

## Privacy Policy Information

**Privacy policy information for  
HEIDELBERG CUSTOMER PORTAL  
and related apps  
as of Sept. 18, 2023**

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## General

### Name of the responsible person and contact details of the data protection officer:

**Heidelberger Druckmaschinen AG**

Kurfürstenanlage 52-60  
69115 Heidelberg

Phone: +49 (0)6221 92 00

Fax: +49 (0)6221 92 69 99

E-mail [information@heidelberg.com](mailto:information@heidelberg.com)

**Data Protection Officer**

Heidelberger Druckmaschinen AG  
Gutenbergring  
69168 Wiesloch

E-mail: [datenschutzbeauftragter@heidelberg.com](mailto:datenschutzbeauftragter@heidelberg.com)

### Data subject rights:

Right of access, rectification, deletion or restriction, data portability, objection, processing, revocation, consent, right of complaint, supervisory authority.

The EU General Data Protection Regulation (GDPR) and the new German Federal Data Protection Act (Bundesdatenschutzgesetz – BDSG) provide various rights for data subjects, which we inform about below.

According to Art. 15 GDPR and the conditions according to Sect. 34 BDSG, you have the right of **information** about the processing of your personal data. Pursuant to Art. 16 GDPR, you have the right to demand immediate **correction** of any inaccurate personal data. In addition, you can demand a **restriction** of processing in accordance with the conditions of Art. 18 GDPR, a **transfer** of your personal data in accordance with Art. 20 GDPR, as well as **deletion** in accordance with the conditions of Art. 17 GDPR and Sect. 35 BDSG. In addition, you can **object** to the processing of your personal data in accordance with the conditions of Art. 21 GDPR. Pursuant to Art. 7 GDPR, you may **revoke** your **consent** at any time with effect for the future.

### Individual right of objection

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data relating to you that is carried out on the basis of Art. 6 para. 1 lit. f GDPR. If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the purpose of asserting, exercising or defending legal claims.

## Right to object to processing of personal data for the purpose of direct marketing

In accordance with Art. 21 GDPR, you have the right to object at any time to the processing of personal data concerning you for the purposes of direct marketing. If you object to the processing of your personal data for the purpose of direct marketing, we will no longer process your personal data for these purposes.

Please contact us regarding your data subject rights and questions at:  
**[datenschutzbeauftragter@heidelberg.com](mailto:datenschutzbeauftragter@heidelberg.com).**

## Right to lodge a complaint with the supervisory authority

Pursuant to Art. 77 GDPR, you have the **right to lodge a complaint with the supervisory authority**. The supervisory authority responsible for us is:  
Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Baden-Württemberg  
[Federal Commissioner for Data Protection and Freedom of Information Baden-Württemberg]  
Lautenschlagerstraße 20  
70173 Stuttgart  
Ph.: 0711/615541-0  
Fax: 0711/615541-15  
E-mail: **[poststelle@lfdi.bwl.de](mailto:poststelle@lfdi.bwl.de)**  
Web: **[www.baden-wuerttemberg.datenschutz.de](http://www.baden-wuerttemberg.datenschutz.de)**.

## Purpose(s) of the processing and its (their) legal basis(s)

Please note all processing operations listed below that may take place in the course of using HEIDELBERG CUSTOMER PORTAL (HEIDELBERG's cloud-based customer portal) and the associated apps. In this document, you will find the processing of information and data within the scope of HEIDELBERG CUSTOMER PORTAL, and the individual apps mentioned by name, including user administration. Processing of personal data via other apps that can be used via HEIDELBERG CUSTOMER PORTAL is described in this document in the sections dealing with the respective apps.

## Correspondence and telecommunications

Data that users transmit as personal data in the context of communication and telecommunication are processed for the purpose of processing. The legal basis for this is Art. 6 para. 1 lit. b GDPR. In addition to the data transmitted directly by users, the messages or communications contain meta data, for example the phone number used, e-mail address and IP address, date and time of processing.

