

# Data Protection Statement

## 1. General

**Henkel Finland OY, hereinafter referred to as Henkel, respects the privacy of each person who visits our website/app. Now we would like to inform you of the type of data collected by Henkel and how they are used. You will also learn how you can exercise your data subjects' rights.**

Any changes to this Data Protection Statement will be published on this page. This enables you to inform yourself at any time about which data we are collecting and how we use such data.

This Data Protection Statement does not apply to websites accessible via hyperlinks on Henkel websites.

## 2. Collection, use and processing of personal data

Name of the responsible entity: Henkel Finland OY

Address of the responsible entity: Eteläinen Rautatiekatu 12, 00100 Helsinki

Henkel uses personal data primarily to provide this website/app to the users and to ensure the proper functioning and security of this site. Any further processing of the data only occurs on the basis of other statutory duties or permissions or if the respective user has consented towards Henkel.

When users visit the website/app, Henkel automatically collects and stores certain data. This includes: the IP address or device ID allocated to the respective end-device which we need for transmitting requested content (e.g. especially content, texts, images, and product information as well as data files provided for downloading, etc.), the activity of users in the context of the website/app, the type of respective end-device, the used type of browser as well as the date and time of use.

Henkel stores this information for a maximum of 7 days for the purpose of recognizing and pursuing misuse.

Henkel uses this information also for improvements to the service's presentation, features, and functionalities as well as general administration tasks.

Aside from this, Henkel deletes or anonymizes the data on use, including the IP addresses, without undue delay as soon as they are no longer needed for the above-mentioned purposes.

The processing and use of the data is based on statutory provisions which justify those operations on the grounds that (1) the processing is necessary for the provision of the website/app; or (2) Henkel has an overriding legitimate interest in ensuring and enhancing the functionality and error-free operation of the website/app and that it is tailored to the users' needs.

Recipients of the collected data may include members of the responsible internal departments, other affiliated companies of Henkel, external service providers (e.g. for hosting and content management, marketing agencies, other third party providers if this is necessary for the services they provide), authorities in the exercise of their respective duties and powers, for example, in the event of an official request on their part, or if this is necessary to establish, exercise or defend Henkel's rights, and current or future acquirers of Henkel companies in the event of a business transaction, such as a sale, merger or acquisition.

### **3. Further Personal Data processing**

#### **a) Customer enquiries and orders**

You may have provided your contact data in the course of ordering products in our contact form. In order to take and process your order and/or process your enquiry, we collect the following data from you as part of the ordering / enquiry process:

- First name, surname and title
- E-mail address
- Billing address
- Delivery address
- Telephone number, if applicable
- Order number
- Products purchased and returns
- Date and time of order
- Payment method, purchase price
- Hair and product related data from the analysis in your salon

For the delivery of goods, we will also transmit this data, to the minimum extent necessary, to delivery service providers (third parties), insofar as this is necessary for the execution of the contract or delivery of the ordered products.

The processing and use of your data is based on statutory provisions which justify those operations on the grounds that the processing is necessary for processing your request.

If you have not given consent to a longer storage duration e.g. in the course of our stakeholder relationship management we will store the data no longer than needed in order to fulfill the aforementioned purpose or as long as required in case any statutory retention obligation applies.

#### b) Payment Processing

When paying with PayPal, your payment data will be forwarded to PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal") as part of the payment processing. If you wish to pay for your order in the online shops with PayPal, the amount to be paid by you together with your first and last name, delivery address, e-mail address, telephone number and IP address will be transmitted to PayPal so that you can authorise the payment to us vis-à-vis PayPal. The legal basis for the data processing associated with this is Art. 6 para. 1 lit. b DSGVO, i.e. the processing of your data is necessary for the fulfilment of the agreement on a payment of your purchase via PayPal. The data transmitted to PayPal may be transferred by PayPal to credit agencies for identity and credit checks. You can find further information on data protection law in the data protection declaration of PayPal <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

Furthermore, we also offer you to make your payments by credit card. The legal basis for the data processing associated with this is Art. 6 para. 1 lit. b DSGVO, i.e. the processing of your data is necessary for the fulfilment of the agreement on a payment of your purchase by credit card. When paying by credit card, the following data will be processed:

- card type (American Express, Mastercard or VISA),
- name of cardholder,
- card number,
- card security code,
- validity period.

