



**PRIVACY NOTICE
FOR
BUSINESS PARTNERS
OF THE
HERING SCHUPPENER GROUP**

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1. CONTROLLER

The competent controller within the meaning of the General Data Protection Regulation (GDPR), other data protection laws applicable in member states of the European Union, and other provisions relating to data protection is as follows.

For business partners of the Hering Schuppener Unternehmensberatung für Kommunikation GmbH

Hering Schuppener Unternehmensberatung für Kommunikation GmbH

Address: Berliner Allee 44, 40212 Düsseldorf
Commercial Register: Düsseldorf Local Court, Commercial Register Number HRB 31684
VAT ID: DE171396270

Management Board: Folker Dries, Dr. Hans-Elmar Döllekes

For business partners of the Hering Schuppener Consulting Strategieberatung für Kommunikation GmbH

Hering Schuppener Consulting Strategieberatung für Kommunikation GmbH

Address: Berliner Allee 44, 40212 Düsseldorf
Commercial Register: Düsseldorf Local Court, Commercial Register Number HRB 4065
VAT ID: DE215379414

Management Board: Alexander Geiser, Tina Mentner, Dr Brigitte von Haacke, Dr Phoebe Keibel, Dr Hans-Elmar Döllekes

For business partners of the Hering Schuppener Consulting Corporate Affairs & Public Strategies GmbH

Hering Schuppener Consulting Corporate Affairs & Public Strategies GmbH

Address: Berliner Allee 44, 40212 Düsseldorf
Commercial Register: Düsseldorf Local Court, Commercial Register Number HRB 64949
VAT ID: DE275642786

Management Board: Alexander Geiser, Tina Mentner

2. CONTACT PERSON

The Hering Schuppener Group has appointed a company group data protection officer (DPO) in accordance with Article 37 of the DS-GVO.

The contact details of the data protection officer of the Hering Schuppener Group:

Data Protection Officer
Berliner Allee 44
40212 Düsseldorf
e-mail: privacy@heringschuppener.com

3. WHAT SOURCES AND DATA DO WE USE?

We process personal data (Art. 4 No. 2 GDPR), which we receive from the business relationship with you.

In addition, we process personal data required for the provision of our services, which we permissibly obtain from publicly accessible sources (e.g. commercial register, press, Internet) or which are legitimately transmitted to us by other companies of the WPP Group or by other third parties.

Relevant personal data may include in particular

- Personal data (name, date of birth, place of birth, nationality, profession/industry and comparable data);
- Contact details (address, e-mail address, telephone number and similar data);
- Payment/coverage confirmation for bank and credit cards customer history;
- Data on your use of the telemedia offered by us (e.g. time of access to our websites, apps or newsletters, pages/links clicked on by you or entries and comparable data);
- Correspondence with you;
- Video and image recording;
- Creditworthiness data;
- As well as other data comparable with the above categories;

4. PROCESSING PURPOSES AND LEGAL BASIS

We process personal data in accordance with the provisions of the General Data Protection Regulation (GDPR/DS-GVO), the Federal Data Protection Act (BDSG) and other relevant laws.

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

The processing of data is carried out to fulfil the contractual obligations between us and our business partners. This covers the following activities:

- Creation of offers, order confirmations, invoices, delivery notes with proof of delivery;
- Order processing;
- Contract-related communication with you;
- Purchase order management in purchasing/supplier management;
- Compliance with legal or tax regulations;

b) In the context of the balancing of interests (Article 6(1)(f) GDPR)

As far as necessary, we process your data beyond the actual fulfilment of the contract in order to protect the legitimate interests of us or third parties.

Examples:

- for the performance and documentation of legally or operationally necessary, technical or economic audits (e.g. inspection obligations under the Value Added Tax Act, audits by auditors, operational and external tax audits, statistical reports, internal audit, reliability audit under the MLA, internal control system) ISO certification;
- general business management and further development of services, systems and products;
- compliance with internal requirements and the requirements of our affiliated companies (WPP Group);
- to ensure proper data processing in accordance with IT security and data protection requirements (e.g. log files);
- to ensure system security and availability;
- for data protection control/ for data protection and data security purposes;
- for the purpose of identifying contact persons (e.g. name, telephone numbers, e-mail addresses, function, departmental/team affiliation) and conducting internal and external communication;
- advertising for products, events and services;

- market and opinion research;
- competition analysis;
- assertion of legal claims and defence in legal disputes;

The interest of the HERING Schuppener Group in the respective processing results from the respective purposes and is otherwise of an economic nature (efficient performance of tasks, distribution, avoidance of legal risks).

As far as the concrete purpose allows, we process your data pseudonymised or anonymised.

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

If you have given us permission to process personal data for specific purposes (e.g. use of your e-mail address for marketing purposes or publication of photos), the legality of this processing is based on your consent.

A given consent can be revoked at any time. This also applies to the revocation of declarations of consent issued to us prior to the validity of the GDPR, i.e. before 25 May 2018.

