

# Privacy Policy – Shodex Business

Version: V04

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Shodex is the brand name of our HPLC columns (high pressure liquid chromatography) for the analysis of liquid samples offered by Resonac Europe GmbH (formerly known as Showa Denko Europe GmbH). This privacy policy will explain how Resonac Europe GmbH (“we” or “Controller”) uses the personal data we collect from you when you use our website <https://www.shodex.de>.

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## Data Controller

The offeror of this website and the data controller is:

Resonac Europe GmbH  
Abraham-Lincoln-Strasse 44  
65189 Wiesbaden  
Germany  
Phone: +49 (0) 89 9399 62 0  
Fax: +49 (0) 89 9399 62 50

## Data protection officer

e|s|b data gmbh  
Schockenriedstraße 8A  
70565 Stuttgart  
Germany  
Phone: +49 711 46905830  
Mail: [graphite\\_gdpr@resonac.com](mailto:graphite_gdpr@resonac.com)

## What data do we collect?

We receive, collect, and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet.

Further, where applicable, because you have an account with us, purchase a product, conduct a payment via our website or undertake any other action, where you obviously enter information on this website, we can collect: the login information; email address; password; computer and connection information and purchase history.

Moreover, we use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

We also collect personally identifiable information, when you provide it to us in the course of your interaction with us or your request on our product offerings, for example including name, company name and VAT ID/ identification number, address, email address, phone number; as well as payment details (including credit card information), comments, feedback, and personal profile.

## How do we collect your data?

You directly provide us with most of the data we collect. We collect data and process data when you:

- register online or place an order for any of our products or services.
- complete and submit a request form from our website.
- use or view our website with activated or permitted cookies in your browser.
- subscribe to our newsletter.

Our organization may also receive your data indirectly from the following sources:

- by the information you send us in an email

## How will we use your data?

We collect your data for the following purposes:

- to perform a contract and provide and maintain our service (Art. 6 (1) lit. b) GDPR)
- to contact you for customer service and technical support (Art. 6 (1) lit. b) GDPR)

- to send you sales quotes (Art. 6 (1) lit. b) GDPR)
- to process your order and manage your customer account (Art. 6 (1) lit. b) GDPR)
- to email you with general or personalized service-related notices and promotional messages (Art. 6 (1) lit. f) of the GDPR, if we have a justified interest within an existing business relationship in sending you marketing information about similar products and services, as you already requested or Art. 6 (1) lit. a) of the GDPR if you give us a prior explicit consent).
- to create aggregated statistical data and other aggregated and/or inferred non-personal information, which we or our business partners may use to provide and improve our respective services (Art. 6 (1) lit. f) of the GDPR, with our justified interest in having an overview over the performance of our website and analyzing and measuring our reach and the user experience)
- to comply with any applicable laws and regulations (Art. 6 (1) lit. c) of the GDPR)

Our organization shares your data with our partner companies so that they may offer you their products and services after obtaining your prior explicit consent. The respective categories of data recipients are in particular:

- official Shodex distributors in EMEAR region
- other Shodex sales offices worldwide

When we process your online order, we may transmit your data to, and use the resulting information from, credit reference agencies (Art. 6 (1) lit. f) of the GDPR with our justified interests in ensuring a regular payment process and prevent fraudulent purchases).

### How do we store your data?

Our company is hosted on the Wix.com platform. Wix.com is a leading cloud-based development platform with the main group holding Wix.com Inc. located in the United States. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

Wix.com operates on the basis of Standard Contractual Clauses pursuant to Chapter V of the GDPR when transferring EU personal data outside the EU/EEA.

All direct payment gateways offered by Wix.com and used by our company comply with the standards set by PCI-DSS as managed by the PCI Security Standards Council, a joint effort of brands like Visa, MasterCard, American Express, JCB International and Discover. The PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

You will find further information about the privacy policy of Wix.com here:

<https://www.wix.com/about/privacy>.

All individual-related data that must happen in order to prepare and handle the order, such as e.g., the preparation of opportunities, technical or logistic support, information useful for the user (interested party), offers and order confirmations, handlings of delivery, billing and other necessary documents are stored by us in SAP ByDesign, in the SAP Cloud, in Microsoft Dynamics 365 and Salesforce. You may receive further information under <https://www.sap.com/products/business-bydesign.html>, <https://dynamics.microsoft.com/de-de/> and <https://www.salesforce.com/eu/campaign/lightning/>.

For communication and evaluation of individual-related data, the corresponding Microsoft Office programs such as e.g., Excel, Outlook are used.

