

DATA PRIVACY STATEMENT

HAKRO is a medium-sized textiles company. Quality has always been a key feature of our products, a value-based attitude of our business activities. Our success confirms our choices.

The family company, which was founded in 1987 as a GmbH (limited company), HAKRO has its roots in the textiles and retail company HaKro, founded by Harry Kroll of Schrozberg in 1969. HAKRO's activities are the design, development, manufacture and marketing of clothing for the HAKRO® brand. The HAKRO brand is positioned at the high end of the market for corporate fashion and clothing for work, leisure and sports. Our company's claim is to offer first-class clothing in classic shapes and colours that are notable for having the best fits, being perfectly made from first-class materials, and being extremely hard-wearing and long-lasting. With our sustainability strategy, we want to make HAKRO one of the most sustainable providers of corporate fashion over the coming years.

The collection consists of T-shirts, polo shirts, shirts, blouses, sweatshirts, knitwear and outdoor jackets for women, men and children, and a special collection of workwear and leasing clothing that is marketed as the "Performance" collection line. The garments are worn as corporate fashion in professional clothing, merchandising, team or club clothing, or leisure clothing. They are sold exclusively by authorised retailers in the fields of workwear and leasing clothing, sports and fashion retailers, selected advertising media retailers and specialists in textiles finishing. The group of end users includes almost all of the renowned companies in industry, retailer and trade in Germany and the rest of Europe.

HAKRO GmbH also manufactures clothing for own brands of other retail companies (Private Label), special versions to specific customer requests, and with logistics services providers for our retail partners.

HAKRO GmbH takes the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this Data Protection Statement.

This data privacy statement tells you about the type, scope and extent of processing. The terminology used corresponds to the definitions contained in the General Data Protection Regulation (DSGVO) in Article 4.

Controller

HAKRO GmbH
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74575 Schrozberg

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Fax: + 49 (0) 7935 / 9118 200
Email: [info\(at\)hakro.com](mailto:info(at)hakro.com)
Internet: www.hakro.com

Types of data processed

- Contact details (such as first and last names, telephone number)
- Contract and payments details (such as address, payment options)
- User data (such as websites called up, interest in content, access times)
- Communications data (such as IP address, browser version)

Data-Subject Categories

Users of this website such as customers, interested parties, staff or suppliers.

Purpose of Processing

- Provision of company information
- Provision of contact options
- Security measures to protect the website
- Marketing and analysis of user behaviour

Terms used

Personal data is any information relating to an identified or identifiable natural person (hereinafter the "data subject"). A natural person is a person 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 or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Processing is considered to be any process or series of operations or any sequence related to personal data, such as retrieval, collection, organization, ordering, storage, adaptation or modification, read-out, queries, use, disclosure by transmission, dissemination or other form of provision, matching or linking, restriction, deletion or destruction performed with or without the aid of automated procedures. The "Controller" means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.

Applicable Legal Bases

The Data protection law is based on the individual's right to informational self-determination. In accordance with Article 13 of the GDPR, we will inform you of the legal bases on which we process data. The legal basis for obtaining consents is Articles 6(1)a and 7 of the GDPR, the legal basis for the processing for providing our services and carrying out contractual measures as well as replying to enquiries is Article 6(1)b of the GDPR, the legal basis for the processing for meeting our legal obligations is Article 6(1)c of the GDPR, and the legal basis for the processing for safeguarding our legitimate interests is Article 6(1)f of the GDPR. In the event that vital interests of the data subject or another natural person make it necessary to process personal data, Article 6(1)d of the GDPR provides the legal basis.

Cooperations with third parties or processors

Insofar as we disclose data to other persons and enterprises (third parties), transfer these to them or grant them access to the data in any other way within the course of our processing activity, such shall only be done on the basis of a legal permission, if you have given your consent, if a legal obligation provides for such or on the basis of our legitimate interests (e.g. when using agents, web hosters etc.). Insofar as we engage third parties to process data on the basis of order processing, this will be done on

the basis of Article 28 of the GDPR.

Transfers to Third Countries

Insofar as we process data in a third country or within the scope of engaging services of third parties or within the scope of disclosing or transferring data to third parties, this shall only take place if it is done to meet (pre-)contractual duties, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. If a form of permitted processing exists, this will take place on the basis of specific particular safeguards such as the officially acknowledged ascertainment of a level of data protection required in the EU or compliance with specific officially acknowledged contractual obligations.

Rights of Data Subjects

Information (Article 15 GDPR)

The person concerned has the right to ask us for confirmation whether any relevant personal details are being processed. If this is the case, it has the right to information on these details as well as information e.g. on the purpose of processing, its origin, the recipient, the period of storage and its rights.

Correction (Article 16 DSGVO)

The person concerned has the right to insist on correction or completion of the irrelevant personal details.

Deletion (Article 17 GDPR)

The persons concerned have the right to insist on their details being deleted, for instance if the purpose for which they were originally obtained or processed is no longer necessary or if the consent that was given for that purpose has been revoked. A special form of the right to deletion is the "Right to be forgotten" if the responsible place has made public the details that are to be deleted. It must then take reasonable steps to inform the places that process these details that the person concerned is insisting that all links to and copies and replications of these details be deleted.

