified according to the EN-US and Swiss-US Privacy Shield frameworks. Personal data are sent to the USA based on the European Commission adequacy decision. Further information about Privacy Shield can be found at: <https://www.privacyshield.gov/>.

### 4. Processing of your Personal Data

#### 4.1 Provision of this website and creation of log files

Every time you access this website, your Internet browser automatically transfers data and information (known as log data) to the web server of Hovmand:

- information about browser type and version,
- operating system used,
- referrer URL (of the previously visited site),
- IP address of the enquiring computer,
- access date and time of the server request, and
- file request of the client (file name and URL).

The temporary storage of your IP address by the system is needed in order to make the website available to you. For this purpose, your IP address must be saved for the duration of website use. The legal basis for this processing is Article 6 (1) clause 1 (b) GDPR.

In addition, the above-mentioned data are also saved in log files to ensure functionality and security, as well as for website optimisation and statistics. However, your IP address is saved in an anonymised form, so it cannot be attributed to you as the user of this website.

The data collected to make the website available are deleted once the website session is terminated. Log files are deleted after 18 months at the latest.

#### 4.2 Contact request using the contact form and by e-mail

On this website, Hovmand offers you the possibility of sending electronic messages to Hovmand using a contact form. Hovmand collects the following data categories via this contact form.

- Company
- Name
- E-mail
- Telephone
- Country
- Message (free text)

Alternatively, you can contact Hovmand using the e-mail address provided on <https://www.hovmand.com/contact>. In this case, Hovmand saves the personal data sent in your e-mail.

The data you provide are saved by Hovmand in order to process your request or answer your questions by e-mail or telephone.

If you have given consent, the legal basis for the processing of data provided to Hovmand is Article 6 (1) clause 1 (a) GDPR. The legal basis for the processing of data provided to Hovmand in the course of sending an e-mail is Article 6 (1), clause 1, (f) GDPR. The purpose of processing is to deal with your e-mail. This represents the legitimate interest of Hovmand in the processing. If the purpose of e-mail contact is to conclude an agreement, Article 6 (1) clause 1 (b) GDPR is the additional legal basis.

Insofar as this is necessary for processing your enquiry, in particular if your enquiry relates to sales in the DACH region, Benelux countries, Italy, France, Poland or the Czech Republic, we will forward your enquiry for processing to Hovmand GmbH with its registered office in Germany (Rupert-Mayer-Str. 44, 81379 Munich, Germany, +49 (0) 89 785 76 76 0.

Hovmand deletes this data as soon as it is clear from the circumstances that your concern has been fully addressed or your question definitively answered. If there are statutory retention periods, Hovmand limits the processing.

If you contact Hovmand, you can object to the processing of your personal data at any time. In such a case, Hovmand cannot continue to process your request. You can send your objection to [mail@hovmand.com](mailto:mail@hovmand.com). In this case, all data will be deleted.

#### 4.3 Regular information about Hovmand products and services and special offers (newsletter)

If you contact us using our contact form (see 0.2), you also have the option to receive regular information free of charge by e-mail about Hovmand products and services, events and special offers. Check the appropriate box if you wish you receive this information (subscription). In doing so, you give your consent to the processing of your e-mail address provided in the contact form for the purpose of sending this information and your attention is drawn to this Privacy Notice.

Hovmand uses the 'double opt-in process': Following your subscription to our newsletter, Hovmand sends an e-mail to the address given in which you are asked to confirm that you wish to receive information from Hovmand about its products and services, events and special offers. If you do not confirm your subscription, it will not be technically possible for Hovmand to send you a newsletter and Hovmand will delete your e-mail address after 30 days at the latest.

Moreover, we save details of your IP address and times of registration and confirmation. The purpose of this procedure is to be able to verify your registration and to clarify any misuse of your personal data where appropriate.

If you have given your consent, the legal basis for the processing of your e-mail address for the purpose of sending information is Article 6 (1) clause (1) (a) GDPR.