## Marketing - Newsletter

With the subsequent hints we inform you on the contents of our newsletter and on the sign-on, delivery process and on the statistic evaluation process as well as on your right of objection. By subscribing to our newsletter, you agree with the receipt and with the procedures described.

Contents of the newsletter: We send newsletters, emails, and further electronic notifications with promotional information (subsequently “newsletter”) only with the consent of the recipients or with a legal permission. As far as the contents of the newsletter are concretely defined within the scope of a registration for the newsletter, they are relevant for the consent of the users. For the rest, our newsletters include the following information: our products, offers, promotions and our enterprise.

Double-Opt-In and logging: The registration for our newsletter is done by means of a so-called Double-Opt-In-Procedure. I.e., you receive an email after registration in which you are asked to confirm your registration. This confirmation is necessary so that nobody can register with foreign email-addresses. The registrations for the newsletter are logged to be able to prove the registration process in accordance with the legal requirements. Part of that is also the storage of the point in time of registration and confirmation as well as the IP-address. The changes of your data stored at the despatch service provider are also logged.

The email-addresses of our newsletter-recipients, as well as their further data described within the scope of these hints, are stored on the servers of the despatch service provider. The despatch service provider uses this information for the despatch and the evaluation of the newsletters acting on our instructions. Furthermore, the despatch service provider may, according to own information, use these data for the optimization or improvement of its own services, e.g., for the technical optimization of despatch and for the display of the newsletters or for economical purposes to determine from which countries the recipients come. The despatch service provider, however, does not use the data of our newsletter-recipients to contact them itself or to pass them on to third parties.

Registration dates: For the registration for the newsletter, it is sufficient to state your email-address. The software used for sending emails and for data storage is CleverReach (<https://www.cleverreach.com/>) and the integrated email marketing & customer management suite of the wix.com platform.

Statistical collection and analyses: The newsletters contain a so-called “web-beacon”, i.e., a data file as big as a pixel that is called by the server of the despatch service provider upon opening the newsletter. Within the scope of this call, at first technical information such as information as to the browser and as to your system as well as your IP-address and the point in time of the call is collected. This information is used for the technical improvement of the services by means of the technical data or of the target groups and their reading behaviour by means of their call-off places (which can be determined with the help of the IP-address) or of the access times. A part of the statistical collection is also the determination whether the newsletters are opened, when they are opened, and which links are clicked on. Although this information can be allocated to the single newsletter-recipients for technical reasons, it is neither our ambition nor the ambition of the despatch service provider, however, to watch single users. The evaluations serve us in fact for recognizing the reading habits of our users and for adjusting our contents to them or for sending various contents corresponding to the interests of our users.

Cancellation/revocation: You may cancel the receipt of our newsletter at any time, i.e., revoke your consents. Thereby your consents to its despatch by the despatch service provider and the statistical analyses cease to exist simultaneously. Unfortunately, a separated revocation of the despatch by the

despatch service provider or the statistical evaluation is not possible. At the end of each newsletter, you find a link for the cancelation of the newsletter.

### What are your data protection rights?

Every user is entitled to the following:

The right to access – You have the right to request copies of your personal data.

The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request to us to complete the information you believe is incomplete.

The right to erasure – You have the right to request that we erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that we restrict the processing of your personal data under certain conditions.

The right to object to processing – You have the right to object to the processing of your personal data under certain conditions.

The right to data portability – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

The data stored by us are deleted as soon as they are no longer required for their designated purpose and if the deletion is not prevented by legal record retentions.

### How do we use cookies and other tracking tools?

Cookies are small pieces of data stored on a site visitor's browser. They are typically used to keep track of the settings users have selected and actions they have taken on a site. Site visitors can accept or decline non-essential cookies on our site.

In general we use cookies for the following purposes:

- to provide a great experience for our visitors and customers.
- to identify our registered members (users who registered to our site).
- to monitor and analyze the performance, operation, and effectiveness of Wix's platform.
- to ensure our platform is secure and safe to use.

