Privacy policy

Information regarding data processing in the context of the registration, participation and the holding of the HOFMANN Technology Day and International Expo (hereinafter referred to as "HOFMANN Expo")

I. Scope

This data protection information applies to data processing in connection with the registration, participation and the holding of the HOFMANN Expo.

II. Name and address of the controller

The controller in the meaning of Article 4 (7) of the General Data Protection Regulation (GDPR), as well as other legal data protection regulations is:

HOFMANN GmbH
Industriestraße 22
25462 Rellingen
Germany
Tel.: +49 4101 3027-0
Fax: +49 4101 31022
Email: info@hofmannmarking.de
Website: www.hofmannmarking.de

III. Use of data in the context of the registration form

Personal data entered via the registration form at the time of registration (e.g. name, address, email address, company) is collected and stored by HOFMANN GmbH exclusively for purposes of organising and holding the HOFMANN Expo. If we request data through the registration form, which is not necessary for the stated purpose, you are at liberty to give this information. The submission of this data is purely voluntary. This data will be deleted as soon as it is no longer needed for the attainment of the stated purpose; alternatively, we shall restrict the processing of this data in case there are legal obligations for their retention. The provision of personal data is not legally or contractually prescribed. The processing of data takes place in accordance with Article 6 (1) point (b) of the GDPR.

We commission external service providers to administer the invitations and plan the event. These service providers process the data only according to express instructions and are contractually obliged to guarantee suitable technical and organisational measures for data protection.

IV. Use of data in the context of the newsletter

You will only receive a newsletter from HOFMANN GmbH, if you have expressly consented to it. The newsletter contains information about the range of products and services of HOFMANN GmbH, as well as information about interesting events organised by HOFMANN GmbH, for instance future HOFMANN Expos or the participation of HOFMANN GmbH in fairs within Germany and worldwide.

The only obligatory information required for sending out newsletters is your email address. The provision of personal data is not legally or contractually prescribed, and it is not even required for the conclusion of a contract. We shall store your email address for the purpose of sending the newsletter to you. The processing of data takes place in accordance with Article 6 (1) point (a) of the GDPR.

When registering for the newsletter, we also store the IP address as well as the date and time of registration. The processing of these data is necessary in order to be able to prove a given consent. The legal basis results from our legal obligation to document your consent (Art. 6 para. 1 letter c) in connection with Art. 7 para. 1 GDPR).

You can unsubscribe from the newsletter any time and you can revoke your consent for any future despatch of the newsletter any time by simply clicking on the relevant link at the end of the respective newsletter or by sending an email message to marketing@hofmannmarking.de or by contacting us through the contact address stated above.

We also analyse the reading behaviour and opening rates of our newsletter. For this purpose, we collect and process pseudonymised usage data which we do not merge with your e-mail address or IP address. The legal basis for the analysis of our newsletter is Art. 6 para. 1 letter f) GDPR and the processing serves our legitimate interest in optimising our newsletter. You can object to this at any time by contacting one of the contact channels mentioned above.

V. Creation and publication of photos and video recordings

The HOFMANN Expo will be witnessed by a number of instructed photographers and camera people, who will take photos and make video recordings while the event is being held. The photo and video material generated will be published within the context of the public relations work of HOFMANN GmbH, and this is for purposes of news reporting and advertising. The photos and video recordings are to be used to make reports about the HOFMANN Expo, the demonstrations provided there, presentations and lectures. Since the HOFMANN Expo is all about a successful event dealing with the topic of road marking, the photos and video recordings are also to be used to advertise future HOFMANN Expos as well as to advertise other events organised by HOFMANN GmbH.

Of course, the use of photos and videos on which you can be seen is not against your will. If you do not wish to be filmed or photographed, please contact the employees of HOFMANN GmbH. They will take appropriate organizational precautions to ensure that unwanted photos do not take place or are deleted immediately.

The photo and video material prepared will be put onto the website of HOFMANN GmbH at www.hofmannmarking.de and will then be incorporated into the company and product brochure of HOFMANN GmbH which is published every 2 years. Furthermore, the photos and video recordings made will also be published in the social network pages of HOFMANN GmbH (YouTube, Facebook, Instagram, Linkedin). The creation and use of the recorded material is done on the basis of Article 6 (1) point (f) of the GDPR, for purposes of safeguarding the legitimate interests in meaningful public communication concerning the event organised by HOFMANN GmbH. The data will be erased as soon as it is no longer required for the fulfilment of this purpose.

VI. Objection or revocation against the processing of your data

If you have given consent to the processing of your data, you can revoke this consent any time for future processing. The legality of the processing done up to the time of revocation, and based on your consent, will not be affected by this revocation of consent.

Provided that we base the processing of your personal data on the need to balance interests, you can raise an objection against this processing at any time. In exercising such a right of objection, we request that you provide reasons why we should not process your personal data in the way we have been doing. In case you give a justified objection, we shall examine the matter and will either stop and/or adjust the data processing accordingly or lay before you our compelling legitimate reasons, on the basis of which we shall continue the data processing.

You can of course object to the processing of your personal data for advertising and data analysis purposes at any time. You can inform us about your objection to data processing for advertising purposes by using the following contact address: HOFMANN GmbH, Industriestraße 22, 25462 Rellingen, Germany, Jannik Brütt, Email address: jb@hofmannmarking.de, Telephone number: +49 4101 3027-51

Storage period
We store your data for as long as is necessary to achieve the processing purpose or to fulfil our contractual or statutory obligations.

VII. Your rights

You have the right to demand confirmation from the controller, as to whether personal data relating to you is being processed; if this is the case, you a **right to obtain information** about this personal data and the information listed individually in Article 15 of the GDPR.

You have the right to demand from the controller the immediate **correction** of any false personal data relating to you and, if necessary, the **completion** of any incomplete personal data (Article 16 of the GDPR).

You have the right to demand from the controller the immediate deletion of your personal data, as long as one of the reasons individually listed in Article 17 of the GDPR applies, e.g. if the data is no longer required for the fulfilment of the original purpose (**Right to deletion of data**).

You have the right to demand from the controller **restriction of the processing** of your personal data, if one of the preconditions listed in Article 18 exists, e.g. if you have raised objection to the processing for the duration of the verification exercise by the controller.

You have the right, for reasons arising from your particular situation, to raise **objection**, at any time, against the processing of your personal data. The Controller will not process your personal data anymore, unless he can cite compelling legitimate reasons for the processing, which override your interests, rights and freedoms, or unless the processing serves the purpose of asserting, exercising or defending legal claims (Article 21 of the GDPR).

Other administrative or judicial measures of redress notwithstanding, you have the right to **complain to a supervisory authority**, if you believe that the processing of your personal data constitutes a breach of the GDPR (Article 77 of the GDPR). You can assert this right in any supervisory authority in the member state of your habitual residence, your place of work or at the place of the alleged breach.

VIII. Data protection officer

You can reach our data protection officer at the following contact details:
datenschutzbeauftragter@hofmannmarking.de
Herting Oberbeck Datenschutz GmbH Hallerstr. 76, 20146 Hamburg, Germany https://www.datenschutzkanzlei.de

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