



Hygiena Website Privacy Notices

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This Privacy Notice explains how Hygiena (“we”, “us”, “our”) handles your personal data. Depending on Hygiena (for instance, whether you are a website visitor, a customer, or an applicant), you can find information about the type of data that we collect and how we use it in the respective section of this Privacy Notice. Consequently, some of the sections of this Privacy Notice might not apply to you.

Hygiena reserves the right update this Privacy Notice required by the law or for any reason deemed necessary by Hygiena The changes’ history can be found in the last section of this Privacy Notice.

WE DO NOT SELL YOUR PERSONAL DATA

Controller

Hygiena remains in control of the data we collect from you resulting from a purchase transaction, technical support or sales inquiry, website visit, or job application. We do not sell your personal information or share it outside our family of Hygiena businesses. Your information is used to assist us with personalizing and improving your experience with us via more informed interactions.

Data Collection & Processing

Website

If you are a visitor to our websites we may process your personal data for the following purposes and legal basis:

1. Respond to your requests (legitimate interest). We will use the information you provide to us; such as first and last name, title, company name, industry, segment, phone number, email address, and any other information or comments you provide to us to address your inquiry.
2. Schedule an appointment with you for technical support (legitimate interest). When you need tech support with one of our Hygiena products or services, you can book an appointment with us through our website. For you to book an appointment, we request the following personal data: first and last name, email address, service requested, date and time, and any other information necessary to service your request. We use third-party software to schedule appointments. Therefore, by scheduling an appointment, the data you provided will be transferred to the third party to facilitate the booking service on our behalf.
3. Send you marketing communication, conduct marketing research and surveys (legitimate interest and/or consent). When you sign up explicitly to receive marketing communication, we may process your personal data to provide you with personalized information about our products and services and conduct market research and satisfaction surveys. You may receive such marketing communication via email, In-app messaging, WhatsApp, SMS or post. We may include individual tracking technologies in our messages, allowing us to recognize when the message was sent to you, when it was accessed or opened, and what (if any) links were clicked. This information is used aggregately to optimize email content and sending times. In certain regions, we may send you a confirmation message after you have explicitly signed up to receive marketing communication. In such cases, the registration to receive marketing communication is not activated until you click the link in the confirmation message. You can opt out and remove yourself (unsubscribe) from our marketing materials at any time by selecting the unsubscribe link in the footer of our



marketing emails. Doing so will remove you from all marketing emails. To unsubscribe or opt out of SMS and WhatsApp messages, reply with “unsubscribe,” and you will be removed from the respective communication method. You can find more information on exercising your rights in the paragraph “Your rights as a data subject” below. The relevant personal data includes name, address, company name, telephone number, and email address.

4. Conduct website analysis and use of cookies and tracking mechanisms (consent or legitimate interest). We use web analysis tools to inform the appropriate design and content of our websites. These tools identify visitor demographic characteristics and count website traffic and engagement. by capturing data into user and session IDs. User and Session IDs obfuscate personally identifiable information to protect your personal identity while allowing us to measure aggregated demographics and behaviors to improve user experience. Cookies and JavaScript are also used to personalize visitors' experience with our website based on their interactions with content. Within our cookie consent management tool, we may choose to offer complete opt-in or opt-out for cookies or opt-in / opt-out of by specific categories.
5. Track and retarget for marketing purposes (consent). We use (cross-device) tracking technologies so that we can display targeted advertising outside of our website and determine the effectiveness of our advertising. To this purpose, cookies are being used according to the description in our consent management tool.
6. Embed Videos (consent). We embed videos hosted on a third-party server within our website. Most, but not all, videos are hosted on Vimeo and or YouTube. only display locally stored thumbnails to prevent information from being sent automatically to third-party video hosting providers. By activating or playing videos from our website, you provide consent to all information collected by our third-party video hosting provider. Typically, this is obfuscated engagement metrics.
7. To optimize each visitor’s experience on our website, we provide a language selection menu that uses Google Translate to translate our website. Additionally, website(s) may use your IP address and/or browser preferences to provide you with a translated version of our website. For certain languages, we use the DeepL translation API to translate our website. For translation purposes, your IP address is only used to identify the country where your Internet connection originated. By using our website, you consent to allow Hygiena to use your IP address to provide translated content.
8. Evaluate how you use our website for statistical purposes and to improve the quality of our websites (legitimate interest). The relevant personal data are the following: date and time of visit, pages visited, content download, links clicked, the volume of data transmitted, access status, information about your web browser and operating system, referral link that indicates from which website you arrived, IP address (which is processed in such a way that it is not possible anymore to trace it back to you). The above-mentioned log data will only be evaluated anonymously.
9. Maintain the security of our websites (legitimate interest). To protect our website from automated requests, we use a Captcha function. As the Captcha function is provided by a third party, displaying the captcha will cause third-party content to be downloaded. This provides the third party with information that you accessed our site and the usage data technically required for this purpose.
10. Comply with legal and regulatory requirements and requests (legitimate interest or legal obligation). We might be required to process your data for legal and regulatory requirements or to establish, exercise and defend legal claims.
11. Corporate transactions purposes (legitimate interest or legal obligation). We may process your data during a sale of a (part of) business or any restructuring, merger, joint venture, or other disposition of our business, assets, stock, or similar proceedings.
12. Establish, exercise, and defend legal claims (legitimate interest).
13. You provide some of the relevant data directly to us, and we collect some data ourselves from the use and experiences you make with our products and services.
14. Please find a table overview summarizing the purposes, personal data, sources, legal basis and data recipients under the section “Data Processing Table”.