The following cookies do not require your consent, as they are necessary for the operation of the website:

Cookie Name, Purpose, Duration, Cookie Type:

- XSRF-TOKEN, Used for security reasons, Session, Essential
- hs, Used for security reasons, Session, Essential
- svSession, Identifies unique visitors and tracks a visitor's sessions on a site, 12 months, Essential
- SSR-caching, Used to indicate the system from which the site was generated, 1 minute, Essential
- \_wixCIDX, Used for system monitoring/debugging, 3 months, Essential
- \_wix\_browser\_sess, Used for system monitoring/debugging, Session, Essential
- consent-policy, Used for cookie banner parameters, 12 months, Essential
- smSession, Used to identify logged in site members, Session, Essential
- TS\*, Used for security and anti-fraud reasons, Session, Essential
- bSession, Used for system effectiveness measurement, 30 minutes, Essential
- fedops.logger.X, Used for stability/effectiveness measurement, 12 months, Essential

The following cookies are deactivated until you consent to their activation:

- wixLanguage, Used on multilingual websites to save user language preference, 12 months, Functional

## Involvement of services and contents of third parties

It may happen that contents or services of third-party offerors are integrated within our online offer by other websites. The integration of contents of the third-party offerors always implies that the third-party offerors perceive the IP-address of the users, because they would be unable to send the contents to the browser of the users without the IP-address. The IP-address is thus required for the display of these contents. Furthermore, the offerors of the third-party contents may place own cookies (VISITOR\_INFO1\_LIVE, YSC) and may process the data of the users for their own purposes. Thereby, usage profiles of the users may be created from the processed data. We will deploy these contents as sparingly and data-avoiding as possible with regard to data and we will select reliable third-party offerors with regard to data security.

The subsequent display provides an overview of third-party offerors as well as of their contents, plus links to their data privacy statements containing further hints as to the processing of data and, partially already mentioned here, possibilities for objection (so-called. Opt-Out):

– Videos of the platform “YouTube” of the third-party offeror Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Data privacy statement:

<https://www.google.com/policies/privacy/>, Opt-Out: <https://www.google.com/settings/ads/>.

## Further general information about transfer to third parties and categories of recipients

We transfer your personal data to third parties only if this is necessary for the purposes of service provision and fulfilment of our contractual or pre-contractual obligations or based on your consent or when in line with our justified interest and provided that the legal requirements for such transfers are met.

In addition, a transfer is done when we are entitled or obliged to do so due to legal provisions and/or due to official or judicial directives. This might especially be the disclosure for the purposes of prosecution, averting of danger or for the enforcement of intellectual property rights.

As far as your data are passed on to service providers in the required extent, those will only have access to your personal data as far as this is necessary for the fulfilment of their tasks. These service providers are obliged to treat your personal data in accordance with the applicable data protection laws, especially in accordance with the GDPR.

We reserve the transfer of customer data to our official distributors, and with this data privacy statement you expressly agree with this transfer. These service providers are obliged to treat your personal data in accordance with the applicable data protection laws, especially in accordance with the GDPR.

Beyond the aforementioned circumstances, we will basically not transfer your data to third parties without your consent. We will especially not pass on any personal data to a place in a third country or to an international organization.

In general, our internal processes require a transfer of all data to and the processing of such data (including personal data) by our holding company in Japan, due to the global strategy and structure of our group. This applies in particular to our marketing activities. In this regard we specifically point out that within the EU / EEA Member States we consolidate our marketing activities with other Resonac Group entities also located in the EU / EEA. Therefore, such Resonac Group entities located in the EU/EEA as well as the Resonac Holdings Corporation in Japan also receive the personal data of our business partners for marketing purposes and act as independent controllers in this regard. We inform the respective data subjects about this situation explicitly within the respective consent declarations.

## International data transfer

In the course of our business relationships, your personal data may be transferred or disclosed to third party companies. These may also be located outside the EU / the EEA, i.e. in third countries.

In particular, please note that Resonac’s holding company is Resonac Holdings Corporation which is based in Japan. For Japan, there is an adequacy decision by the European Commission with regard to

the level of data protection prevailing there. In addition, Showa Denko has other group companies in third countries. An overview of this can be found at:

<https://www.resonac.com/corporate/network/oversea.html>.

Any such processing outside the EU / EEA will only be carried out to fulfil contractual and business obligations and to maintain your business relationship with us, or will be based on your express consent. We will inform you about the respective details of the transfer in the relevant places below. The European Commission certifies data protection comparable to the EEA standard for some third countries by means of so-called adequacy decisions (a list of these countries and a copy of the adequacy decisions can be found here: [Data protection adequacy for non-EU countries \(europa.eu\)](https://ec.europa.eu/eu-privacy-protect/data-protection/adequacy-decisions)). However, in other third countries to which personal data may be transferred, there may not be a consistently high level of data protection due to a lack of legal provisions. If this is the case, we ensure that data protection is adequately guaranteed. This is possible via Binding Company Rules, Standard Contractual Clauses of the European Commission for the protection of personal data, certificates or recognized codes of conduct. Please contact us if you would like more information on this.

#### [Privacy policies of other websites](#)

The Shodex website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

#### [Changes to our privacy policy](#)

We keep the privacy policy under regular review and place any updates on this web page.