Credit card details will be verified, and an authorisation will be carried out by Chase Paymentech Europe Limited, trading as J.P. Morgan, 200 Capital Dock, 79 Sir John Rogerson's Quay, Dublin 2, D02 RK57, Ireland.

#### c) Raffles

You may have provided your contact data and your address while participating in a raffle which we offer from time to time on our website. We will use your data for the purpose of conducting the raffle.

We will not forward your data to any third party unless for the distribution of prizes or for conducting the raffle.

The processing and use of your data is based on statutory provisions which justify those operations on the grounds that the processing is necessary for conducting the raffle.

If you have not given consent to a longer storage duration e.g. in the course of our customer relationship management we will store the data no longer than needed in order to fulfill the aforementioned purpose or as long as required in case any statutory retention obligation applies.

#### d) Surveys

You may have provided your contact data, e.g. your email address while participating in a survey. We will use your data for the purpose of conducting the survey.

We will not forward your data to any third party unless for the purpose of conducting the survey.

The processing and use of your data is based on statutory provisions which justify those operations on the grounds that the processing is necessary for conducting the survey.

If you have not given consent to a longer storage duration e.g. in the course of our customer relationship management we will store the data no longer than needed in order to fulfill the aforementioned purpose or as long as required in case any statutory retention obligation applies.

## **4. Processing of data of "Stylists"**

The registered salon owners may grant selected persons ("stylists") a (sub)authorisation to their salon account in order to grant them limited access to its functions. This is done by adding a stylist profile on the "manage team" function within the SalonLab App.

For the creation of the stylist profile, the following data will be collected and processed: Profile username, selected avatar, PIN. The processing and use of this data is based on Art. 6 (1) (f) GDPR due to the legitimate interest of the salon owner in the data processing.

Unless the stylists have consented to their data being stored for a longer period of time, Henkel will only store the data for as long as it is needed for the above-mentioned purpose, usually until it is deleted by the salon owner, or for as long as this is exceptionally required in the case of a legal obligation to retain data.

## **5. Consent / Withdrawal of Consent**

### **a) Consumer/ Customer Relationship Management/ Online Communities**

You may have given consent that Henkel processes

- your contact data which you may have provided to Henkel,
- the content and circumstances of your electronic communication with Henkel such as contact forms or e-mail,
- your usage of Henkel websites/apps,
- data on your participation in Henkel's online trainings,
- activities on Henkel's Social Media sites (in Blogs, Facebook Fanpages etc.)
- your user profile and any information you shared during your registration for Henkel services (SalonLab e.g.),
- your usage of Henkel newsletters and e-mail marketing,
- your usage of any Henkel online shop including your order history,
- your engagement with Henkel online advertising,
- the data collected during your in-salon consultation

in the framework of Henkel's customer/ consumer relationship management/ online community for the purposes of:

- advertising (by post, in browser, in app and as specified below if you provide an additional consent),
- rendering technical advice such as usage of products or technologies,
- market research, and
- providing online services such as eLearning, webinars
- communication in relation to events
- conducting surveys
- recommending products and relevant content

To achieve the selected purposes Henkel may

- combine the above listed data with other data Henkel may have legally collected about you for instance from raffles or other website/app activities, and
- analyze the data in order to determine relevant advertising measures.

In the course of this analysis Henkel applies an automated methodology that helps prioritize leads for sales. Contacts are categorized according to their online and off-line activities. Based on the category they are assigned to and the location they are the contacts are assigned to salespersons and receive different information on our products and services as well as advertising material.

We will store the data only as long as the consent is valid or as long as required in case of any statutory retention obligations.

**You may withdraw your consent with effect for the future at any time, for example by clicking the respective hyperlink provided either in the confirmation e-mail or by clicking the hyperlink in your respective e-mail. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.**

#### b) Electronic Mail Advertising

You may further have declared your consent that Henkel may contact you regarding offers, products and services relating to Henkel's range of Beauty Care products via electronic mail (e-mail, sms, mms, instant message, push notification) and/or telephone.

