

Privacy policy for interested parties, customers, cooperation partners, and service providers

Hitachi High-Tech Europe GmbH only processes B2B data from interested parties, customers, cooperation partners, and service providers that does not contain any personal information. The rules of the European General Data Protection Regulation (GDPR) do not apply to this data. If there is a personal data reference (e.g., to contact persons), processing is carried out in accordance with the provisions of the GDPR. This personal data is processed exclusively in the context of professional activities (e.g., in the respective role or function within the company).

The following information provides details about the processing of your personal data in accordance with Articles 13 and 14 of the GDPR:

1. Controller / Data Protection Officer

Controller within the meaning of Art. 4 No. 7 GDPR:

Hitachi High-Tech Europe GmbH
Europark Fichtenhain A 12, DE - 47807 Krefeld
Contact: HTE-info@hitachi-hightech.com

If you have any questions about data protection, you can contact our Data Protection Officer at any time. You can write to him at the above address, adding "Data Protection Officer", or email him at hte.ds@verdata.de.

2. Categories of personal data

We process and store data on companies, self-employed individuals, freelancers, non-profit organisations and public authorities that is provided to us by the relevant entities or their contact persons. This includes the following types of data

- Master data: Company name and address; commercial register data; industry; legal form; company size; company structure; economic power; year of establishment; email addresses; telephone numbers; URL; and other business-specific company specifications and qualifications.
- Contact person: Last name, first name, position (e.g., managing director, authorized signatory, owner, department head, etc.)
- Communication and contract data (e.g., correspondence, payment data, bank details for service providers)
- Optional: Metadata (e.g., IP addresses for video conferences)

3. Purposes and legal basis for data processing

With your consent pursuant to Art. 6 (1) (a) GDPR, we use your data, for example, for

- Newsletter distribution / Direct marketing by email or telephone
- Publication of photos or videos
- Sharing contact details with partner companies
- Webinars on lead generation

- Recording of webinars and video conference meetings, including images and audio of participants

Hitachi High-Tech Europe GmbH will use your data to fulfil a contract or carry out pre-contractual measures based on Art. 6 (1) (b) GDPR in the following cases:

- Responding to inquiries
- Contract management / contract processing
- Preparation of quotations, order confirmations, and invoices
- Appointment scheduling
- Logistics
- Sale and repair/maintenance of products/services
- Customer support
- Payment processing
- Communication
- Complaints

To fulfil a legal obligation pursuant to Art. 6(1)(c) of the GDPR, Hitachi High-Tech Europe GmbH will process your data in the following cases:

- Screening customers to check for existing delivery bans, in accordance with export control laws
- Tax and commercial law retention obligations
- money laundering audits
- Compliance audits

To protect our legitimate interests pursuant to Art. 6 (1) (f) GDPR, we will process your data for the following purposes:

- Direct marketing
- credit check
- Video surveillance in outdoor areas and car parks at our locations to protect our property rights and investigate criminal offence
- Registration of visitors to identify persons to be evacuated and contact them in an emergency
- Conducting video conferences
- Prevention of damage and/or liability for our company through appropriate measures
- Assertion, exercise, or defence of legal claims

4. Recipients

Only Hitachi High-Tech Europe GmbH employees who require this data for their respective tasks will have access to your personal data, and only to the extent necessary. All employees are committed to confidentiality and compliance with data protection principles.

We give service providers (e.g. IT, printing and shipping, advertising agencies, call centres, logistics companies and document shredding companies) access to your data for the purposes described above, provided they meet the necessary confidentiality requirements. These service providers are contractually bound in accordance with the legal requirements of Art. 28 GDPR.

We transfer your data to Dun & Bradstreet Deutschland GmbH, Frankfurt am Main, for the purpose of conducting credit checks.

Your personal data may be shared with public authorities such as tax offices, customs and the Federal Office of Economics and Export Control if this is required by law.

5. Transfer to recipients outside the European Union / European Economic Area

Some services are provided by Hitachi Group companies or third-party providers based in Japan or other 'safe third countries'. Your data is transferred to these companies in reliance on an existing adequacy decision, in accordance with Art. 45 of the GDPR.

If our service providers are affiliated companies or third-party providers based outside the EU/EEA for which no adequacy decision exists, we ensure the required level of data protection by concluding standard data protection clauses in accordance with Art. 46(2)(c) GDPR. These clauses oblige the recipients of the data to comply with a data protection standard comparable to that in the EU. Despite these contractual guarantees, there is a risk that the authorities in the third country (e.g. security and intelligence services) may access the transferred data without your knowledge or consent, and without your having any effective legal remedies available to you. To minimise this risk, we have taken additional technical and organisational measures depending on the purpose of the processing. These include, for example, encrypting or pseudonymising the data before transfer, minimising the data to the absolutely necessary minimum and conducting the prescribed risk assessment of the recipient country and the service providers used. This includes contractual assurances from the data recipients not to disclose personal data and to provide information in the event of official inquiries.

6. Duration of data storage

Hitachi High-Technologies only stores personal data for as long as is necessary for the purposes specified in Section 3, and until the relevant statutory retention periods have expired (usually 6–10 years). Once the specified purpose has been fulfilled or the statutory periods have expired, the data is routinely deleted or anonymised.

Video surveillance data is deleted after 5 days.

If we are storing your personal data based on consent that you have given us in individual cases, we will delete it as soon as you revoke your consent, unless the data is required for the assertion, exercise or defence of legal claims. In these cases, the data will only be stored for the specified purpose and deleted once this purpose or obligation no longer applies.

Data that is collected and stored in connection with fulfilling data subject rights pursuant to Art. 15 et seq. GDPR, will be retained for a period of three years after the end of the year in which the relevant process was completed.

If you have objected to processing, this objection will be stored permanently to ensure it is considered.

7. Your Rights

You have the right to access the personal data that we are storing about you at any time (Article 15 of the GDPR). In addition, under the conditions specified by law (Arts. 17–21 GDPR), you have the right to request the deletion or correction of your data, to restrict its processing, and to request data portability.

If processing of data is based on consent, this consent can be withdrawn at any time, with effect for the future.

You can object to your data being used for advertising purposes at any time. To do so, please email HTE-Datenschutz@hitachi-hightech.com or write to Hitachi High-Tech Europe at the address above.

If data processing is based on the legitimate interests of Hitachi High-Tech Europe GmbH, you have the right to object to this processing on grounds relating to your particular situation. Hitachi High-Tech Europe GmbH will only process your personal data if it can demonstrate compelling reasons that outweigh your interests, rights and freedoms, or if the processing is necessary for the establishment, exercise or defence of legal claims.

To exercise your rights, please contact our Data Protection Officer directly. Send your request in writing (by letter or email) using the contact details provided. You can also contact the data protection officer at any time to lodge a complaint using the details provided.

You also have the right to contact any data protection authority. You can find a list of supervisory authorities (for the non-public sector) with addresses at:
https://www.bfdi.bund.de/DE/Service/Anschriften/anschriften_node.html.

The supervisory authority responsible for Hitachi High-Tech Europe GmbH is the State Commissioner for Data Protection and Freedom of Information in North Rhine-Westphalia. Address: Kavalleriestraße 2-4, 40213 Düsseldorf, Telephone: +49 (0) 211 38424 0; Fax: +49 (0)211 38424 10; Email: poststelle@ldi.nrw.de, Homepage: <http://www.ldi.nrw.de>.

As of: January 2026