Social Media Sites

If you visit our social media pages or engage with our posts we may process your personal data in the interest of public relations and communication (legitimate interest) when you visit our social media pages:

- YouTube: <https://www.youtube.com/user/HygienaTV>
- Twitter: <https://twitter.com/hygienaint>
- LinkedIn: <https://www.linkedin.com/company/hygiena/>
- Facebook: <https://www.facebook.com/HygienaCom>

Together with the provider of the respective social media pages you choose to visit, we are jointly responsible as controllers for processing your personal data.

To the extent that the social media provider allows us to influence the processing of your personal data, we will act to ensure that they process your data in compliance with the applicable data protection regulations. However, please be aware that in most cases, we have no influence over the processing of your personal data by the social media provider.

The social media provider publishes your data on our social media pages (such as comments, videos, pictures, public messages, etc.). We may use post content to improve customer experience or address a customer concern, but Hygiena does not process or store such data for any other purpose. We reserve the right to delete content at our discretion.

If you wish to object to the processing of your personal data in this regard, please get in touch with us as described in the section "Data Protection Requests" below. Depending on your request, we may refer you to other secure communication channels that guarantee confidentiality. In case we are not able to fulfill your request, we will direct your request to the relevant service provider.

We may use our social media pages for advertisement purposes. To this end, we may use demographic, interest-based, behavior-based, or location-based information to target group characteristics provided by the respective social media page provider. You can find more information about the processing of your personal data when using social media pages in the privacy statements of the respective providers.

Social media providers use their own tracking methods on their web pages. Therefore, it cannot be excluded that they may use your profile data for purposes such as evaluating your habits, personal relationships, preferences, etc. We have no influence on the processing of your data by social media platforms. We cannot deactivate the statistics that the social media provider might disclose to us. Further information on the data processing conducted on the provider's social media page can be found in the respective provider's privacy policy.

Customers, Business Partners and Interested Parties

If you are a customer, business partner or interested party we may process your personal data for the following purposes and legal basis:

1. Creation of a new user account and use of our platforms, products, or services (legitimate interest). The relevant data consists of the following categories: first and last name, job title, phone number, email address, username and password, company name, company contact details and any other information we deem necessary to operate our business.
2. Authentication (legitimate interest and/or consent), including when you choose to access our platforms and applications by signing in with SSO, or with your Google account. The relevant personal data are your name, email address, and language. Please be aware that if you use your Google account, Google shares the



aforementioned data with us based on your consent. Furthermore, Google will also be able to process any logins with our SSO. For more information, please reach out to Google.

3. Administration of user account (legitimate interest). The relevant personal data include first and last name, job title, phone number, email address, username and password, company name, company contact details, and any other information we deem necessary to operate our business.
4. Business operations and credit checks (legitimate interest and legal obligation). We may process your account information and usage of our platforms, applications, products, and services for billing and account management, tax, compensation (such as calculating employee commissions and partner incentives), internal reporting and business modeling (such as forecasting, revenue, capacity planning, product strategy), and financial reporting as well as credit checks, which involve credit agencies.
5. Technical support and response to requests (legitimate interest). To provide you with technical support, we rely on applications and services provided to us by third parties who act on our behalf. Depending on the product or service for which you request support, and the technical means used to provide such support, we might process additional data from you (e.g., if you consent to share your screen with us). Third parties provide the support functions, the data technically necessary for the purpose might be shared with them. The relevant personal data include name, email address, telephone number, company, country, content of request, date of request, and any other data you may disclose to us.