Please note that the revocation is only effective for the future. Processing operations that took place before the revocation are not affected.

d) On the basis of legal requirements (Article 6(1)(c) GDPR)

Like everyone who is involved in the economic process, we are also subject to a large number of legal obligations. These are primarily legal requirements (e.g. commercial and tax laws), but also regulatory or other official requirements, if applicable. The purposes of processing may include the fulfilment of fiscal control and reporting obligations and the archiving of data for the purposes of data protection and data security as well as for auditing by tax and other authorities.

In addition, the disclosure of personal data may become necessary in the context of administrative/judicial measures for the purpose of gathering evidence, prosecution or enforcement of civil claims.

5. WHO GETS MY DATA?

Within our company, those internal offices or organisational units receive your data that require it to fulfil our contractual and legal obligations or within the scope of processing and implementing our legitimate interests.

Within our group of companies, your data will be transferred to certain companies if they perform data processing tasks centrally for the companies affiliated in the group (e.g. billing, disposal of files, IT support).

Any further transfer of your data to external parties will only take place

- in connection with the execution of the contract;
- for the purpose of fulfilling legal requirements, according to which we are obliged to provide information, notification or transfer of data;
- insofar as external service companies process data on our behalf as contract processors or function takeovers (e.g. computer centres, support/maintenance of EDP/IT applications, archiving, document processing, call centre services, data destruction, purchasing/procurement, customer administration, letter-shops, marketing, media technology, research, risk controlling, invoicing, telephony, website management, auditing services, credit institutions, printing works or companies for data disposal, courier services, logistics);
- on the basis of our legitimate interest or the legitimate interest of the third party for purposes within the scope of the above-mentioned purposes (e.g. to authorities, credit agencies, debt collection agencies, lawyers, courts, experts, Group companies and committees and supervisory bodies);
- if you have given us your consent to transfer your data to third parties;

We will not pass on your data to third parties beyond this. If we commission service providers within the scope of order processing, your data is subject to the same security standards there as with us. In other cases, the recipients may use the data only for the purposes for which they were transmitted.

6. HOW LONG WILL MY DATA BE STORED?

If necessary, we process your personal data for the duration of our business relationship, which also includes the initiation and execution of a contract.

In addition, we are subject to various storage and documentation obligations arising from the German Commercial Code (HGB) and the German Fiscal Code, among others. The periods of retention or documentation specified there are two to ten years. Finally, the storage period is also assessed according to the statutory limitation periods, which, for example, according to §§ 195 et seq. of the German Civil Code (BGB), can generally be three years, but in certain cases up to thirty years.

7. DATA TRANSFERS TO THIRD COUNTRIES

If we transfer personal data to service providers or group companies outside the European Economic Area (EEA), the transfer will only take place if we are authorized to transfer the data and the third country has been confirmed by the EU Commission as having an adequate level of data protection or if other appropriate data protection guarantees (e.g. binding internal company data protection regulations or EU standard contract clauses) are in place.

Further information and a copy of the measures implemented can be obtained from the Group Data Protection Officer.

8. YOUR RIGHTS

Every data subject has the right of access under Art. 15 GDPR, the right of rectification under Art. 16 GDPR, the right of deletion under Art. 17 GDPR, the right to restrict processing under Art. 18 GDPR and the right to data transferability under Art. 20 GDPR.

With regard to the right of information and the right of deletion, the restrictions according to §§ 34 and 35 BDSG apply.

In addition, there is a right of appeal to a data protection supervisory authority (Art. 77 GDPR in conjunction with Section 19 BDSG):

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen
PO Box 20 04 44

40102 Düsseldorf
Phone: 0211/38424-0
Fax: 0211/38424-10
E-Mail: poststelle@ldi.nrw.de

Information on your right of objection under Art. 21 (GDPR)

Right of objection based on individual cases

Under Article 21 of the GDPR, you have the right to object at any time, for reasons arising from your particular situation, to the processing of personal data relating to you on the basis of Article 6(1)(e) GDPR (data processing in the public interest) and Article 6(1)(f) GDPR (data processing based on a balancing of interests); this also applies to profiling within the meaning of Article 4(4) GDPR based on this provision.

If you object, we will no longer process your personal data, unless we can prove compelling reasons for processing that are worthy of protection, that outweigh your interests, rights and freedoms or the processing serves to assert, exercise or defend legal claims.

The objection can be made without any formalities. You will find our contact details under points 1 and 2.

9. OBLIGATION TO PROVIDE DATA

Within the scope of our business relationship, you only need to provide us with personal data that is necessary for the establishment, execution and termination of a business relationship or that we are legally obliged to collect.

Without this data, we will usually have to refuse an order or the conclusion of a contract or be unable to carry out an existing contract and may have to terminate it.

10. PROFILING

We do not use purely automated decision-making procedures under Article 22 of GDPR.

Should we nevertheless use such a procedure in individual cases in the future, we will inform you of this separately if this is required by law.