Your e-mail address will be deleted when it is no longer required for this purpose. Hovmand therefore stores your e-mail address for as long as you wish to receive information about its products and services. This also applies to data processed for the purpose of verifying your consent (IP address and times of registration and confirmation).

You may withdraw your consent without charge at any time by e-mailing [mail@hovmand.com](mailto:mail@hovmand.com), by fax, post or by using the unsubscribe link in each e-mail, at the same time objecting to the receipt of information.

#### 4.4 Protected, exclusive area for Hovmand product dealers

If you are a dealer of Hovmand products, Hovmand additionally offers you to log in on this website with the username and password provided to you by Hovmand.

In addition, the following is saved when you log in:

- Username
- Date and time

The data are processed on the basis of Art. 6 (1), first sentence, lit. b).

Hovmand uses these data only to provide special content, in particular photos and documents related to Hovmand products that you as a dealer need for sales and marketing purposes.

The data are deleted when you are no longer the dealer and no longer have access rights.

#### 4.5 HubSpot, Inc. cookies

Hovmand uses cookies from HubSpot Inc., 25 First St, 2nd Floor, Cambridge, MA 02141, USA on this website (see Section 3 above).

Cookies are small text files that are saved on a user's end device and can be accessed again on the next visit to the website. These cookies do not retrieve any information about you that is stored on your hard drive and do not adversely affect your computer or your files. Some of these cookies are 'session' cookies which are deleted after your visit to the website. Others are stored after your session and are subsequently deleted after a specified period. See Section 3 above regarding the transfer of data to third countries and appropriate guarantees.

Cookies on this website are

- essential cookies (a) and
- non-essential cookies (b).

##### (a) Essential cookies

Hovmand uses essential cookies on this website (HubSpot calls these '*Essential/necessary cookies*').

The legal basis for the processing of data is Article 6 (1) clause 1 (b) GDPR. Cookies are used for technical reasons to facilitate the use of this website and optimise user-friendliness.

Further details of the respective purpose of processing by setting cookies and the deletion periods can be found here [https://knowledge.hubspot.com/articles/kcs\\_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser](https://knowledge.hubspot.com/articles/kcs_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser)].

##### (b) Non-essential cookies

Hovmand also uses cookies on its website (HubSpot calls these '*consent banner cookies*'), which enable analysis of your surfing behaviour, however only if you gave your consent to this when you started using the website.

The legal basis for the processing of data is Article 6 (1) clause 1 (a) GDPR.

Further details of the respective purpose of processing by setting cookies and the deletion periods can be found here [https://knowledge.hubspot.com/articles/kcs\\_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser](https://knowledge.hubspot.com/articles/kcs_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser)].

You can withdraw your consent to the processing of your data and prevent the installation of cookies in your browser software settings.

#### 4.6 Use of Google Analytics

If you granted your consent, Hovmand uses Google Analytics on this website. This is a web analysis service Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA

("Google"). Google Analytics uses cookies, text files saved on your computer that enable an analysis of your use of this website.

The following data are saved:

- browser type/version,
- operating system used,
- referrer URL (of the previously visited site),
- host name of the accessing computer (IP address),
- time of server request.

The information generated by these cookies are transmitted to a Google server in the USA and stored there.

On this website, Hovmand uses Google Analytics with an IP anonymisation function. In this case, your IP address is shortened by Google within the member states of the European Union or in other contracting states of the Agreement on the European Economic Area, and thus anonymised.

Hovmand uses the data collected by the cookies to track the usage behaviour of the visitors to this website.

The legal basis for the use of Google Analytics if you granted your consent is Art. 6 (1), first sentence, lit a) GDPR.

According to Google, it will never combine your IP address with other Google data.

Hovmand deletes the data as soon as they are no longer needed for analysis purposes. This is the case after 14 months.

