



Privacy Policy Websites

Overview

We, the Henkell & Co. Sektkellerei KG, respect your privacy and personal data.

The following provisions provide you with a simple overview of what happens to your personal data when you visit our Henkell Freixenet website at www.henkell-freixenet.com or www.henkell-freixenet.de, and in this context make requests, wish to conclude contracts or make use of services and functions.

1. Definitions

We use the following terms:

Personal data

Personal data means any information relating to an identified or identifiable natural person (hereinafter "you"), such as name, address, email address, bank details, etc.

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.

Controller

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.

Processor

Processor means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

Recipient

Recipient means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed.

Cookie

Cookies are data files that contain information about the use of our website. Cookies are generated in your internet browser when you visit our website and are stored on your device. Cookies can be generated by the website you visit (first party cookies). Only this



website reads the data stored in the cookies. However, cookies can also originate from another provider who is not the operator of our website (third party cookies). If you visit our website again with the same device, the information stored in the cookies is read and sent back to the provider of the cookie. This can make our website as a whole more user-friendly and effective.

The term cookies is used below for all technologies with which information about the use of our website is stored and transmitted to the respective providers.

Consent

Consent of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

Supervisory authority

Supervisory authority means an independent public authority which is established by a Member State.

2. Contact details of Controller

The Controller of processing your data is the Henkell & Co. Sektkellerei KG, Biebricher Allee 142, 65187 Wiesbaden, Germany, represented by Dr. Andreas Brokemper. Phone: +49 (0)611 63 0, E-Mail: info@henkell-sektkellerei.de, Place of the company: Wiesbaden – Handelsregister: Court of Wiesbaden HRA 4770.

3. Contact details of data protection officer

You can reach our data protection officer at:

Henkell & Co. Sektkellerei KG, Datenschutzbeauftragter, Biebricher Allee 142, D-65187, Wiesbaden, Germany, E-Mail: datenschutz-service@henkell-freixenet.com.

4. Legal basis and purpose of data processing

4.1 We process the personal data you provide to us on our website (e.g., your name, address, phone number, or email address) for the purpose of executing and fulfilling contracts, handling inquiries, and providing other services you request from us.

The legal basis for the processing of your personal data is Article 6(1)(b) of the GDPR. This also applies to processing necessary for the implementation of pre-contractual measures.

Your general personal data, processed exclusively for this purpose, will be deleted no later than 4 years after the contract has been fully executed.

4.2 When you visit our website, we collect the personal data that is technically necessary to display our website to you without errors and to ensure stability and security.



This may include the following data:

- Operating system
- Browser type
- Internet service provider
- IP address
- Date and time of the visit
- Web pages, including any search terms
- The websites from which you accessed our website.

We do not process this data together with other personal data about you, unless this is necessary for the purpose of the log files (e.g., consent forms).

The legal basis for processing is Art. 6(1)(f) GDPR, as we have a legitimate interest in processing this data to ensure optimal display and security of the website.

Unless we are permitted to retain your personal data under another legal relationship, we will delete it no later than 1 year after your visit to our website.

4.3 If we offer you a newsletter and you subscribe to it, we process your email address solely on the basis of your consent. We use your data for advertising purposes in the form of sending the newsletter.

The legal basis for data processing is your consent pursuant to Art. 6(1)(a) GDPR, in which case you have the right to withdraw your consent with future effect. You may submit your withdrawal by letter or email to the contact details of the controller specified in Section 2. You will also find a link to submit your withdrawal in the newsletter itself. Simply use the unsubscribe link included in every newsletter or send us a message; this will incur no costs other than the transmission costs according to the standard rates. The lawfulness of the data processing carried out up to the point of exercising your rights remains unaffected by this.

Unless we are permitted to retain your personal data under another legal relationship, we will delete it 4 weeks after you withdraw your consent.