Limitation of processing (Article 18 GDPR)

In certain cases, the person concerned may also insist on processing being limited. For instance, if the person concerned has objected to the processing and it is not yet clear whether the justified reasons of the Controller outweigh those of the person concerned.

Right to transfer (Article 20 GDPR)

The right to transfer gives certain persons, under certain circumstances, the right to receive a copy of the personal details about them in a usual and machine-readable format.

Complaint (Article 77 GDPR)

Persons concerned have the right to make a complaint to the relevant supervisory authority.

Right to withdraw (Article 7(3) GDPR)

Persons concerned have the right to withdraw consent they have given with effect for the future.

Right to object (Article 21 GDPR)

Persons concerned are free to object to the future processing of their details at any time. In particular,

you may object to processing for purposes of direct marketing.

Erasure of Data

The details we process are deleted and their processing restricted in accordance with Articles 17 and 18 of the GDPR. Unless otherwise explicitly stated within this data privacy statement, the data we store will be erased as soon as they are no longer needed for their intended purpose and their erasure does not conflict with any statutory retention obligations. If the data are not erased because they are required for other and legally permissible purposes, their processing will be restricted. This applies e.g. to data that must be retained for commercial or tax law reasons.

Collection of access details and log files

Based on our legitimate interest (Article 5(1)f GDPR), we store data on every access to the web server to ensure availability. Access data includes name of the retrieved website, file, date and time of retrieval, the amount of data transferred, notice of the successful opening, browser type and version, the user's operating system, referrer URL (the previously visited site), IP address and any other technical information.

For safety reasons, log files are stored for a maximum of 7 days and then deleted. Data for evidence purposes is excluded from deletion until final clarification of the particular incident.

Making Contact

When contacting us (e.g. by email, contact form, telephone), the user's details are processed for dealing with the enquiry and the steps required for the procedure. The users' details can be saved in a suitable program for customer management or similar organisation.

We will delete the details saved as the result of the enquiries when they are no longer required and this is in accordance with the legal requirement to archive.

Cookies

Cookies are small files that are stored on the user's computer. Various information can be saved within the cookies. A cookie can be used to save information about a user (such as browser version, interest of the user) during or after his visit within a website. These cookies can be stored temporarily or permanently.

We use essential cookies to ensure the proper operation of the website. If you have agreed to the marketing cookie, Google LLC uses cookies to record the visitor behaviour on our website for statistical purposes. For more information, please refer to the details in the cookie settings on our website.

Data privacy statement Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA; "Google"). Usage includes the operating type "Universal Analytics". This makes it possible to allocate data, sessions and interactions on several devices to an anonymous user ID and thus analyse a user's activities on all devices. This Data privacy statement is provided by www.intersoft-consulting.de.

Google Analytics uses so-called "cookies", text files that are saved on your computer and allow to analyse the way the website is used. The information the cookie generates about your use of this website is usually transferred to a Google server in the USA, where it is stored. If IP anonymisation is enabled on this website, Google will, however, first truncate your IP address within the member states of the European Union or in other signatory states to the Agreement on the European Economic Area.

Only in cases of exception is the full IP address transferred to a Google server in the USA and truncated there. The IP address transferred from your browser within the framework of Google Analytics will not be pooled with other data from Google. Google will use this information to analyse your use of the website, to compile reports on website activities on behalf of this website's operator, and to provide the website operator with further services associated with the use of the website and of the Internet. These purposes also include our justified interest in data processing. The legal basis for the use of Google Analytics is Article 15(3) of the TMG (German Telemedia Act) and Article 6 (1)f of the GDPR. The data we transfer and link to cookies, user IDs or advertising IDs are automatically deleted after 14 months. Data whose storage period has been reached is automatically deleted once a month. You will find further information on user conditions and data privacy at <https://www.google.com/analytics/terms/de.html> and <https://policies.google.com/?hl=de>. You can set your browser software to prevent the installation of cookies. We do, however, point out that you may then not be able to make full use of all of the functions available on this website. Furthermore, you can prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading and installing the browser add-on provided in the following link. Opt-out cookies prevent your data from being stored on future visits to this website. You must opt-out on all used systems in order to prevent Universal Analytics from storing data on all devices.

Data privacy statement Imgix

We use Imgix, which is a service that optimises images in real-time. Your IP address is sent to imgix (imgix Inc., 423 Tehama St, San Francisco, CA 94103, USA) for this. The service has committed to observing European data privacy guidelines, and has also joined the Privacy Shield agreement. Questions concerning data privacy will be answered by privacy@imgix.com.

Data privacy statement TypeKit

The font "Concorde" is used as a Typekit service of Adobe for the presentation of the website offer. No cookies are set or used to provide the font while the Typekit service is being performed. Adobe can store information on fonts (in this instance "Concorde") to perform the Typekit service that is then provided on the web server. The information is used for accounting purposes and to comply with regulations, and may include the following:

- Fonts provided
- Font ID
- Sentence ID
- Service that is providing the fonts (e.g. Typekit or Edge Web Fonts)
- Application that requires the fonts (e.g. Adobe Muse)
- Server providing the fonts (e.g. Typekit server or Enterprise CDN)
- Hostname of the site where the fonts are being loaded

If the Do Not Track feature is activated in the browser, alternative fonts will be used rather than loading external web fonts without consent.

Data protection officer

If you have any questions concerning data privacy, you are welcome to contact our data protection officer directly:

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