If you have subscribed to our SalonLab or SalonLab&Me newsletter and/or email advertising, we personalise the content of the newsletter by evaluating the following personal data in order to provide you with information relevant to you:

From the Henkel websites/apps:

- Usage data (frequency, time, interests, interaction with contact forms, promotions and competitions, visits to certain subdomains),
- Your user profile and related information you provide when registering for Henkel services (such as during SalonLab analysis and consultation, Schwarzkopf Community, SalonLab, Ask-Team-Clean, etc.),
- Tracking data from cookies, pixels, fingerprints, web SDKs and similar technologies.

Hair and product-related data obtained during the consultation in the salon (offline).

From the Henkel social media sites (Instagram, Facebook, Twitter, YouTube, Pinterest, LinkedIn):

- Usage data (frequency, time, interests, interaction with contact forms, promotions and competitions, visits to specific subdomains),
- Your user profile and the associated information you provide when registering for Henkel services (such as Schwarzkopf Community, SalonLab, Ask-Team-Clean, etc.).

From SalonLab Online Shops:

- Purchases (e.g. historical transaction data, eShop transactions),
- Interests you indicate,
- Tracking data from cookies, pixels, fingerprints and similar technologies,
- Payment data (e.g. credit card number, expiry date, transaction history/rejections, credit card type)

From interactions with you:

- about customer service,
- hair and product related data gathered from salon consultations.

From external review platforms:

- Reviews you have submitted and made available to SalonLab and other Henkel accounts.

Your engagement in online advertising for SalonLab and other Henkel products (e.g. ad impressions and clicks).

We will use your data as set forth above under section 4.a) of this Data Protection Statement to provide you with respective advertising measures.

**You may withdraw your consent with effect for the future at any time, for example by clicking the respective hyperlink provided either in the confirmation e-mail or by clicking the hyperlink in the respective e-mail. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.**

## 6. Cookies, Pixels, Fingerprints and similar technologies

This website/app uses cookies and similar technologies.

Cookies are small units of data temporarily stored on the hard disk of your device by your browser that are necessary for using our website/app. A cookie often includes a unique identifier, which is a randomly generated number and stored on your device. Some expire at the end of your website/app session; others remain on your device for longer. Technically necessary cookies will be used automatically. Other cookies (or similar technologies) will only be applied based on your prior consent.

There are different types of cookies. First-party cookies are those placed by the website/app visited and can only be read by that website/app. Third-party cookies are those placed by other organizations that we use for various services. For example, we use external analytics service providers that place cookies on our behalf to tell us what is liked or not liked on our website/app. In addition, the website/app you visit may contain embedded content from, for example, YouTube, which in turn may set their own cookies.

A pixel is usually no more than 1-pixel x 1-pixel transparent image, that is placed on the website/app to collect data such as IP address, type of browser, time of access, or previously set cookies for the purpose of content personalization or making browsing more efficient and easier. They are often used in combination with cookies as pixels are generating and managing cookies.

Provided you have consented, the website/app will collect data regarding a device's operating system, browser, language, installed fonts, IP address, plugins and further information. In doing so, a device can be re-identified for user-relevant marketing purposes.

You can find more information on the Cookies and other technologies used by our website and their purposes on our website under "Cookies" and "Cookie settings". There, you can also withdraw your consent at any time with effect for the future by disabling the respective cookie setting.

Your preference is set for the named domain, per browser and device. Therefore, if you visit our website/app at home and work or with different browsers, you need to refuse data storage with every device or browser.

#### a) Google Ads

Provided you have consented, this website/app uses "Google Ads", a service provided by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"), for the purposes of evaluating the effectiveness of advertising measures and to address you again. When you visit our website, "Google Ads" installs a cookie on your device. With that cookie, Google processes the information generated by your device about the use of our website, interactions with our website and advertising measures as well as your IP address, browser information, your previously visited websites and the date and time of access for the purposes of analyzing and visualizing the reach measurement of our advertisements and to display personalized advertisements. For this purpose, it can also be determined whether different end devices belong to you or your household. With "Remarketing", users of our website can be re-identified and recognized on other websites within the Google advertising network (e.g. in Google Search or on YouTube) and advertisements tailored to their interests can be displayed to them.