## Support

If users request support from Heidelberger Druckmaschinen AG or the locally responsible country and sales company or sales partner, the necessary data is processed on the legal basis of Art. 6 para. 1 lit. b GDPR. In the context of this contract, fulfillment or contract-preparatory measures at the request of the person concerned within the meaning of Art. 6 para. 1 lit. b GDPR, it may be necessary in individual cases to pass on data to external service providers, e.g. hosting providers, software providers, IT specialists but also, for example, the user's service providers.

### Web server log files

When accessing HEIDELBERG CUSTOMER PORTAL, the IP address of the calling client, date and time, the page called up, status codes and browser identification are stored in the web server log files. This is based on the legal basis Art. 6 para. 1 lit. f GDPR. Our legitimate interest is to check web traffic and record and evaluate possible access and performance problems. This data is processed for 7 days by default.

### Log data of HEIDELBERG CUSTOMER PORTAL

We collect and store log data in order to optimize HEIDELBERG CUSTOMER PORTAL, with the aim of offering users better and better services, as well as for technical reasons, such as error analysis. These log the behavior and states of each individual component of our service during operation. This log data may contain personal data, such as user IDs and other personal data (e.g. user data, organizational data, notifications) from requests or responses from/to other system components. This data is used to monitor the performance of HEIDELBERG CUSTOMER PORTAL. The data is used to maintain the service, to detect error conditions and to be able to correct them. This follows the legal basis of safeguarding legitimate interests of the controller or a third party according to Art. 6 (1) lit. F GDPR. Our legitimate interest is the optimization and maintenance of the operation. This data is processed for 30 days by default.

### Security monitoring and forensics

Certain log data, through which security-relevant events can be detected and traced, are stored separately. This serves to protect HEIDELBERG CUSTOMER PORTAL, its users and their data. Possible cyber attacks can thus be detected at an early stage and, if necessary, averted or reconstructed retrospectively. Our legitimate interest is to secure HEIDELBERG CUSTOMER PORTAL and to detect and ward off possible attacks, as well as to document corresponding processes. In addition, this data may be used within the scope of legitimate interest (Art. 6 para. 1 lit. f GDPR) for the assertion, exercise or defense of legal claims or damages. For this purpose, a transfer to third parties may also be necessary in individual cases; see also section "Recipients or categories of recipients of personal data".

### Use of contact data for promotional purposes in legitimate interest

We also process the contact data of interested parties and users collected within the framework of HEIDELBERG CUSTOMER PORTAL for advertising purposes on the basis of the legal basis Art. 6 para. 1 lit. f GDPR in conjunction with recital 47 GDPR. It is our legitimate interest to inform interested parties and also users about our products and services for promotional purposes.

The collected relevant contact data, as well as interest in our products and services, will be transmitted to the relevant country or sales company or sales partner if necessary. The processing takes place in our CRM program, as well as e-mail and telecommunication systems.

**Please note the right to object to processing for the purpose of direct advertising, which you will find in the section "Data subject rights".**

### Use of contact data for advertising purposes with consent

For the promotional use of certain contact channels, we require the voluntary consent of the data subjects in Germany. These consents are requested during registration or while HEIDELBERG CUSTOMER PORTAL is being used. The receipt of promotional e-mails must be confirmed by data

subjects via double opt-in. The consent according to Art. 6 para. 1 lit. a GDPR is voluntary and can be revoked at any time. The use of HEIDELBERG CUSTOMER PORTAL is also possible without consent or after consent was revoked.

### Other processing in the context of legitimate interest.

Processing of personal data within the scope of legitimate interest (Art. 6 para. 1 lit. f GDPR) may take place for the assertion, exercise or defense of legal claims or regulation of damages or compliance with regulations. For this purpose, a transfer to necessary third parties may also be necessary in individual cases. Information on the right to object on a case-by-case basis is provided in the "Data Subject Rights" section. Information about possible recipients is listed in the section "Recipients or categories of recipients of the personal data".

## Recipients or categories of recipients of the personal data:

Access to data from HEIDELBERG CUSTOMER PORTAL, as well as the apps and related services, is granted to responsible employees of Heidelberger Druckmaschinen AG, the locally responsible country and sales companies or sales partners of Heidelberger Druckmaschinen AG, as well as commissioned service providers and their subcontractors.

