



Privacy Policy Websites

Subject

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 website <https://www.henkell-freixenet.com>, make requests, wish to conclude contracts or use services and functions.

1. Expression

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:

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

Handelsregister court of Wiesbaden HRA 4770

Place of the company: Wiesbaden

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@henkell-sektkellerei.de

4. Legal bases of processing

4.1 We process your personal data in connection with your visit to our websites only to the extent necessary for the conclusion, implementation and performance of services, contracts or quasi-contracts.



The legal basis for the processing of your personal data in these cases is Art. 6 para. 1 sentence 1 b DSGVO. This also applies to processing that is necessary for the implementation of pre-contractual obligations.

4.2 In some cases, we process your personal data if the processing is necessary for the protection of our legitimate interests, provided that your interests or fundamental rights and freedoms, which require the protection of personal data, do not prevail. The legal basis for this processing is Art. 6 para. 1 sentence 1 f DSGVO.

4.3 Otherwise, we process your personal data if and insofar as you have given us consent to do so. The legal basis for data processing on the basis of your prior consent is Art. 6 para. 1 sentence 1 a DSGVO, in which case you have the right of revocation for the future. You can send the revocation by letter or by e-mail to the contact details of Controller mentioned under clause 2. The lawfulness of the data processing carried out up to the assertion of your rights remains unaffected.

5. Processing period

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

5.1 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 have expired.

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

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

6. Recipients

6.1 In connection with the conclusion, implementation and processing of services, contracts or contract-like relationships or the functionality of the websites, 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 the data processing.

6.2 For example, we transfer your personal data to companies from the business of IT services, payment services or shipping services.

6.3 A further transmission of the data does not take place or only if you have expressly consented to the transfer. A non-essential transfer of your personal data to third parties without your express consent, for example for advertising purposes, will not take place.



7. Rights

7.1 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.

7.2 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.

7.3 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.

8. Legal basis, purpose and period of data processing

8.1 We process the personal data that you provide to us on our website (e.g. your name, address, telephone number or e-mail address) for the purpose of executing and processing contracts or services that you request from us.

The legal basis for the processing of your personal data is Art. 6 para. 1 sentence 1 b DSGVO. This also applies to processing that is necessary for the implementation of pre-contractual measures.

Your personal data processed exclusively for this purpose will be deleted 10 years after the complete execution of the contract.

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

This may include the following data:

- Operating system
- browser type
- provider
- IP address
- Date and time of the call
- The web pages from which you reached our website.

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



The legal basis for the processing is Art. 6 para. 1 sentence 1 f DSGVO, as we have a legitimate interest in the processing for the Optimal Display and security of the web pages.

Insofar as we may not also retain your personal data from another legal relationship, we will delete the data within 1 year after your visit to our website.

8.3 Within the scope of the newsletter, we process your e-mail address exclusively on the basis of a prior consent granted by you. We use your data only for the transmission of the newsletter.

The legal basis for the data processing is your consent according to Art. 6 para. 1 sentence 1 a DSGVO, in which case you have the right of revocation for the future. You can send the revocation by letter or by e-mail to the contact details of the Controller mentioned under clause 2. You will also find a link to explain your revocation in the newsletter itself. The lawfulness of the data processing carried out until the assertion of your rights remains unaffected by this.

As far as we are not allowed to keep your personal data also from another legal relationship, we will delete your data 4 weeks after the revocation of your consent.

8.4 We also process your personal data collected by us in connection with permissible data processing in order to inform you about new products, benefits, services in connection with our products. However, if required by law, we will of course obtain your consent in advance.

The legal basis for the processing is Art. 6 (1) sentence 1 f DSGVO, as we may assume as a result of our legal relationship with you that you have an interest in the processing of your personal data for the purpose of direct marketing.

Insofar as we may not also retain your personal data from another legal relationship, we will delete the data within 3 years after the complete settlement of the legal relationship on the basis of which we received your data.

The legal basis for data processing on the basis of your voluntary consent is Art. 6 para. 1 sentence 1 a DSGVO, in which case you have the right of revocation for the future. You can send the revocation by letter or by e-mail to the contact details of the Controller under clause 2. The lawfulness of the data processing carried out until the assertion of your rights remains unaffected.