The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Under European law, the US does not guarantee an adequate level of data protection. State authorities may have access to this data due to mass surveillance laws. Once your personal data has been disclosed, it will not enjoy the same level of protection and you may not be able to exercise your rights in relation to the data.

By allowing cookies on the Henkel-website/app you agree to the use of the above-mentioned data and the previously described processing by Google.

You find more information about privacy in Google services here:

<http://www.google.de/intl/de/policies/privacy>

#### **Objection to data collection:**

**You can withdraw your consent at any time with effect for the future by disabling cookies on our website under "Cookies" at "Cookie settings". If you agree to the use of cookies in general, but however, you do not wish to receive personalized advertising, you can find information on how to individually adjust your advertising settings with Google under this link**

**(<https://support.google.com/ads/answer/2662922?hl=en>).**

**You can also install an opt-out plug-in**

**(<https://support.google.com/ads/answer/7395996>).**

## b) Google Analytics

Provided you have consented, this website/app uses Google Analytics, a web analytics service provided by Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland) and Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA) ("Google"). For this purpose, a cookie is installed on your device. This cookie will collect data such as browser and device information, your IP address, visited websites, and date and time of server request for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. The cookie also collects information about the interactions that users had with ads (clicking a text ad or viewing a video ad).

Henkel will use the data collected to optimize campaigns, retarget and personalize ads. For this purpose, the cookies stored on your device by Google allow you to be retargeted on the one hand (e.g. within the scope of "Google Ads") on Google's websites and on the other hand (e.g. within the scope of "Google Campaign Manager 360") on our websites/apps and – depending on your interests – when you visit websites of other partners. For this purpose, your browser is identified during advertising delivery and assigned to a target group. This information is used to display relevant and interesting ads to you.

Google (as a controller) may use your data for any own purposes as for profiling and linking your data to other data collected about you (e.g. through your Google Account).

The information generated by the cookie about your use of the website/app (including your IP address) will be transmitted to and stored by Google on servers in the United States. Under European law, the US does not guarantee an adequate level of data protection. State authorities may have access to this data due to mass surveillance laws. Once your personal data has been disclosed, it will not enjoy the same level of protection and you may not be able to exercise your rights in relation to the data.

We have activated the IP anonymization, this means Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the US.<sup>20</sup>

By allowing cookies on the Henkel-website/app you agree to the use of the above-mentioned data and the previously described processing by Google.

You find more information about privacy in Google services here:

<http://www.google.de/intl/de/policies/privacy>

**Objection to data collection:**

**You can withdraw your consent at any time with effect for the future by disabling cookies on our website under "Cookies" at "Cookie settings". If you agree to the use of cookies in general, but however, you are uncomfortable with the use of Google Analytics cookies, you can follow this link (<https://tools.google.com/dlpage/gaoptout?hl=en>) and download and install a browser-plugin to deactivate the Google Analytics collection and use of data (cookies and IP address).**

**c) Google Analytics for Firebase**

Provided you have consented, this website/app uses Google Analytics for Firebase, provided by Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland) to evaluate user interactions of the respective app. This may include app updates, uninstalls as well as the use frequency. Collected information may vary by device as well as environment. Overall, this service helps to provide analytics and attribution.

For more information, see Privacy and Security in Firebase (<https://firebase.google.com/support/privacy>).

For this purpose, a user-resettable identifiers provided by the mobile device's operating system is used namely advertising IDs "AdID" for Android and "IDFA" for Apple. Those aim to track activities for advertising as well as serving and targeting purposes.

Firebase Crashlytics is further used to identify crashes within a project, sending alarm emails to project members as well as support customers in debugging such errors.

**Objection to data collection:**

**You can withdraw your consent at any time with effect for the future by opting out under the app's "Privacy settings". Personalised advertising can be adapted within the app stores for Android and iOS respectively.**

#### d) Facebook Pixel

Provided you have consented, we use the Facebook Pixel provided by Meta Platforms Ireland Limited (4 Grand Canal Square, Dublin 2, Ireland) and Facebook, Inc. (1601 Willow Road, Menlo Park, California 94025 USA) ("Facebook"). This tool allows us to analyse and personalize our ads based on your usage of our website/app in order to provide ads specifically tailored for you. To this end the pixel collects your IP address, browser information, the visits and actions you take on our websites/apps, "Facebook-ID" and date and time of the server request. See section 1 a. of the Facebook Business Tools Terms ([https://www.facebook.com/legal/technology\\_terms](https://www.facebook.com/legal/technology_terms)), for further information about the data you share with us via Business Tools such as the Pixel.