You can revoke your consent to the processing of your data and prevent the installation of cookies by adjusting the appropriate settings in your browser; however, Hovmand would like you to be aware that in this case, you might not be able to use all the features of this website in full.

Furthermore, Google offers a deactivation option for the most common browsers, which gives you more control over which data are collected and processed by Google. If you activate this option, no information about the website visit will be sent to Google Analytics. Moreover, you can prevent the collection of the data generated by the cookie and related to your usage of the website (incl. your IP address) by Google and the processing of these data by Google by downloading and installing the browser plugin available under the following link. <http://tools.google.com/dlpage/gaoptout?hl=de>

An opt-out cookie will be dropped, which prevents the future collection of your data when visiting this website. The opt-out cookie works only in this browser and only for this website; it is stored on your device. If you delete the cookies in this browser, you have to drop the opt-out cookie again.

More information on data privacy in connection with Google Analytics is available in **Google Analytics Help** (<https://support.google.com/analytics/answer/6004245?hl=de>).

## 5. Social links

Social links to LinkedIn and YouTube are integrated into this website. These social links to the websites of social media services can be recognised from the respective company logo.

Activation of the respective social link will send you to Hovmand's profile page on the respective social media service, Data are only processed by the respective social media service provider from this point. Details of such processing of your personal data when using the website of a social media service provider can be found in the respective privacy information published by the social media service.

## **6. Rights of data subjects**

If your personal data are processed on this website, you are a data subject in accordance with Art. 4 (1) GDPR. You have the following rights vis-a-vis the controller:

### 6.1 Information, rectification and/or completion, deletion, restriction, objection, revocation and data portability

You have the following rights vis-a-vis Hovmand with regard to your personal data processed by Hovmand:

- right to information, i.e. confirmation of whether personal data that concerns you are processed, and if yes, information about these data (Art. 15 GDPR),
- right to rectification and/or completion (Art. 16 GDPR),
- right to deletion (Art. 17 GDPR),
- Right to restriction of processing (Art. 18 GDPR),
- Right to data portability (Art. 20 GDPR).

### 6.2 Right to lodge a complaint

In addition, you have the right to lodge a complaint with a supervisory authority of your habitual residence or place of work or the headquarters of Hovmand in connection with the processing of your personal data by Hovmand (Art. 77 GDPR).

### 6.3 Right to object

If your personal data are processed on the basis of legitimate interests in accordance with Art. 6 (1), first sentence, lit f) GDP, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR on grounds relating to your particular situation or if the objection is aimed against direct marketing. In case of direct marketing, you generally have a right to object, which is implemented by Hovmand without specifying a particular situation.

If you would like to exercise your right to revoke or object, just send an e-mail to [mail@hovmand.com](mailto:mail@hovmand.com).

### 6.4 Right to revoke

You have the right to revoke your data privacy consent at any time. Revocation of consent does not affect the legality on the basis of the consent until its revocation.

## **7. Security of your data**

We use appropriate technical and organisational security measures to ensure the security of the data you provide to us. In particular, when assessing the level of protection, we take into account the risks associated with this processing on this website, and in particular, unintentional or unlawful destruction, loss, change or unauthorised disclosure and/or access to personal data that are transmitted, saved or processed in another manner.

When sending very sensitive data or information, Hovmand asks that you use the postal service, because complete data security cannot be guaranteed by e-mail.

## **8. Validity and changes to this data privacy notice**

This data privacy notice is currently valid and is dated 20/08/2018.

In consequence of further development of this website and its content, due to changed legal regulations or requirements of supervisory authorities, it may be necessary to change this data privacy notice. You can view and print out the latest data privacy notice at any time by visiting <https://www.hovmand.com/privacy-notice>

In case of questions about this data privacy notice or complaints, please use the contact form under <https://www.hovmand.com/contact> to contact Hovmand or get in touch with Hovmand's data protection officer (for contact information see section 1).