As far as we are not allowed to keep your personal data also from another legal relationship, we will delete the data within 4 weeks after the revocation of your consent.



8.5 Under appropriate circumstances, we also process your data for the purpose of market or opinion research, insofar as this is legally permissible and you have consented to this purpose.

The legal basis for the data processing is your voluntary consent in accordance with Art. 6 para. 1 sentence 1 a DSGVO, in which case you have the right of revocation for the future. You can send the revocation by letter or by e-mail to the contact details of the Controller mentioned under clause 2. The lawfulness of the data processing carried out until the assertion of your rights remains unaffected.

As far as we are not allowed to keep your personal data also from another legal relationship, we will delete the data within 4 weeks after the revocation of your consent.

8.6 If you send us requests with your personal data via contact form, we process your personal data for the purpose of processing your request and in case of follow-up questions.

The legal basis for the processing of your personal data is Art. 6 (1) sentence 1 b DSGVO, 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.

Insofar as we may not also retain your personal data from another legal relationship, we will delete the data within 3 years after the complete processing of the request.

8.7 You can register on our website to use additional features on the website. 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 Art. 6 (1) sentence 1 b DSGVO, 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.

As far as we are not allowed to keep your personal data also from another legal relationship, we will delete the data within 3 years after complete processing of the requested services.

8.8 Through our websites, you can also use services or functions of third-party providers, whereby a processing of your personal data by the third-party provider is possible.

a) Facebook

Our website contains references (links) to external social networks such as Facebook ("social plugins"). The functions assigned to the links, in particular the transmission of information and user data, are not already activated by visiting our websites, but only by clicking on the links. After clicking on these links, the plugins of the corresponding networks are activated and your browser establishes a direct connection with their servers.



If you click on the links while visiting our website, your user data may be transmitted to the corresponding network and processed by the network. If you click on the links while visiting our website and are logged in to the network via your personal user account (account) at the same time, the information that you have visited our website may be forwarded to the network and stored there in connection with your account. To prevent an assignment to your account with the corresponding network, you must log out of your account before clicking on the link.

For the purpose and scope of data collection by the social networks and the further processing and use of your data there, as well as your rights in this regard and setting options for protecting your privacy, please refer to the data protection information of the relevant network. The respective social network is solely responsible for the data processing that starts when you click on the link.

b) Sendinblue Newsletter

In the context of the newsletter, the third-party provider Sendinblue GmbH, Köpenicker Str. 126, 10179 Berlin analyzes the use of newsletters. The third-party provider can see whether a newsletter message has been opened and which links, if any, have been clicked.

It can also see whether certain pre-defined actions were performed after opening/clicking (conversion rate) or whether you made a purchase after clicking on the newsletter. It also allows the provider to subdivide ("cluster") the newsletter recipients based on various categories. In doing so, the newsletter recipients can be subdivided according to age, gender or place of residence, for example. In this way, the newsletter can be better adapted to the respective target groups.

If you do not want any analysis by the third-party provider, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. Furthermore, you can also unsubscribe directly on the website.

For detailed information on the functions of Sendinblue, please refer to the following link: <https://de.sendinblue.com/funktionen/transaktionsmail/>.

c) Trusted Shops Trustbadge

In order to display the Trusted Shops seal of approval and any ratings collected, as well as to offer Trusted Shops products to buyers after they have placed an order, the Trusted Shops Trustbadge may be integrated on our websites.

When the Trustbadge is called up, the web server automatically saves a so-called server log file, which contains, for example, your IP address, the date and time of the call-up, the amount of data transferred and the requesting provider (access data) and documents the call-up. This access data is not evaluated and is automatically deleted at the latest seven days after the end of your visit to the site.

9. Cookies

We use cookies when you use our websites.



9.1 The legal basis for the use of cookies is the consent given by you when calling up our websites (Art. 6 para. 1 sentence 1 a DSGVO).

9.2 Storage period of the cookies

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

Both "permanent cookies" and "session cookies" are used on our websites:

a) Session cookies are only stored during your current visit to our website and are used to enable you to use our services without restriction and to use our website as comfortably as possible for the current visit to our site. You can prevent the installation of cookies by selecting the appropriate browser settings. However, if session cookies are deactivated, it cannot be guaranteed that you will be able to use all of our services without restriction.

b) Permanent cookies remain temporarily stored locally in your internet browser even after your visit to our website (temporary cookies) and are used to enable you to use our websites as comfortably as possible beyond the current visit and are only used by us for this purpose. If permanent cookies are deactivated, it cannot be guaranteed that you will be able to use all of our services without restriction.