The data collected is used to optimize campaigns and create custom audiences, which are groups of Facebook users based on that data collected, to target ad campaigns on Facebook (Facebook Ads). For this purpose, it can also be determined whether different end devices belong to you or your household.

Facebook may use your data for any own purposes as for profiling and linking your data to other data collected about you (such as through your Facebook account). If you are registered with a Facebook service, Facebook can assign the collected information to your account. Even if you are not registered with Facebook or you have not logged in, it may find out and process your IP address and other identifying features.

Facebook processes the data partly also in the United States. Under European law, the US does not guarantee an adequate level of data protection. State authorities may have access to this data due to mass surveillance laws. Once your personal data has been disclosed, it will not enjoy the same level of protection and you may not be able to exercise your rights in relation to the data.

By allowing cookies on the Henkel-website/app you agree to the use of the above-mentioned data and the previously described processing by Facebook.

Further information on data protection and the storage period on Facebook can be found at: <https://www.facebook.com/privacy/explanation> and <https://www.facebook.com/policies/cookies/>.

#### **Objection to data collection:**

**You can withdraw your consent at any time with effect for the future by disabling cookies on our website under "Cookies" at "Cookie settings".**

**You can adjust your ad preferences by changing your browser settings or your Facebook settings if you do not want to receive interest-based ads on Facebook (<https://www.facebook.com/help/568137493302217>).**

e) Pinterest Pixel

Provided you have consented, the website/app uses the conversion tracking technology of the social network Pinterest (Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland) in order to display relevant advertisements and offers on Pinterest to visitors to this website who have already taken an interest in our website and content/offers or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited) and are Pinterest members. For this purpose, a so-called conversion tracking pixel from Pinterest is integrated on our websites. The pixel generates a cookie that stores your IP address, browser and device information, the visits and actions you perform on our websites, as well as the date and time of the server request. You can find more information under "Exhibit A: Pinterest Data Sharing Addendum" (<https://business.pinterest.com/pinterest-advertising-services-agreement/>).

With the Pinterest cookie, Pinterest can determine the visitors to our website as a target group for the display of advertisements (so-called "Pinterest ads"). If, for example, you have shown interest in our products on our website, you can be shown an ad for our products on Pinterest. With the Pinterest cookie, we can also track the effectiveness of the Pinterest ads for statistical and market research purposes by seeing whether users were redirected to our website after clicking on a Pinterest ad (so-called "conversion").

Pinterest may use your data for any own purposes as for profiling and linking your data to other data collected about you (such as through your Pinterest account). If you are registered with Pinterest, Pinterest can assign the collected information to your account. Even if you are not registered with Pinterest or you have not logged in, it may find out and process your IP address and other identifying features.

Pinterest processes the data partly also in the United States. Under European law, the US does not guarantee an adequate level of data protection. State authorities may have access to this data due to mass surveillance laws. Once your personal data has been disclosed, it will not enjoy the same level of protection and you may not be able to exercise your rights in relation to the data.

By allowing cookies on the Henkel-website you agree to the use of the above-mentioned data and the previously described processing by Pinterest.

Further information on data protection and the storage period on Pinterest can be found at: <https://policy.pinterest.com/en/privacy-policy>

**Objection to data collection:**

**You can withdraw your consent at any time with effect for the future by disabling cookies on our website under "Cookies" at "Cookie settings". You can adjust your ad preferences by changing your browser settings or your Pinterest settings if you do not want to receive interest-based ads on Pinterest**  
<https://help.pinterest.com/en/article/personalized-ads-on-pinterest>

f) Social Media

Social Media content management services such as cookies and plug-ins of different social media networks are embedded in our web pages. The associated services are provided by the respective companies ("providers") only after you have given your consent. Purpose of these services are to enable you to view and share our content with your friends and networks. These providers are:

