

Data protection notice of Heidelberger Chlorella GmbH for order forms

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 using our order form. 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 via an order form, we will process the personal data you enter in the order form: First and last name, email address, address, ordered items, price, if available: customer number, fax number (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. Regarding registration for our newsletter, please see item 5 of this data protection notice.

5. Newsletter

If you consent, we will inform you at regular intervals about our product offers, voucher and coupon campaigns, and raffles by email. For this, you need to tick the corresponding box in the newsletter field in the order form. You may withdraw your consent to processing of your email address for sending out the newsletter at any time. You can submit your withdrawal via the link in the newsletter or via the following contact details. The newsletter will be sent based on your consent in accordance with point (a) of the first sentence of Article 6(1) GDPR. If applicable, you are giving us the following consent, which we reproduce again below for strictly informational

purposes: "I agree that Heidelberger Chlorella GmbH may use my indicated email address in order to inform me about its product offers, voucher and coupon campaigns, and raffles at regular intervals. I have the right to withdraw my consent towards Heidelberger Chlorella GmbH at any time effective for the future."

6. Requirement of data provision

Provision of the personal data named in item 3 is necessary for conclusion of a contract, as far as the mandatory fields in the form that are marked with asterisks are concerned.

7. Categories of recipients of the personal data

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).

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 you unsubscribe from our newsletter, we will no longer send you our newsletter. You will be entered on a block list for this. However, we will continue to store your first and last names and your email address, in order to demonstrate that you have registered for our newsletter once if necessary. If we process your personal data (name, address) for postal marketing, your data will be used for postal mailing until you object to this.

9. Orders placed via third parties

If any third parties complete and submit order forms in your name, we will process the personal data the charged third parties have submitted to us in the forms. The contents of this data protection statement then apply accordingly.

10. 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).

11. 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.

12. Contact details

Provider as controller:

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

Contact address of the data protection officer:

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@lfdi.bwl.de