

Data Protection Statement

1. General

Henkel AG & Co. KGaA, hereinafter referred to as Henkel, respects the privacy of each person who visits our website. 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 AG & Co. KGaA

Address of the responsible entity: Henkelstrasse 67, 40589 Duesseldorf, Germany

Henkel uses personal data primarily to provide this website to the users. 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. Henkel stores and processes data specifically for the following purposes:

When users visit the website, 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, 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; or (2) Henkel has an overriding legitimate interest in ensuring and enhancing the functionality and error-free operation of the website and that it is tailored to the users' needs.

3. Further Personal Data processing

a) 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.

b) Product test

You may have provided your contact data and your address while participating in product tests. We will use your data for the purpose of conducting the product test.

We will not forward your data to any third party unless for the purpose of conducting the product test. 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 carrying out the product test.

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.

c) 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. Consent / Withdrawal of Consent

a) 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,
- data on your participation in Henkel's online trainings,
- activities on Henkel's Social Media sites (in Blogs, Facebook Fanpages etc.)

in the framework of Henkel's customer 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

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 activities, and
- analyze the data in order to determine relevant advertising and communication 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 sales persons 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 [HERE]. 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 regarding products from Henkel's Adhesive Technologies range via electronic mail (e-mail, sms, mms, instant message) and/or telephone.

We will use your data as set forth above under section 4a. 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 sending an e-mail to our data protection officer Mr. Frank Liebich, Henkelstrasse 67, D 40191 Düsseldorf, Germany (E-Mail: Datenschutz@henkel.com). The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

c) Webinar

You may have provided your contact data, e.g your email address while participating in webinars. We will use your data for the purpose of providing the webinar.

I also agree that Henkel may forward my personal data to ON24 Inc., [ON24 Inc., 50 Beale Street, 8th Floor, San Francisco, CA 94105] (hereinafter referred to as "ON24") for the following purpose

- Collection, storage, and management of registration and other information from end Users
- Facilitate reminders, notices, and other email and other communications (including by email) to End Users, and to permit Henkel AG & Co. KGaA to personalize communications based on end user's needs
- Manage Platform access by Authorized Users and prevent unauthorized access
- Track attendance by End Users and prevent unauthorized access

According to European Law, the United States of America do not ensure an adequate level of protection of personal data. After the transfer, your personal data will no longer be protected as guaranteed by the Laws of the European Union and you may not be able to exercise your rights with regard to such data.

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

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 providing the webinar to you.

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.

5. Cookies, Pixel, Fingerprints

This website uses cookies and similar technologies. Technically necessary cookies will be used automatically. Other cookies (or similar technologies) will only be applied based on your prior consent. You can find more information on the Cookies used by our website and their purposes in our Cookie Policy. There, you will also find information on how to withdraw your consent for the future.

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

6. 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.

In these cases, or if you have any other questions or wishes in connection with regard to your personal data, please send an e-mail or a letter to our data protection officer, Mr. Frank Liebich, Henkel AG & Co. KGaA, Henkelstrasse 67, D 40191 Düsseldorf, Germany (E-Mail: Datenschutz@henkel.com).