Job Applicant

If you are an applicant or wish to apply to our job postings, we may process personal data, which we receive directly from you, from professional networks, or recruitment agencies, for the following purposes (and legal basis):

1. Create a profile for you in our application system ((pre)contractual);
2. Exam your application, your skills, experience, and qualifications ((pre)contractual);
3. Set up interviews ((pre)contractual);
4. Assess for your eligibility for the role ((pre)contractual and legal obligation);
5. Contact third parties provided by you to evaluate your previous performances ((pre)contractual);
6. Conduct background checks when required or permitted by the applicable law ((pre)contractual or legal requirement);
7. Inform you about the status of your application ((pre)contractual);
8. Keep records of the hiring process ((pre)contractual);
9. Store your application in the personnel files in case of a successful application (contractual);
10. Provide you with job opportunities based on your interest (consent);
11. Conduct satisfaction surveys to improve our recruitment process (legitimate interest). You always have the right to object to such processing. More information on how to exercise your right can be found in the section "Data Protection Requests";
12. Comply with legal requirements and requests applicable to employment, social security, and social protection (legal obligation);
13. Establish, exercise, or defend us from legal claims (legal obligation).

To this end, the personal data we might collect is the following: first and last name, telephone number (for unique identification), e-mail address, password (to access our application system), country code, résumé (and any information you may provide us, including your profile pictures), motivation letter, work history data, education and qualification data (e.g., degrees, certificates, and other documents supporting your professional experience), reference letters.



Depending on the progress of your application, we may also process the following personal data, according to the applicable law: identification data (e.g., date of birth, gender, nationality, identity card or passport number, etc.), work or residence permit (and any other data necessary for us to verify your eligibility), questionnaires and evaluation results, offer and employment contract, background checks (when permitted and/or required by applicable law).

We retain your personal data for as long as it is necessary to process your application, according to the applicable law. If your application is unsuccessful, we will delete your data no later than six (6) months after the rejection of your application.

If your application interests us, although you have not been selected for the role for which you applied, based on your consent, we may keep your application for potential future job opportunities. You can withdraw your consent at any time in the future.

Data Recipients

We may disclose your personal data to third parties to fulfill the purposes described in this Privacy Notice.

We comply with the applicable data protection requirements for all Hygiena intragroup data access and transfers.

Trusted third-party service providers with a contract with us may also receive data for the abovementioned purposes. These third parties are, in particular, service providers who support us regarding hosting, IT services and security, fraud detection, customer service, email delivery, data analysis, surveys, and consulting services.

Hygiena may disclose your data to further recipients, such as public entities and institutions, including law enforcement, data protection authorities, tax authorities, credit agencies, banks, courts or other companies insofar as there is a legal basis for such disclosure.

Hygiena shares your data to recipients outside of the Hygiena group only if there is a legal basis for the data transfer and appropriate data transfer mechanisms are implemented.

For the execution of the purposes described in this Privacy Notice we may transfer your personal data to countries that require additional safeguards under applicable data protection laws.

If you wish to receive more information, please contact us at the email address specified in the paragraph “Data protection requests”.

Data Processing Table

PURPOSES	CATEGORIES OF PERSONAL DATA	SOURCES	LEGAL BASIS	DISCLOSURE
Respond to requests	First and last name, title, company name, region, industry, segment, phone, email, address, how did you hear about us, comments.	Obtained directly from the data subject	Legitimate interest	Our Hygiena Group companies; Our service providers.
Schedule an appointment for technical support	First and last name, email address, service requested, date and time.	Obtained directly from the data subject	Legitimate interest	Our Hygiena Group companies; Our service providers.
Marketing communication,	Name, title, industry, segment, address, company name, telephone number, email	Obtained directly from the data subject's interaction	Legitimate interest and/or consent	Our Hygiena Group companies;