4.4 We may also process the personal data we have collected from you in connection with lawful data processing to inform you about new products, services, and offerings related to our products, as well as to ask for your opinion on the products you have purchased.

The legal basis for this processing is Article 6(1)(f) of the GDPR, as we may assume, based on our legal relationship with you, that you have an interest in the processing of your personal data for the purpose of direct marketing.

Unless we are permitted to retain your personal data under another legal relationship, we will delete it no later than 3 years after the legal relationship on the basis of which we received your data has been fully settled.



4.5 We may also process your data for the purpose of market or opinion research, to the extent permitted by law and provided you have consented to this purpose.

The legal basis for data processing is your voluntary consent pursuant to Art. 6(1)(a) GDPR, in which case you have the right to withdraw your consent for the future. You may submit your withdrawal by letter or email to the contact details of the controller listed under Section 2. The lawfulness of the data processing carried out up to the point of exercising your rights remains unaffected by this.

Unless we are permitted to retain your personal data under another legal relationship, we will delete it no later than 4 weeks after you withdraw your consent.

4.6 If you send us inquiries containing your personal data via the contact form, we will process your personal data for the purpose of handling your inquiry and in the event of follow-up questions.

The legal basis for the processing of your personal data is Art. 6(1)(f) GDPR, as the processing is necessary to safeguard our legitimate interests and does not override your interests or fundamental rights and freedoms that require the protection of personal data.

Unless we are permitted to retain your personal data under another legal relationship, we will delete it no later than 3 years after the inquiry has been fully processed.

4.7 Under certain circumstances, you may also register on our website to use additional features. In this case, we process your personal data for the purpose of fulfilling the requested services.

The legal basis for the processing of your personal data is Article 6(1)(b) of the GDPR, as the processing is necessary for the performance of a contract or for the implementation of pre-contractual measures and is carried out at your request.

Unless we are permitted to retain your personal data under another legal relationship, we will delete the data within 3 years after the requested services have been fully processed.

4.8 Through our website, you may also use services or features provided by third parties, in which case the third party may process your personal data.

a) Social Media Plugins

Our websites may contain links to external social networks such as Facebook ("Social Media Plugins"). The functions associated with the links, in particular the transmission of information and user data, are not activated simply by visiting our websites, but only when you click on the links. After clicking these links, the plugins of the respective networks are activated and your browser establishes a direct connection to their servers.



If you click the links while visiting our website, your user data may be transmitted to the respective network and processed by it. If you click on the links while visiting our website and are simultaneously logged into your personal user account on the network, the information that you have visited our website may be forwarded to the network and stored there in connection with your account. To prevent this information from being associated with your account on the respective network, you must log out of your account before clicking on the link.

Please refer to the privacy policies of the respective social networks for information regarding the purpose and scope of data collection by these networks, the further processing and use of your data there, as well as your rights and settings options for protecting your privacy. The respective social network is solely responsible for the data processing that begins when you click the link.

b) Maileon Newsletter

If you subscribe to a newsletter on our website, your email address will be transmitted to us upon registration, and we use the so-called double opt-in procedure during the registration process. The legal basis for the processing of your personal data is your consent pursuant to Art. 6(1)(a) GDPR.

With your consent, we use data regarding the use of our newsletters for analytical purposes. To this end, we receive information about the extent to which the sent newsletters are opened and used, e.g., to how many users an email was sent, whether emails were rejected, and whether users unsubscribed from the list after receiving an email or redeemed coupons. We use this information to identify your personal interests and thereby tailor our offers to you based on your interests.