If commissioned service providers have access to personal data and this constitutes commissioned data processing, an agreement on commissioned data processing has been concluded with the service providers, which also takes into account regulations for possible subcontractors.

### Other processing within the scope of legitimate interest

For other processing within the scope of legitimate interest, personal data may be transferred to the judiciary, authorities, legal representation, insurance companies and necessary companies, e.g. Internet providers, cloud service providers or security service providers.

## Intention to transfer data to a third country or an international organization:

Relevant contact data collected in the course of registering and while using HEIDELBERG CUSTOMER PORTAL and the apps included in HEIDELBERG CUSTOMER PORTAL, as well as interest in products and services or support requests (support), will be transferred to the respective responsible country or sales company or sales partner of Heidelberg.

There is no transfer of user data by the responsible party to a third country or other international organization in accordance with the GDPR beyond the above-mentioned processing, unless

- we do not have to do so for legal reasons
- this is not necessary for processing or
- is necessary in the context of legitimate interest,
- the data subject has consented to it
- the data subject is domiciled there,
- the data subject operates corresponding devices or services for communication there, or
- for technical reasons, a corresponding routing takes place, over which we have no influence.

## Cloud services

Heidelberger Druckmaschinen AG uses services from Amazon Web Services of Amazon Web Services EMEA SARL, Luxembourg, for the provision and operation of HEIDELBERG CUSTOMER PORTAL. Other cloud services, such as Google for Google Analytics, are documented for the respective processing in this document or in the data protection information of the respective app.

Unless otherwise noted in a processing operation, no transfer of user data by the controller to a third country or other international organization pursuant to the GDPR will take place unless

- we do not have to do so for legal reasons,
- this is not necessary for processing or
- is necessary in the context of legitimate interest,
- the data subject is domiciled there,
- the data subject operates corresponding devices or services for communication there, or
- for technical reasons, e.g. corresponding routing takes place, over which the data controller has no influence.

## Duration or criteria for the duration of storage:

The user data is stored in HEIDELBERG CUSTOMER PORTAL as long as the user is authorized to access HEIDELBERG CUSTOMER PORTAL, but for a maximum of 30 days after the authorization is withdrawn.

Unless otherwise described in individual processing operations, personal data is processed, e.g. in the context of telecommunications and correspondence or support, for as long as it is necessary for the respective purpose or, on the legal basis of Art. 6 para. 1 lit. c GDPR, for compliance with corresponding regulations.

A longer storage in the context of legitimate interest according to Art. 6 para. 1 lit. f GDPR can take place, provided that these data are necessary, for example, for the assertion, exercise or defense of legal claims, compliance with regulations or regulation damage.

User data will be processed for promotional purposes until the data subject objects or the purpose of the promotional use ceases to apply.

## Transport encryption via TLS/SSL

The transmission of data between the user's device and HEIDELBERG CUSTOMER PORTAL is encrypted via TLS/SSL according to the current state of the art.

## Use of cookies

### Consent management solution

When using HEIDELBERG CUSTOMER PORTAL, cookies may be stored on the end device. Technically required cookies are based on the legal basis Art. 6 para. 1 lit. b GDPR. Technically unnecessary cookies, for which we require consent in certain regions, are based on the legal basis Art. 6 para. 1 lit. a GDPR. Consent is given via consent management solution ("Consent Banner"). Consents granted can be adjusted or revoked **here** at any time with effect for the future.

We use a consent management solution. The service allows users to decide which of the various services available on HEIDELBERG CUSTOMER PORTAL (associated with personal data processing), which are only permitted on the basis of consent they would like to use. Furthermore, the consent management solution allows us to document this consent to data processing and to provide the legally required proof thereof. In this context, your indication applies to all our websites and apps.

The following data is processed:

- Date and time of the visit
- Device information
- Browser information
- Anonymized IP address
- Opt-in and opt-out data

The legal basis for the processing is Art. 6 para. 1 p. 1 lit. f GDPR in conjunction with Art. 7, 24 para. 1 GDPR.