9.3 Cookie categories

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

aa) Necessary cookies (type 1).

These cookies are mandatory for our website and its functions to work properly. They make it possible to improve the comfort and performance of websites and to provide various functions. For example, information that has already been entered (such as user name, language selection or the location where you are) can be saved in order to save you from having to enter it again.

bb) Performance cookies (type 2)

These cookies are used to obtain information about your use of our website. For example, they allow us to identify particularly popular areas 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 play more targeted ads that are relevant to you and customized to your interests. This information may be shared with third parties, such as advertisers. Cookies to improve targeting and advertising are often linked to third party site functionality.

9.4 Consent or rejection of cookies



However, you can also visit our website without the use of performance or marketing and third-party cookies. The prevention of new cookies and the deletion of cookies already set can be achieved by the following measures:

You can revoke your consent to the use of cookies by prohibiting their use in the settings of your browser or terminal device. To do this, please follow the instructions of your browser or device supplier.

In the event of rejection of your consent to data processing vis-à-vis the Processor mentioned under clause 2, we will delete your data with future effect within 4 weeks after receipt of your revocation, insofar as we are not permitted to retain your data on the basis of another legal relationship. Please be aware, however, that in this case it may no longer be possible to use all functions of the websites to their full extent.

Additional information on third-party cookies and their individual deletion vis-à-vis the specifically named third parties can be found in the following section under 9.5.

9.5 Our website may also contain third-party content, such as Facebook services or YouTube videos. These third parties may set cookies while you are using our website and receive information about this website usage. The cookies are primarily used to integrate social media content such as social plugins on our site.

Our websites may use cookies from the following third parties:

a) Google: In order to improve the comfort and quality of our service, web services of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") may be activated on this website. Google receives and processes the data generated by the use of the corresponding cookies on our website.

(i) Google Analytics: Google Analytics uses temporary cookies that allow an analysis of your use of the website. The stored data about the use of our website, including your IP address ("usage data"), is usually transferred to a Google server in the USA and stored there. We would like to point out that on our websites Google Analytics has been extended by the code "gat._anonymizeIp()" to ensure anonymized collection of IP addresses (so-called IP masking). By activating IP anonymization on our website, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for us and providing us with other services relating to website activity and internet usage. A transfer of this data by Google to third parties only takes place due to legal regulations.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of



our website. You can also prevent the collection of data generated by the cookie and related to your use of these web pages (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available under the following link.

You can find more information about Google Analytics at this link: <https://support.google.com/analytics/answer/6004245?hl=de>.

ii) Google Tag Manager: Google Tag Manager is a solution that allows marketers to manage website tags through one interface. Google Tag Manager only implements tags, i.e. it does not use cookies and does not collect personal data. The tool takes care of triggering other tags, which in turn may collect data. Google Tag Manager does not access this data. If a deactivation has been made at the domain or cookie level, it remains in place for all tracking tags implemented with Google Tag Manager.

iii) Google AdWords: This website uses Google AdWords, an analysis service of Google Inc. and within the scope of Google AdWords the conversion tracking. In doing so, Google AdWords places a temporary cookie for conversion tracking on your terminal device (so-called "conversion cookie") when you click on an ad placed by Google. If you visit certain pages on our website, Google and we can recognize that you clicked on the ad and were redirected to this page. The information obtained using the conversion cookies is used to create statistics for AdWords customers who use conversion tracking. We learn through these statistics the total number of users who clicked on the ad placed by Google and were redirected to a web page tagged with a conversion tracking tag.

In addition to conversion tracking, the remarketing or "similar target groups" function is also used. The remarketing function uses a temporary cookie to reach users who have already visited our website. This allows us to present our advertising to users of this website who are already interested in our products or services on other websites in the display network (see below). AdWords also uses user behavior on websites in the Google advertising network ("display network") and the contextual search engine to determine the common interests and characteristics of users of our website. Based on this information, AdWords then finds new potential customers for marketing purposes whose interests and characteristics are similar to those of the users of our website. The target group-specific remarketing is carried out through the combined use of cookies, such as Google Analytics cookies and Google DoubleClick cookies, in the browsers of website users.

