

# 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, and images 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.

### **a) Contact our team - general website visitor requests**

You may have provided your contact data via our "[Contact our team](#)" contact form. We will use your data for the purpose of replying to your request.

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) Corporate Compliance - contact form**

You may have provided your contact data via our "[Corporate Compliance](#)" contact form. We will use your data for the purpose of replying to your request.

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.

### **c) Henkel Innovation Partnership Program - contact forms**

You may have provided your contact data via our Henkel Innovation Partnership Program contact forms for [Patent Holders](#) or [Invention Partners](#). We will use your data for the purpose of replying to your submission after internal review and evaluation.

The examination and evaluation process may take several months, so please be patient. Once the examination and evaluation process has been completed, we will notify you of the results.

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 submission.

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.

If you want to withdraw your data before we completed the aforementioned evaluation process, please contact us via [E-Mail](#).

#### **d) Investor Relations - Shareholder Data /Annual General Meeting**

In case you want to participate in our Annual General Meeting (AGM) you have to provide personal data such as name, address, category and number of shares. We will use your data to enable you as a shareholder to participate in – and exercise your rights at – the AGM.

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 the preparation of and your participation in the AGM.

In addition, we may process your personal data to meet further legal obligations such as regulatory requirements and binding provisions under stock corporation, security trading, commercial and tax law.

#### **e) Investor Relations - publication order service**

You may have provided your contact data via our [Investor Relations publication order service form](#). We will use your data for the purpose of replying to / fulfilling your request.

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 investors and analysts 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.

#### **f) Presse video footage - download service**

You may have provided your contact data via our [Press video footage download service form](#). We will use your data for the purpose of providing a download link to video footage material and to follow the publication of Henkel video footage material.

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 investors and analysts 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.

#### **g) EasyD4R – Evaluation Tool**

You may have provided your contact data via our [EasyD4R – evaluation tool form](#). We will use your data for the purpose of providing a download link to the EasyD4R evaluation tool.

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 investors and analysts 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) Investor Relations Email Distribution List**

You may have given consent that Henkel processes

- your contact data which you may have provided to Henkel, in the framework of Henkel's investors and analysts relationship management for the purposes of
- providing updates about our latest Investor Relations news releases and up-coming Investor Relations events ([Investor Relations Email Distribution List](#))

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 via the [Investor Relations Email Distribution List form](#). The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

##### **b) Press Release E-Mail Distribution List**

You may have given consent that Henkel processes

- your contact data which you may have provided to Henkel, in the framework of Henkel's press & media relationship management for the purposes of
- providing updates about our latest news releases and up-coming press events ([Press Release E-Mail Distribution List](#))

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 via the [Press Release E-Mail Distribution List form](#). The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

##### **c) Corporate Publications - Distribution Service**

You may have given consent that Henkel processes

- your contact data which you may have provided to Henkel, in the framework of Henkel's stakeholder relationship management for the purposes of

- sending me the information of release of corporate publications via e-mail ([Corporate Publications - Distribution Service](#)).

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 via the [Corporate Publications - Distribution Service form](#). The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

#### d) EasyD4R Update - Email Information Service

You may have given consent that Henkel processes

- your contact data which you may have provided to Henkel, in the framework of Henkel's stakeholder relationship management for the purposes of
- sending me the information about updates of the EasyD4R tool via e-mail ([EasyD4R update email information service](#)).

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 via the [EasyD4R – evaluation tool form](#). The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

#### 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.

#### *Adobe Analytics*

Provided you have consented, this website uses Adobe Analytics, a web analytics service provided by Adobe Systems Software Ireland Limited (4-6 Riverwalk, City West Business Campus, Saggart, Dublin 24, Ireland) ("Adobe"). 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.

Adobe (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 Adobe Account).

The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and processed by Adobe on servers in the United Kingdom. For this third country data transfer, an adequate level of data protection is ensured by standard contractual clauses, Art. 46 GDPR, pending an adequacy decision by the European Commission (Art. 45 GDPR).

We have activated the IP anonymization, which means that the last octet (the last portion) of the IP address is immediately hidden when the IP address is collected by Adobe. This anonymization is performed prior to any processing of the IP address. Only an approximate location will be available for the purpose of statistical analysis. After the geo-lookup, everywhere in Analytics the IP addresses are obfuscated – replaced with :: X.X.X.X.

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

You find more information about privacy in Adobe services here:

<https://www.adobe.com/privacy/policy.html>

#### **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 Adobe Analytics cookies, you can follow this link (<https://www.adobe.com/privacy/opt-out.html>) and deactivate the Adobe Analytics collection and use of data (cookies and IP address).**

#### 6. Web Tracking

Provided you have consented, this website collects and stores data for marketing and optimization purposes by using a technology of Webtrekk. This data is stored in and further processed on basis of anonymous or pseudonymous user profiles (depending on the respective technology and service engaged). These user profiles are stored in Cookies or other similar technologies as set out above. In addition to the data collected when accessing the website (as set forth above) this may also include information pertaining to the website you are using to visit us, the websites that you visit while you are with us and, if applicable, any search terms you have been using to find our website.

Without an explicit consent by our users the data collected with the Webtrekk technologies is not used to identify a visitor personally and is not combined with any other personal data about the respective user.

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

**a) You can also object to the data collection and storage by Webtrekk by clicking on the below link: [I object data storage](#)**

**To exclude the Webtrekk web controlling on this website an opt-out cookie is set. The cookie 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.**

**b) Alternatively you can object and prevent the storage of cookies with a corresponding setting in your browser software; however, we wish to point out that you may not be able to completely use all functions of this website.**

**Please find further information about the web tracking in the Data Protection policy of our provider: [Webtrekk Data Protection Policy](#).**

## 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.**

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 (Email: [Datenschutz@henkel.com](mailto:Datenschutz@henkel.com)).

## 8. Use of Social Media Plug-ins

Plug-ins (“plug-ins”) of different social media networks are embedded in our web pages. The associated services are provided by the respective companies (“providers”). These providers are:

**Facebook** is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (“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://dev.twitter.com/web/tweet-button>

**Instagram** is provided by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA („Instagram“). For an overview of the Instagram plug-ins and their appearance, go to: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>

**LinkedIn** is provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (“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 plug-ins are implemented as “2-click buttons.” This form of integration ensures that, when accessing a page from within our website containing such plug-ins, you are not automatically connected to the providers’ servers. Only if you activate the plug-ins and thereby permit for data transmission, the browser will create a direct link to the providers’ servers. The content of the various plug-ins is then transmitted by the provider concerned directly to your browser and then displayed on your screen.

The plug-in tells the provider which of our website pages you have accessed. If, while viewing our website, you are logged into your user account with the respective provider, he is able to collate your interest, i.e. the information you are accessing, with your user account. On making use of any of the plug-in functions (e.g. clicking the “Like” button, leaving a comment), this information too will be transmitted by the browser directly to the provider for retention.

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/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/Data Protection-policy](https://www.linkedin.com/legal/Data-Protection-policy)