In connection with the distribution of the newsletter, we work with the service provider XQueue GmbH, Christian-Pleß-Str. 11-13, 63069 Offenbach am Main.

c) When accessing certain services on our website, personal data may be processed by the service called “Flockler” provided by Relay Commerce, Inc., 1201 W Peachtree St NW Ste 2625 #36051, Atlanta, USA. Flockler is used to embed our social media channels on the website. In doing so, technical connection data related to server access (IP address, date, time, page accessed, browser information), data for generating usage statistics, and data regarding website usage, as well as the logging of clicks on individual elements, may be processed. The legal basis for the processing is your consent pursuant to Art. 6(1)(a) GDPR. Based on your consent, your data may be transferred to the data processor Relay Commerce, Inc., 1201 W Peachtree St NW Ste 2625 #36051, Atlanta, GA 30309, USA. You can find Flockler’s privacy policy at <https://www.relaycommerce.io/privacy-policy>.

d) When accessing certain services on our website, personal data may be processed by the “Matterport” service provided by Matterport Inc., 352 E. Java Drive, Sunnyvale, CA 94089, USA. We use Matterport to present our event venues to you. In doing so, technical



connection data related to server access (IP address, date, time, page accessed, browser information), data for generating usage statistics, and data regarding website usage, as well as the logging of clicks on individual elements, may be processed. The legal basis for the processing is your consent pursuant to Art. 6(1)(a) GDPR. Based on your consent, your data may be transferred to the data processor Matterport Inc., 352 E. Java Drive, Sunnyvale, CA 94089, USA. Matterport's privacy policy can be found at: <https://www.costar.com/about/privacy-notice>.

e) To process job applications, we use the external applicant platform d.vinci provided by the external provider d.vinci HR-Systems GmbH, Nagelsweg 37-39, 20097 Hamburg. When you access the application function, you will be redirected to the d.vinci applicant platform or this platform will be integrated into our website. Personal data (e.g., name, contact information, application documents) is processed as part of the application process. Processing is carried out exclusively for the purpose of conducting the application process in accordance with Art. 6(1)(b) GDPR (pre-contractual measures) and, where applicable, Art. 6(1)(f) GDPR (legitimate interest in efficient applicant management). d.vinci processes the data on our behalf as a data processor in accordance with Art. 28 GDPR. You can find d.vinci's privacy policy at <https://www.dvinci.de/datenschutz/>.

f) For the booking and processing of events/tours on our websites, we use the Regiondo platform provided by the external provider Regiondo GmbH, Karlsplatz 3, 80335 Munich. When you access the booking pages, you will be redirected to Regiondo's pages or these will be integrated into our website. Personal data (e.g., name, contact details, payment information) is processed as part of the booking process. Processing is carried out exclusively for the purpose of providing this online service, fulfilling the contract, personalizing the service, and analyzing the service or determining usage behavior, including market research and reach measurement. The legal basis for data processing is Art. 6(1)(b) GDPR and Art. 6(1)(f) GDPR (legitimate interest in efficient applicant management). Regiondo processes the data on our behalf as a data processor in accordance with Art. 28 GDPR. Regiondo's privacy policy can be found at <https://pro.regiondo.com/de/datenschutz/>.

5. Cookies

5.1 Our website uses cookies and similar technologies that store or read information on your device to ensure the functionality of the website/app, to analyze and personalize usage, and for marketing purposes, including, in particular, sharing data with third-party providers for this purpose. We may use cookies for this purpose.

The legal basis for the use of cookies is Article 6(1)(f) of the GDPR or the consent you provided when accessing our websites pursuant to Article 6(1)(a) of the GDPR.

In particular, in connection with functional and marketing cookies, we may cooperate with technology providers (as service providers) where a transfer of your personal data to the U.S. cannot be ruled out.



Where possible, we instruct our service providers to process your personal data in data centers within the European Union.

However, we cannot always rule out the possibility that U.S. security authorities may, without cause and to a significant extent, gain access to your personal data through service providers with branches in the U.S., and that you may not be able to effectively take legal action against this in the U.S.

5.2 Cookie Storage Duration

Cookies have varying storage durations. Depending on your cookie settings, they are stored by your browser either only for the duration of your use of our websites or for a longer period.