If you do not wish to participate in the tracking, you can prevent the installation of cookies by setting your browser software accordingly (deactivation option). Or you can follow the link below and install the plug-in provided there: <https://www.google.com/settings/ads/plugin>. You can also deactivate the use of cookies by third-party providers by visiting the deactivation page of the Network Advertising Initiative at <http://www.networkadvertising.org/choices/>.



Incidentally, the notes on the "Google Analytics" section above also apply to Google AdWords. Further information on Google AdWords can be found at this link: <http://www.google.de/policies/technologies/ads/>.

b) Facebook Pixel

We also use Facebook Pixel from Facebook Inc., 1601 South California Avenue, Palo Alto, CA 94304, USA on this website. In doing so, so-called tracking pixels are integrated on our pages. When you visit our web pages, a direct connection is established between your browser and the Facebook server via the tracking pixel. In the process, the following data is transmitted to Facebook:

- HTTP header information (including IP address, web browser information, page location, document, URL of the web page and user agent of the web browser, as well as day and time of use).
- Pixel-specific data; this includes the pixel ID and (if available) Facebook cookie data, including your Facebook ID (this data is used to link events to a specific Facebook ad account and associate them with a Facebook user)
- Additional information about visits to our websites, as well as about standard and user-defined data events such as, in particular, orders placed (purchase completions), completion of registrations and subscriptions, products searched for, call-up of product information, participation in promotions.

The collection and transmission of this data initiated by us serves to analyze user behavior and optimize our campaigns. If you have a Facebook profile and log in there, the data transmitted by the pixels and evaluated by Facebook can be used to assign the visit to our pages to your user account. Data from users who do not have a Facebook profile remain unused.

We have no influence on the data processing by Facebook. We do not receive any data from Facebook that allows us to identify the users of our website.

For more information about the purpose and scope of data collection and the further processing and use of data by Facebook, as well as your setting options for protecting your privacy, please refer to Facebook's privacy policy at <https://de-de.facebook.com/privacy/explanation>.

If you do not wish this data processing, you can deactivate the Facebook Pixel by clicking on the following link: <https://de-de.facebook.com/help/769828729705201/>.

c) MyFonts Counter

We also use MyFonts Counter on our website, a web analytics service provided by MyFonts Inc, 500 Unicorn Park Drive, Woburn, MA 01801, USA. This involves page-view tracking, which counts the number of visits to the website for statistical purposes and transmits them to MyFonts. MyFonts only collects anonymized data. If necessary, the data is passed on by activating Java Script code in your browser. To prevent the execution of Java Script code from MyFonts altogether, you can install a Java Script blocker.



For more information about MyFonts Counter, please see MyFonts' privacy policy at <https://www.myfonts.com/legal/website-use-privacy-policy>.

d) Criteo Pixel

We use the services of the provider Criteo GmbH, Gewürzmühlstr.11, 80538 Munich, Germany ("Criteo") to analyze and optimize our online offer.

Criteo's services allow us to display advertisements on our website in a more targeted manner in order to present you only with ads that potentially match your interest. For example, if a user is shown ads for products in which he or she has expressed interest on other websites, this is referred to as "remarketing". For these purposes, when our website and other websites on which Criteo is active are called up, Criteo immediately executes code from Criteo and so-called (re)marketing tags (invisible graphics or code, also referred to as "web beacons") are integrated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies can also be used instead of cookies). This file records which web pages the user has visited, which content the user is interested in and which offers the user has clicked on, as well as technical information about the browser and operating system, referring web pages, time of visit and other information about the use of the online offer. The aforementioned information may also be combined by Criteo with such information from other sources. If the user subsequently visits other websites, he can be shown ads tailored to his interests.

You can find further information as well as options to object to the collection by Criteo in Criteo's privacy policy at <http://www.criteo.com/de/privacy/>.

10. Date of the privacy policy

Occasionally it may be necessary to update the data protection declaration. We therefore reserve the right to make changes to this privacy policy. This privacy policy is valid as of June 1st 2021.

END OF PRIVACY POLICY