For retention: All information is stored for three years from the end of processing. The legal reason for this is our obligation to document compliance with data protection requirements according to Art. 6 para. 1 p. 1 lit. c) GDPR in conjunction with Art. 5 para. 2 and Art. 24 GDPR, combined with our legitimate interest in proving compliance, Art. 6 para. 1 p.1 lit. f GDPR in conjunction with Sect. 41 BDSG in conjunction with Sect. 41 para. 2 no. 1 German Act on Regulatory Offences (Gesetz über Ordnungswidrigkeiten – OWiG). The platform is operated by our order processor, Usercentrics GmbH, Sonnenstraße 23, 80331 Munich.

You can find more information about the data protection of Usercentrics here:  
**[www.usercentrics.com/privacy-policy](https://www.usercentrics.com/privacy-policy)**

#### **Cookie:**

Name: ssm\_au\_c

Provider: Usercentrics

Description: Description: This cookie is used to manage cookie consent on our site and to store your preference.

Expiration: It will remain until you delete cookies from your browser or changes are made within the cookie consent tool.

### Google Analytics

For the purpose of customized design and continuous optimization of our pages, we use Google Analytics, a web analytics service provided by Google Ireland Ltd ("Google"), on the basis of user consent pursuant to Art. 6 (1) lit. a GDPR. Google Analytics uses "cookies" that enable an analysis of your use of our websites. In this context, our order processor Google creates pseudonymized usage profiles and uses cookies.



### Processed data:

- Browser type/version,
- Operating system used,
- Referrer URL (the previously visited page),
- host name of the accessing end device (IP address, advertising ID)
- Time of the server request

Google Analytics is only used by us in conjunction with activated IP anonymization (IP masking). This means: The IP address of a user is shortened by Google for users within the member states of the European Union and other contracting states of the Agreement on the European Economic Area. Only in exceptional cases (e.g. in the event of a technical defect in the European Union) is the IP address sent to a US server and shortened there.

The method of anonymizing IP addresses used by Google does not write any IP addresses to the hard disk, as the anonymization takes place directly after receiving the request in the RAM. We do not receive any personal data from Google, only anonymized statistics.

On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and Internet usage to the website operator. The IP address transmitted by the user's device as part of Google Analytics is not merged with other data from Google. The storage of cookies can be prevented by users by means of a corresponding setting in the browser. If technically required cookies are not allowed to be set due to user settings, the corresponding functions cannot be used.

### **Transfer to third countries (outside the EU and EEA):**

Google receives personal data in the course of analyzing user behavior based on your consent and processes this data if necessary for the provision of services worldwide:

Google Ireland Limited  
Gordon House, Barrow Street  
Dublin 4  
Ireland  
Ph: +353 1 543 1000  
Fax: +353 1 686 5660  
E-mail: [support-deutschland@google.com](mailto:support-deutschland@google.com)

### **Google Privacy Policy**

We store the data on pseudonomized profiles, which cannot be assigned to an individual person, for a period of 26 months in order to optimize our websites. At the end of the 26 months, this data is automatically deleted.

### **Cookie:**

Name: `_ga`, `_gat`

Provider: Google Universal Analytics

Description: Both analyze browsing behavior and allow the creation of flow statistics; `_ga` is used to distinguish individual users by determining a randomly generated number as a client identifier (depending on the browser and device), which allows the calculation of visits and sessions; `_gat` is used to distinguish between the different objects created in the session.

Expiration:

`_ga` | For two years after revocation, updating, or until you delete cookies from your browser;

`_gat` | 20 minutes after revocation or updating.

### **Cookie:**

Name: Source

Provider: Google Universal Analytics

Description: Captures the origin from where a user came to our pages.

Expiration: 1 year from setting or update

## Google Tag Manager

We use the Google Tag Manager. The provider of the Google Tag Manager component is Alphabet Inc. This service enables the management of website tags via an API. Google Tag Manager only implements tags. This means that cookies are not used and no personal data is collected. The Google Tag Manager triggers other tags with which data can be collected. However, the Google Tag Manager does not access this data. If disabled on a domain or cookie basis, the disabling applies to all tracking tags if implemented with Google Tag Manager.

## YouTube

We integrated YouTube clips on our website: these clips are stored at **[www.youtube.com](https://www.youtube.com)** and can be played directly on our website.