research and surveys	address, time and date of registration, usage data, respective product or service.	with our products and services.		Our service providers.
Website Analysis and use of Cookies	See our consent management system.	Obtained from the data subject's interaction with our products and services.	Consent or legitimate interest	Our Hygiena Group companies; our service providers.
Tracking and retargeting for marketing purposes	See our consent management system.	Obtained from the data subject's interaction with our products and services.	Consent or legitimate interest	Our Hygiena Group companies; our service providers; our business partners.
Evaluation of how you use our STC for statistical purposes and in order to improve the quality of our platform	Date and time of visit, volume of data transmitted, access status, information about user web browser and operating system, referral link that indicates from which website user arrived, IP address (which is processed in such a way that it is not possible anymore to trace it back to user). The above-mentioned log data will only be evaluated anonymously.	Obtained from the data subject's interaction with our products and services.	Legitimate interest	Our Hygiena Group companies; our service providers.
Identify distributors near you and translate our website based on your preferences	Location and language preferences	Obtained from the data subject	Consent	Our Hygiena Group companies; our service providers.
Embed videos	See our consent management system.	Obtained from the data subject's interaction with our products and services.	Consent	Our Hygiena Group companies; our service providers.
Maintenance of the security of our website	See our consent management system.	Obtained from the data subject's interaction with our products and services.	Legitimate interest	Our Hygiena Group companies; our service providers.
Comply with legal and regulatory requirements and requests.	Hygiena might be required to process your data for legal and regulatory requirements or in order to establish, exercise and defend legal claims.	Obtained from the data subject's interaction with our products and services.	Legitimate interest or legal obligation	Our Hygiena Group companies; our service providers; Public and governmental authorities, and professional advisors.
Establish, exercise, and defend legal claims (legitimate interest).	Hygiena might be required to process your data to establish, exercise and defend legal claims.	Obtained from the data subject's interaction with our products and services.	Legitimate interest	Our Hygiena Group companies; our service providers; Public and governmental authorities, and professional advisors.
Account creation	First and last name, job title, industry, segment, phone number, email address, username and password, company name and company contact details.	Obtained from the data subject	Legitimate interest	Our Hygiena Group companies; our service providers.
Authentication	Name, email address, language	Obtained from the data subject	Legitimate interest/consent	Our Hygiena Group companies; our service providers; our business partners.
Administration of users' account.	First and last name, job title, phone number, email address, username and password, company name and company contact details	Obtained from the data subject	Legitimate interest	Our Hygiena Group companies; our service providers.
Business operations and credit checks	Account information, and usage of our platforms, applications, products, and services	Obtained from the data subject's interaction with our products and services.	Legitimate interest and legal Obligation	Our Hygiena Group companies;



				our service providers; our business partners; credit agencies.
Job applications' management	First and last name, telephone number (for unique identification), e-mail address, password (to access our application system), country code, résumé (and any information you may provide us, including your profile pictures), motivation letter, work history data, education, and qualification data (e.g., degrees, certificates, and other documents supporting your professional experience), reference letters, identification data (e.g., date of birth, gender, nationality, identity card or passport number, etc.), work or residence permit (and any other data necessary for us to verify your eligibility according to the applicable law), questionnaires and evaluation results, offer and employment contract, background checks (when permitted and/or required by applicable law).	Obtained from the data subject, professional networks or from recruitment agencies	(Pre)contractual, consent, legal obligation	Our Hygiena Group companies; our service providers.

Storage Period

Unless otherwise specified, we will delete your personal data when it is no longer necessary to achieve the purpose for which it was collected, and no legal obligations exist that require longer retention.

Your rights as a data subject depend on your jurisdiction, you may have the right to:

1. Access your data and receive a copy of your data
2. Rectify and erasure of your data
3. Restrict processing
4. Move your data
5. Withdraw consent
6. Object to the processing if the data is processed pursuant to the legitimate interests of Hygiena, including for marketing purposes
7. Submit a complaint with a supervisory authority if you believe that the processing of your personal data infringes applicable data protection regulations.

If you wish to assert your rights, please use the contact details indicated in the paragraph “Data protection requests” below.

Data Protection Requests

In case of questions related to data protection, requests about your rights as a data subject, or complaints please email customerservice@hygiena.com.

Californian Residents

This section provides additional information for Californian residents, as required by the California Consumer Privacy Act 2018 (“CCPA”), as amended by the California Privacy Rights Act of 2020 (“CPRA”)



California Privacy Rights

You might have the right to:

1. know about the personal data we collect about you and how it is used;
2. know whether and to whom your personal data is sold and/or disclosed;
3. request that personal data collected from you are deleted;
4. not be discriminated for exercising your CCPA and CPRA rights;
5. request the rectification of personal data we collect about you.

If you wish to assert your rights, please email customerservice@hygiena.com or call 1-805-388-8007.

WE DO NOT SELL YOUR PERSONAL DATA

You have the right to know whether your personal data is sold and shared and to whom. According to the CPRA your personal data is:

- sold when it is shared for monetary or other valuable consideration;
- shared when it is shared to a third party for cross-context behavioural advertising for the benefit of a business where no money is exchanged.

We do not sell nor share your personal data and, therefore, we do not offer an opt out.

Further information on the categories of data we collect (and that we might have collected in the preceding 12 months) the sources from which the personal data is collected, the purposes for collecting the data and the parties to which the data is shared for such clarified purposes can be found in this privacy policy

We do not process your sensitive personal data

We do not process sensitive personal information as defined by the CPRA and, consequently, we do not offer the possibility to limit the use of this category of personal data.

Changes to the Privacy Policy

We reserve the right to update this privacy statement at any time. This section provides you with information about the privacy statement version history.

Version 1.0	April 2023
Format and publish privacy policy .	
Version 1.1	December 2023
Add logo and update formatting. Fixed a few grammatical errors. No material change.	