

Information about your right to object pursuant to Art. 21 General Data Protection Regulation (GDPR)

1. Right to object on a case-by-case basis

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on point f of Article 6 (1) GDPR (data processing on the basis of a balancing of interests); this also applies to any profiling based on this provision within the meaning of Article 4 (4) GDPR.

If you object, we shall no longer process your personal data, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or the processing serves establishment, exercise or defence of legal claims.

2. Right to object to processing of data for direct marketing purposes

In individual cases, we process your personal data for direct marketing purposes. You have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing. Where you object to processing for direct marketing purposes, we shall no longer process your personal data for such purposes.

The objection may in both cases be filed informally and shall be addressed to:

Hamburg Commercial Bank AG
Datenschutzbeauftragte/n
Martensdamm 6
24103 Kiel
Germany
E-Mail: Datenschutz@hcob-bank.com