The legal basis for the use of YouTube is Art. 6 para. 1 s. lit. a GDPR.

If you visit the website, YouTube is notified that you have accessed the corresponding subsite of our website. This happens regardless of whether YouTube provides a user account through which you are logged in or whether there is no user account. If you are logged in to Google, your data will be directly assigned to your account. If you do not want the assignment to your profile on YouTube, you must log out before clicking the button. YouTube stores your data as usage profiles and uses them for the purposes of advertising, market research and/or customization of its website. Such an evaluation is carried out in particular (also for users who are not logged in) to provide customized advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles; however, you must contact YouTube to exercise this right.

Further information on the purpose and scope of data collection and its processing by YouTube can be found in the privacy notices. There you will also find more information about your rights and setting options to protect your privacy: **[www.google.de/intl/en/policies/privacy](https://www.google.de/intl/en/policies/privacy)**.

## Statutory or contractual requirement to provide data and possible consequences of failure to provide such data:

In order to use HEIDELBERG CUSTOMER PORTAL and the apps provided therein, the following is required:

- the use of a Zaikio account,
- a registration at HEIDELBERG CUSTOMER PORTAL,
- the assignment of user rights,
- the assignment to one or more organizations,
- the provision of required information for desired functions, and
- the organizational and technical data necessary for the fulfillment of the contract and, if applicable, the communication data.

Without this information, use is not possible.

Optional voluntary information or consent to the use of technically unnecessary cookies, are voluntary and have no influence on the use of HEIDELBERG CUSTOMER PORTAL.

## Automated decision-making

There is no automated decision in individual cases, including profiling in accordance with Art. 22 GDPR.

## Adaptations of this data protection information

Both the modular content and functions and the content and functions of the basic HEIDELBERG CUSTOMER PORTAL are subject to ongoing development. Accordingly, this data protection information will be continuously adapted to the new content and functions.

## HEIDELBERG CUSTOMER PORTAL account and user administration

HEIDELBERG CUSTOMER PORTAL enables authorized users having a **HEIDELBERG CUSTOMER PORTAL account** to access information (e.g. product information), digital content (e.g. videos) and functions (apps, e.g. machine information) via the portal and to use them within the scope of the **terms of use**.

The structure of HEIDELBERG CUSTOMER PORTAL, including the apps, is modular, i.e. not all content and functions are generally available to all users, but are dependent on authorizations, existing contracts or the operation of certain machine types. The scope of services of HEIDELBERG CUSTOMER PORTAL and the apps can be found in the respective **terms of use**.

## **Access, operation and setup of the HEIDELBERG CUSTOMER PORTAL account in connection with Zaikio**

With a HEIDELBERG CUSTOMER PORTAL account, users can access HEIDELBERG CUSTOMER PORTAL. There, the user can set up one or more organizations independently. Users who create a HEIDELBERG CUSTOMER PORTAL organization become the owner of the organization, hereafter called organization owner. The Organization Owner can be changed.

For the initial registration for the HEIDELBERG CUSTOMER PORTAL account and subsequent logins, the user must have a HEIDELBERG CUSTOMER PORTAL ID.

HEIDELBERG uses the Zaikio authentication service to create the HEIDELBERG CUSTOMER PORTAL ID. To register the HEIDELBERG CUSTOMER PORTAL account, a Zaikio account with the external service provider Zaikio GmbH via **www.zaikio.com** is required. If there is no Zaikio account, it can be created as part of the registration process for the HEIDELBERG CUSTOMER PORTAL account. The use of the Zaikio authentication service is based on the terms of use and privacy policy of Zaikio with the user. When using the Zaikio account to access HEIDELBERG CUSTOMER PORTAL including apps, the Zaikio user ID and a confirmation of a successful login are transmitted to Zaikio. A transmission of this data is based on the terms of use and privacy policy of Zaikio.

## **Legal basis for the provision of HEIDELBERG CUSTOMER PORTAL**

The legal basis for the provision of HEIDELBERG CUSTOMER PORTAL until registration is based on the legal basis Art. 6 para. 1 lit. f GDPR. The legitimate interest is the provision of a modern online portal solution for accessing information and digital content and functions. The technically necessary data is processed upon access, as described in the following sections under web server log files and security monitoring and forensics.