Facebook is operated by Meta Platforms Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, and within the EU by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland ("Facebook"). For an overview of the Facebook plug-ins and their appearance, go to: <https://developers.facebook.com/docs/plugins>

Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). For an overview of the Twitter buttons and their appearance, go to: <https://developer.twitter.com/en/docs/twitter-for-websites>

YouTube is provided by Google LLC, 1600 Amphitheater Parkway, Mountainview, California 94043, USA, and within the EU by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). For an overview of the YouTube plugins, go to: <https://developers.google.com/youtube/documentation>

Instagram is provided by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland ("Instagram"). For an overview of the Instagram plug-ins and their appearance, go to: <https://developers.facebook.com/docs/instagram>

LinkedIn is provided by LinkedIn Corporation, 1000 West Maude Avenue, Sunnyvale, California 94085, USA, and within the EU by LinkedIn Ireland

Unlimited Company, Gardner House, Wilton Plaza, Wilton Place, Dublin 2, Ireland (“LinkedIn”). For an overview of the LinkedIn plug-ins and their appearance, go to: <https://developer.linkedin.com/plugins#>

To increase the protection afforded to your data when you visit our web pages, these social media services are implemented as “2-click buttons.” This form of integration ensures that, when accessing a page from within our website/app containing such tools, you are not automatically connected to the providers’ servers. Only if you activate the social media services and thereby permit for data transmission, the browser will create a direct link to the providers’ servers. The content of the various tools is then transmitted by the provider concerned directly to your browser and then displayed on your screen.

The social media tool tells the provider your previously visited websites, your IP address, browser information, and the date and time of the server request. On making use of any of the social media functions (e.g. clicking the “Share” button, leaving a comment), this information too will be transmitted by the browser directly to the provider for retention. Those providers may use your data for any own purposes as for analytics, marketing, profiling and linking your data to other data collected about you (such as through your user account with the respective provider) even if you are not logged in to your social media account.

The providers process the data partly also in the United States. Under European law, the US does not guarantee an adequate level of data protection. State authorities may have access to this data due to mass surveillance laws. Once your personal data has been disclosed, it will not enjoy the same level of protection and you may not be able to exercise your rights in relation to the data.

By allowing cookies on the Henkel-website/app you agree to the use of the above-mentioned data and the previously described processing by the providers.

Further information on the collection and use of data by the providers and on the rights and possibilities available to you for protecting your privacy in these circumstances can be found in the providers’ data protection/privacy policies:

Data protection/privacy policy issued by Facebook:  
<http://www.facebook.com/policy.php>

Data protection/privacy policy issued by Twitter:  
<https://twitter.com/en/privacy>

Data protection/privacy policy issued by Google:

<https://policies.google.com/privacy>

Data protection/privacy policy issued by Instagram:

<https://help.instagram.com/155833707900388/>

Data protection/privacy policy issued by LinkedIn:

<https://www.linkedin.com/legal/privacy-policy>

#### **Objection to data collection:**

**You can withdraw your consent at any time with effect for the future by disabling cookies on our website under "Cookies" at "Cookie settings". You can also adjust your preferences by changing your browser settings or your social media platform settings.**

## **7. Your Data Subject Rights / Data Protection Officer**

At any time, you may assert the right to access your data. Additionally, provided that the respective requirements are met, you may assert the following rights:

- Right to rectification
- Right to erasure
- Right to restriction of processing
- Right to lodge a complaint with the respectively competent data protection supervisory authority
- Right to data portability (as of May 25th 2018)

#### **Right to object**

**In case of processing activities involving your personal data that are carried out on basis of a legitimate interest of Henkel, you have the right to object against such processing of your personal data at any time for reasons resulting from your specific situation. Henkel will stop that processing unless Henkel can prove important reasons for the processing which deserve protection which outweigh your interests, rights, and freedoms or if the processing serves to assert, exercise or defend against legal claims.**

**Should you have given your consent to the processing of your personal data, you can withdraw it at any time with effect for the future.**

In these cases, or if you have any other questions or wishes with regard to your personal data, please send an email or a letter to our data protection officer:  
Henkel Finland Oy, Eteläinen Rautatiekatu 12, 00100 Helsinki.