

## **Data protection notice of Heidelberger Chlorella GmbH for direct orders placed by email and fax**

### **1. Scope of application**

Protection of personal data is very important to us. We want to inform you of which personal data we use for what purposes if you use our order form by the following communication on data protection. The following communication applies to all orders placed with us by phone. You can find the statutory basis for data protection in the EU General Data Protection Regulation (hereinafter: GDPR) and the Federal Data Protection Act.

### **2. Definitions**

#### **Personal data**

"Personal data" are any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier (e.g. a cookie), or by one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

#### **Processing**

"Processing" means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

### **3. Types of personal data**

If you order any products from us by phone, we will process the personal data that we need for your order: First and last name, email address, address, ordered items, price, if available: customer number, fax number, credit card details if applicable (hereinafter jointly the Order Details).

### **4. Purposes of processing**

We will use your Order Details for processing the contract and payment (the legal basis is point (b) of the first sentence of Article 6(1) GDPR) and for accounting (book-keeping, annual statement, tax returns, etc.) (the legal basis is point (f) of the first sentence of Article 6(1) GDPR). We will use your first and last names and your address for postal direct marketing (the legal basis is point (f) of the first sentence of Article 6(1) GDPR) in addition to this.

### **5. Requirement of data provision**

The personal data named in item 3 must be provided for conclusion of a contract.

### **6. Categories of recipients of the personal data**

When paying by credit card via GiroSolution, the payment will be processed via payment service provider GiroSolution GmbH, Hauptstraße 27, D-88699 Frickingen, to whom we will pass on your

data provided within the context of the ordering process exclusively for the purpose of payment processing in accordance with Article 6 para. 1 lit. b GDPR. The data will only be passed on as far as this is actually necessary for payment processing. Details concerning the payment with Giro Solution can be found in the general terms and conditions and the data protection provisions of Giro Solution at: <https://www.girosolution.de/rechtliches/agb/>

Your Order Details will be transmitted to our shipping service providers for the purpose of delivery (the legal basis is point (b) of the first sentence of Article 6(1) GDPR). We will also transmit them to our tax advisors and public accountants at the necessary scope of the purpose of book-keeping and, if necessary for legal reasons, to collection companies or lawyers (the legal basis is point (f) of the first sentence of Article 6(1) GDPR). If we store your Order Details on our servers, our IT service providers will receive access if this is necessary for technical reasons and for system maintenance (the legal basis is point (f) of the first sentence of Article 6(1) GDPR).

### **7. Orders placed for others**

If you are placing the order for someone else, you must be properly authorised to do so. You must provide this data protection notice to the person you order for.

### **8. Duration of processing**

We will store personal data that we process for contract and payment processing and for book-keeping within the scope of the storage periods under tax and commercial law. If we process your personal data (name, address) for postal marketing, your data (name, address) will be used for postal mailing until you object to this.

### **9. Right to object**

You have the right to object to the personal data processed based on point (f) of the first sentence of Article 6(1) GDPR if you have any reasons for the objection that are based on your particular situation. However, your personal data will continue to be processed if compelling legitimate grounds are present for further processing of the data that override the interests, rights, and freedoms of your person, or if processing serves to establish, exercise, or defend any legal claims. If we process personal data from you for the purpose of direct marketing, you have the right to object to processing of the personal data for the purpose of such marketing at any time, without stating grounds (Article 21 GDPR).

### **10. Further rights of data subjects**

If you have given your consent, you have the right to withdraw your consent again. Please note that withdrawal does not render any processing performed until the withdrawal illegal (no retroactive effect of the withdrawal). You have the right to be informed about the personal data concerning you that are stored by us free of charge upon request within the scope of the GDPR (Article 15 GDPR). Furthermore, according to the proviso of the GDPR, you have the right to rectification (Article 16 GDPR), erasure (Article 17 GDPR), restriction (Article 18 GDPR), and portability (Article 20 GDPR) of your personal data. You also have the right to lodge a complaint with the data protection supervisory authority competent for you in justified cases (Article 77 GDPR). You can assert your rights under the GDPR by email or in writing. You can find the provider's contact details below.

## 11. Contact details

**Provider as controller:**

Heidelberger Chlorella GmbH  
In der Heidelslach 4  
69181 Leimen  
Germany  
Phone: +49 (0)6224 92700  
Fax: +49 (0)6224 927070  
Email: [info@heidelberger-chlorella.de](mailto:info@heidelberger-chlorella.de)

**Contact address of the data protection officer:**

[datenschutzbeauftragter@heidelberger-chlorella.de](mailto:datenschutzbeauftragter@heidelberger-chlorella.de)

**State authority for data protection:**

The state officer for data protection in Baden-Württemberg  
PO Box 10 29 32, D-70025 Stuttgart  
Königstraße 10a, D-70173 Stuttgart  
Phone: +49 (0)711 6155410  
Telefax: +49 (0)711 61554115  
Email: [poststelle@fdi.bwl.de](mailto:poststelle@fdi.bwl.de)