## **Legal basis as of registration and use of HEIDELBERG CUSTOMER PORTAL**

The legal basis as of registration is Art. 6 para. 1 lit. b GDPR "Contract performance or measures in preparation of a contract at the request of the data subject". If a user wishes to access an organization of another organization owner, this is based on the legal basis Art. 6 para. 1 lit. b GDPR. In the context of the fulfillment of the contract in the sense of the GDPR according to Art. 6 para. 1 lit. b GDPR, a transmission of the data to the respective organization owner takes place.

## **User administration and data exchange with the Zaikio account**

The HEIDELBERG CUSTOMER PORTAL has a user administration by default where authorized users of an organization can grant access to the organization to other users and assign corresponding rights. In addition, it is possible for users to make access requests for one or more organizations. Correspondingly authorized users of an organization can then approve access via the user administration and grant corresponding rights or deny access.

Via HEIDELBERG CUSTOMER PORTAL, new and changed user and organization data such as organization, country and language can be transmitted to Zaiko using the respective Zaikio account. This is based on the legal basis Art. 6 para. 1 lit. b GDPR for the respective user. If changes are made by other authorized organizational users, the legal basis is based on Art. 6 para. 1 lit. f GDPR "legitimate interest". Our legitimate interest is to transmit the desired changes to user accounts, e.g. language settings, to Zaikio in the context of simple and convenient user administration as part of portal operation. The Zaikio user can also edit these changes in his Zaikio account, which synchronizes them with HEIDELBERG CUSTOMER PORTAL.

## **Notifications by email as part of the registration process, invitations and notifications.**

To complete the registration process, it is necessary to confirm the registration. For this purpose, a confirmation e-mail will be sent to the e-mail address provided during registration. This e-mail contains a link through which the registration can be confirmed and thus completed. The system used stores the date and time of registration and confirmation for this purpose.

If authorized organizational users add a Zaikio user to the HEIDELBERG CUSTOMER PORTAL, these added Zaikio users receive an e-mail with a link via which they can confirm their addition to the portal.

In addition, Heidelberger Druckmaschinen AG may inform HEIDELBERG CUSTOMER PORTAL users by e-mail about relevant events, e.g. planned maintenance, changes, and new or modified functions or conditions.

The legal basis for these notifications is based on Art. 6 para. 1 lit. b GDPR, the performance of a contract.

# Analytics apps

Analytics includes the following apps:

- Benchmarking
- PAT
- Totalizer Booth
- Insights

## Purpose(s) of the processing and its (their) legal basis(s)

Production data can be viewed and evaluated via the Analytics apps. In addition, users can be informed when certain events occur. Which data a user can view or which functions can be used depends on the user rights that the account owner or an authorized user in the user administration of HEIDELBERG CUSTOMER PORTAL can grant to the user.

## Use and legal basis

To **use** the Analytics app, the user needs a HEIDELBERG CUSTOMER PORTAL account with the corresponding portal permissions. Other stored user details, such as the name, e-mail address, mobile device address and language, are required for functions such as notification of events. During use, the IP address, date and time of access, as well as status messages and browser recognition are also processed for technical delivery, log files, security monitoring and forensics.

The **legal basis** as of registration is Art. 6 para. 1 lit. b GDPR "Contract performance or contract-preparatory measures at the request of the data subject".

Both the modular content and functions and the content and functions of the basic HEIDELBERG CUSTOMER PORTAL solution are subject to ongoing development. Accordingly, this data protection information will be continuously adapted to the new content and functions.

# Administration apps

- Contracts
- Equipment Status

## Purpose(s) of the processing and its (their) legal basis(s)

Contract data and a machine overview can be viewed and evaluated via the administration apps. In addition, users can be informed when certain events occur. Which data a user can view or which functions can be used depends on the user rights that the account owner or an authorized user in the user administration of HEIDELBERG CUSTOMER PORTAL can grant to the user.