Both “persistent cookies” and “session cookies” are used on our websites:

a) Session cookies are stored only during your current visit to our website and serve to enable you to use our services without restriction and to ensure the most convenient possible experience on our website during your current visit. You can prevent the installation of cookies by adjusting your browser settings accordingly. However, if you disable session cookies, we cannot guarantee that you will be able to use all of our services without restriction.

b) Permanent cookies remain temporarily stored locally in your web browser even after your visit to our website (temporary cookies) and serve to enable you to use our websites as conveniently as possible even beyond your current visit; we use them solely for this purpose. If you disable permanent cookies, we cannot guarantee that you will be able to use all of our services without restriction.

5.3 Cookie Categories

Depending on their function and purpose, cookies can be divided into the following categories:

aa) Necessary Cookies (Type 1)

These cookies are strictly necessary for our website and its functions to work properly. They enable us to improve the convenience and performance of our websites and provide various features. For example, this allows previously entered information (such as your username, language selection, or your location) to be stored, saving you the trouble of re-entering it.



bb) Performance Cookies (Type 2)

These cookies are used to gather information about your use of our website. They enable us, for example, to identify particularly popular sections of our website so that we can tailor the content of our website more specifically to your needs.

cc) Marketing and Third-Party Cookies (Type 3)

These cookies are used to display advertisements that are more relevant to you and tailored to your interests. This information may be shared with third parties, such as advertisers. Cookies used to improve targeting and advertising are often linked to third-party website functionalities.

5.4 Accepting or Rejecting Cookies

You can also visit our website without the use of performance, marketing, or third-party cookies. You can prevent new cookies from being set and delete existing cookies by taking the following steps:

You can revoke your consent to the use of cookies by disabling them in the settings of your browser or device. To do so, please follow the instructions provided by your browser or device manufacturer.

You can also update your personal cookie settings depending on your device's operating system via the following links:

- Microsoft Edge: <https://support.microsoft.com/de-de/microsoft-edge/cookies-in-microsoft-edge-löschen-63947406-40ac-c3b8-57b9-2a946a29ae09>
- Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>
- Chrome: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Safari: <https://support.apple.com/de-de/guide/safari/sfri11471/mac>
- Opera: <http://help.opera.com/Windows/10.20/de/cookies.html>

Additionally, you can manage most cookies via the website <http://www.aboutads.info/choices/#completed>. Please note that certain features, such as the shopping cart function, will not work if you have disabled cookies.

Please be aware, however, that in this case you may no longer be able to use all features of the website to their full extent.

5.5 To improve convenience and quality, web services provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google") may be enabled on our website. Google receives and processes the data generated through the use of the corresponding cookies on our website.



The use of Google services is based on your consent pursuant to Art. 6(1)(a) GDPR and § 25(1) TDDDG (German Law on Data Protection and the Protection of Privacy in Telecommunications and Digital Services). You may revoke your consent at any time with future effect by adjusting the settings in your web browser, thereby preventing processing through the appropriate settings in your browser software (deactivation option).

Data transfers to the U.S. are based on the EU Commission's Standard Contractual Clauses as well as certification under the "EU-U.S. Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the U.S. designed to ensure compliance with European data protection standards for data processing in the U.S. Every company certified under the DPF commits to adhering to these data protection standards. You can obtain further information on this from the provider via the following link: <https://www.dataprivacyframework.gov/participant/5780>.

Further details can be found in the following explanations regarding the individual services:

How we use Google Analytics on our website: Google Analytics uses temporary cookies that enable an analysis of your use of the website. The data stored regarding the use of our website, including your IP address ("usage data"), is generally transmitted to a Google server in the United States and stored there. Please note that on our websites, Google Analytics has been extended with the code "gat._anonymizeIp" to ensure the anonymized collection of IP addresses (so-called IP masking). By activating IP anonymization on our website, your IP address is truncated by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the United States and truncated there.

