

Principles of data processing B2B

We are pleased that you want to inform yourself about data processing. For a cooperation we regularly process personal data of contact persons and employees of customers electronically. In order to fulfil our information obligations in accordance with Art. 12, 13 of the Basic Data Protection Regulation (DSGVO), we are pleased to present our information on data protection below:

Who is responsible for data processing?

The person responsible within the meaning of the data protection law is

Hela Gewürzwerk Hermann Laue GmbH

Beimoorweg 11

22926 Ahrensburg

Phone +49 (0) 41 02/ 496-0

Fax +49 (0) 41 02/496-104

E-mail: info@hela.eu

You will find further information about our company, details of the persons authorized to represent us and further contact possibilities in our **imprint**.

For which purposes are your data processed by us? And what data is this?

If we have received data from you, we will only process it for the purposes for which we received or collected it.

As a rule, these purposes are:

- **Communication with business partners about products, services and projects, e.g. to process inquiries from the business partner or to provide information about products.**
- **Planning, implementation, administration and maintenance of the (contractual) business relationship, e.g. to process orders for products and services, for accounting and billing purposes and to carry out deliveries or services. In order to maintain our business relations, we transfer your data to the CRM system we use. We have a legitimate interest within the meaning of Art. 6 Para. 1 S.1 lit. f) to maintain the contacts established in the course of business transactions even beyond the initial contact and to use them to establish and maintain a business relationship.**
- **Carrying out customer surveys, marketing campaigns, competitions or similar campaigns and events.**
- **Maintaining and protecting the security of our products and services, as well as our websites, preventing and detecting security risks, fraudulent actions or other criminal acts.**
- **Compliance with (1.) legal regulations (e.g. tax and commercial law retention requirements), (2.) existing obligations to conduct compliance screenings (to prevent white-collar crime and money laundering), as well as (3.) HELA internal guidelines.**

- Settlement of legal disputes, enforcement of existing contracts and the assertion, exercise and defense of legal claims.

These data are usually:

- **Contact information, such as first and last name, business address, business phone number, business mobile phone number, business fax number and business e-mail address.**
- **Payment data, such as information required for the processing of payment transactions or fraud prevention.**
- **Further information whose processing is necessary within the scope of a project or the handling of a contractual relationship with HELA or which is voluntarily provided by business partners, e.g. within the scope of orders, inquiries or project details.**
- **Personal data that is collected from publicly available sources, information databases or credit agencies.**
- **as far as legally required in the context of compliance screenings: date of birth, information on relevant legal proceedings and other legal disputes in which business partners are involved**

and other personal data that you provide us voluntarily. Please note that we cannot name all potential data. However, we only collect data that you actively communicate to us or that is publicly accessible.

Data processing for other purposes will only be considered if the necessary legal requirements according to Art. 6 para. 4 DSGVO are met. In this case we will of course comply with any information obligations under Art. 13 Para. 3 DSGVO and Art. 14 Para. 4 DSGVO.

What is the legal basis for data processing?

The legal basis for the processing of personal data is in principle - unless there are specific legal provisions - Art. 6 DSGVO. The following possibilities are particularly relevant here:

- Consent (Art. 6 para. 1 lit. a) DSGVO)
- Data processing for the performance of contracts (Art. 6 para. 1 lit. b) DPA)
- Data processing based on a balancing of interests (Art. 6 para. 1 lit. f) FADP)
- Data processing for the fulfilment of a legal obligation (Art. 6 para. 1 lit. c) DPA)

If personal data are processed based on your consent, you have the right to revoke this consent at any time with effect for the future.

If we process data based on a weighing of interests, you as the data subject have the right to object to the processing of your personal data, considering the provisions of Art. 21 DSGVO.

How long is the data stored?

We process the data as long as it is necessary for the respective purpose.

Insofar as there are legal storage obligations - e.g. in commercial law or tax law - the personal data concerned will be stored for the duration of the storage obligation. Upon the expiration of the obligation to retain data, we will check whether there is any further need for processing. If a necessity no longer exists, the data will be deleted.

As a matter of principle, towards the end of a calendar year, we examine data regarding the need for further processing. Due to the volume of data, this examination is carried out regarding specific types of data or the purpose of processing.

Of course, you can at any time (see below) request information about your personal data stored by us, if it is not necessary, you can request that the data be deleted or processing restricted.

To which recipients will the data be forwarded?

Your personal data will only be passed on to third parties if this is necessary for the execution of the contract with you, if the passing on is permitted based on a weighing of interests within the meaning of Art. 6 para. 1 lit. f) DSGVO and if we are legally obliged to pass on the data or if you have given your consent. In the course of deliveries, these may be transport and logistics service providers, for example.

Where is the data processed?

Your personal data will be processed by us exclusively in computer centers in the European Union and therefore the basic data protection regulation always applies to the processing.

Your rights as a "data subject"

You have the right to be informed about the personal data we process about you.

In the case of a request for information that is not made in writing, we ask for your understanding that we may then require you to provide evidence that proves that you are the person you claim to be.

Furthermore, you have the right to correct or delete your personal data or to restrict its processing to the extent that you are legally entitled to do so.

Furthermore, you have the right to object to the processing within the framework of the legal requirements. The same applies to a right to data transferability.

You have a right of objection in accordance with Art. 21 Paragraphs 1 and 2 DSGVO against the processing of your data in connection with a direct advertising campaign, if this is based on a weighing of interests.

Our data protection officer

We have appointed a data protection officer in our company. You can reach him or her at the following contact details:

datenschutz@hela.eu

Right of appeal

You have the right to complain about the processing of personal data by us to a data protection supervisory authority.

You can download the data processing principles [HERE](#).