## Use and legal basis

To **use** the administration apps, the user needs a HEIDELBERG CUSTOMER PORTAL account with corresponding HEIDELBERG CUSTOMER PORTAL permissions. Other stored user details, such as the name, e-mail address, mobile device address and language, are required for functions such as notification of events. During use, the IP address, date and time of access, as well as status messages and browser recognition are also processed for technical delivery, log files, security monitoring and forensics.

The **legal basis** as of registration is Art. 6 para. 1 lit. b GDPR "Contract performance or contract-preparatory measures at the request of the data subject"

Both the modular content and functions and the content and functions of the basic HEIDELBERG CUSTOMER PORTAL solution are subject to ongoing development. Accordingly, this data protection information will be continuously adapted to the new content and functions.

## Shopping apps

- eShop
- Invoices
- Return Shipments
- Shipments
- Used Equipment

### **Purpose(s) of the processing and its (their) legal basis(s)**

Via the shopping apps, data on purchases and sales of consumables and spare parts, invoice overviews, returns, delivery status, overview of deliveries as well as overviews of currently available used equipment can be viewed and evaluated. In addition, users can be informed when certain events occur. Which data a user can view or which functions can be used depends on the user rights that the account owner or an authorized user in the user administration of HEIDELBERG CUSTOMER PORTAL can grant to the user.

### **Use and legal basis**

To **use** the shopping apps, the user needs a HEIDELBERG CUSTOMER PORTAL account with corresponding HEIDELBERG CUSTOMER PORTAL permissions. Other stored user details, such as the name, e-mail address, mobile device address, supplier and billing data, and language, are required for functions such as notification of events. During use, the IP address, date and time of access, as well as status messages and browser recognition are also processed for technical delivery, log files, security monitoring and forensics.

The **legal basis** as of registration is Art. 6 para. 1 lit. b GDPR "Contract performance or contract-preparatory measures at the request of the data subject".

Both the modular content and functions and the content and functions of the basic HEIDELBERG CUSTOMER PORTAL solution are subject to ongoing development. Accordingly, this data protection information will be continuously adapted to the new content and functions.



## Support apps

- Equipment Status Report
- Knowledge Base
- Maintenance Manager
- Predictive Monitoring
- Service Scheduler
- Service Tickets
- Training

### Purpose(s) of the processing and its (their) legal basis(s)

Via the support apps, data on machine status and functionality as well as customer data (name, address, contact person, contact details) can be viewed and evaluated. In addition, users can be informed when certain events occur. Which data a user can view or which functions can be used depends on the user rights that the account owner or an authorized user in the user administration of HEIDELBERG CUSTOMER PORTAL can grant to the user.

### Use and legal basis

To **use** the support apps, the user needs a HEIDELBERG CUSTOMER PORTAL account with corresponding HEIDELBERG CUSTOMER PORTAL permissions. Other stored user details, such as the name, e-mail address, mobile device address and language, are required for functions such as notification of events. During use, the IP address, date and time of access, as well as status messages and browser recognition are also processed for technical delivery, log files, security monitoring and forensics.

The **legal basis** as of registration is Art. 6 para. 1 lit. b GDPR "Contract performance or contract-preparatory measures at the request of the data subject".

Both the modular content and functions and the content and functions of the basic HEIDELBERG CUSTOMER PORTAL solution are subject to ongoing development. Accordingly, this data protection information will be continuously adapted to the new content and functions.

# Training apps

- Academy

## Purpose(s) of the processing and its (their) legal basis(s)

With the **training apps** users can view training data and customer data (name, address, contact persons, contact data). In addition, users can be informed when certain training courses are scheduled. Which data a user can view or which functions can be used depends on the user rights that the account owner or an authorized user in the user administration of HEIDELBERG CUSTOMER PORTAL can grant to the user.

## Use and legal basis

To **use** the training apps, the user needs a HEIDELBERG CUSTOMER PORTAL account with corresponding HEIDELBERG CUSTOMER PORTAL permissions. Other stored user details, such as the name, e-mail address, mobile device address and language, are required for functions such as notification of events. During use, the IP address, date and time of access, as well as status messages and browser recognition are also processed for technical delivery, log files, security monitoring and forensics.

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