Google will use the aforementioned information to evaluate your use of our website, to compile reports on website activity for us, and to provide us with other services related to the use of the website and the Internet. Google will only transfer this data to third parties if required by law.

You can prevent this service by adjusting your browser settings accordingly; however, we would like to point out that in this case, you may not be able to use all functions of our website to their full extent.

6. Social Media

6.1 We use the social media platforms of the Meta Group / Facebook Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland (Facebook / Instagram) for our public image, advertising, and communication. Below you will find information about how we process data on the individual social media platforms.

6.2 Facebook / Instagram: You can interact with our profiles on Facebook and Instagram by sending us messages or "liking" our posts. In this case, we receive a notification from



Facebook or Instagram that you have contacted us or interacted with our profile. We can then see your profile name, your interaction, and—if available—your profile picture.

The legal basis for processing your personal data in the context of communication is Article 6(1)(f) of the GDPR, as the processing is necessary to safeguard our legitimate interests and does not override your interests or fundamental rights and freedoms that require the protection of your personal data. In addition, Meta processes your data when you use the social media platforms under its own responsibility. You can find the Meta Privacy Policy at [https://privacycenter.instagram.com/policy/?entry_point=ig_help_center_data_policy_re direct](https://privacycenter.instagram.com/policy/?entry_point=ig_help_center_data_policy_direct).

7. Processing period

We process your personal data only for as long as it is necessary to.

7.1 This means that, unless otherwise described in this privacy policy, we will store your personal data until no claims can be made in connection with the conclusion, performance and settlement of services, contracts or quasi-contracts or the functionality of the websites and all other storage and documentation obligations—in particular those under the German Civil Code (BGB) and the German Fiscal Code (AO)—have have expired.

7.2 Otherwise, the storage is subject to the statutory periods of limitation.

7.3 If retention is no longer necessary according to these regulations, we will delete your data.

8. Recipients

8.1 In connection with the establishment, performance, and fulfillment of services, contracts, or contract-like relationships, or the proper functioning of the website, your data may be transferred to other recipients. We will only transfer your personal data to other recipients if this is necessary for the purpose of data processing.

For example, we transfer your personal data to the service provider HOCH5 GmbH & Co. KG, Zum Stellwerk 10, D-32257 Bünde. In addition, we may transfer your data to companies in the fields of IT services, payment services, or shipping services. Where necessary, we enter into a data processing agreement with these third parties.

8.2 Your personal data may be transferred to a service provider in a non-European third country under certain circumstances if

- the third country in question provides an adequate level of protection,
- we or our service provider provide appropriate safeguards and you have enforceable rights and effective legal remedies available to you, or
- you have expressly consented to the data transfer after being informed of the potential risks associated with such data transfers in the absence of an adequacy decision and without appropriate safeguards.



8.3 Your data will not be disclosed to third parties, or will only be disclosed if you have expressly consented to such disclosure. We will not disclose your personal data to third parties without your express consent, for example for advertising purposes.

9. Rights

9.1 You have the right at any time to receive information free of charge about the origin, recipient and purpose of your processed personal data.

You also have a right to rectification, blocking, deletion, restriction of processing of your personal data and transfer of your data to yourself or to another Controller.

9.2 If the data processing is based on your consent, you have the right to revoke your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until revocation.

To exercise your rights and if you have any further questions on the subject of data protection, you can contact the data protection officer named under clause 3 at any time.

9.3 Furthermore, you have the right to complain with the competent supervisory authority. The supervisory authority for data protection issues is Hessische Beauftragte für Datenschutz und Informationssicherheit, mailbox: 3163, 65021 Wiesbaden, phone: +49 (0) 611 1408 – 0, Fax: +49 (0) 611 1408 - 900 / 901.

10. Date of the privacy policy

Occasionally, it may be necessary to update the privacy policy. We therefore reserve the right to make changes to this privacy policy. This privacy policy is valid as of July 17th 2026.

END OF PRIVACY POLICY