

PRIVACY POLICY

Last update: July 2025

HILTI SERVICES, WEBSITES, and APPS

Hilti not only has a reputation for providing quality products and excellent customer service but is also committed to protecting your privacy.

Whether you are new to Hilti or have used our services for some time, please read this notice carefully. If you have a concern, complaint, or question regarding our handling of your personal data please contact Hilti's Data Protection Office by using our [web form](#). You can also control and manage your information and communication preferences at any time, through your Communication Preferences.

This Privacy Policy does not apply to the activities of other companies or individuals, including their service offerings such as products or websites that may be displayed to you in search results, advertisement of Hilti products or services, sites that may include Hilti services, or other sites linked from our services.

This Privacy Policy describes how we collect, process, and use your personal data in our capacity as data controller, such as during your use of Hilti Online. When our customers use certain services or Hilti applications, we may process the personal data of their authorized users, on behalf of the customer as their data processor. In these instances, the customer is the data controller and is responsible for most aspects of the processing. As such, this Privacy Policy does not apply to Hilti's data processor activities. Detailed descriptions of our processing activities as a data processor can be found in the contractual terms applicable to the relevant app or service.

Our headquarter office address is:

Hilti Aktiengesellschaft (Hilti "AG")

Feldkircherstrasse 100,

9494 Schaan

LIECHTENSTEIN

Besides Hilti AG, your main local counterpart is the entity with whom you are contracting (e.g., the entity listed on your contract or invoice). See section 2 for a full list of Hilti entities.

The term "personal data" as used in this Privacy Policy means any information relating to an identified or identifiable natural person ("data subject") – whether such information was provided by you or otherwise obtained. An identifiable natural person is one who can be identified, directly or indirectly, by reference to an identifier such as a name, a Hilti identification number, or other technical online identifiers.

Table of Contents

1. Information specific to your local Hilti entity
2. Who is the data controller for your personal data and responsible for its proper handling?
3. What types of personal data does Hilti collect, process and use?
4. Why and with whom do we share personal data?
5. Will personal data be transferred abroad and if so, how will it be protected?
6. For what purposes do we use personal data?
7. How long do we retain personal data?
8. What privacy choices do you have?
9. What do we do to protect your personal data?
10. Cookie Policy – Information about our use of cookies and similar technologies
 - Functional / Technical Performance cookies
 - Non-essential cookies
 - Our trusted tracking and advertising partners
11. Links to other non-Hilti websites
12. Compliance and cooperation with regulatory authorities
13. How are changes to this Privacy Policy communicated?
14. Contact us

1. Information specific to your local Hilti entity

Hilti (Canada) Corporate

2201 Bristol Circle, Oakville, Ontario L6H 0J8, Canada

Our Data Protection Office's contact details are:

ca-privacy@hilti.com

The national data protection authority is:

Office of the Privacy Commissioner of Canada

<https://www.priv.gc.ca>

This Privacy Policy is based on requirements of the General Data Protection Regulation ("GDPR"). Hilti Group applies the GDPR standard as a baseline worldwide due to its Binding Corporate Rules' ("BCR") commitment to maintain high caliber data protection practices. Nonetheless, Hilti also complies with local data protection law wherever they differ or provide a higher standard of protection than GDPR.

Your local data protection law is: Personal Information Protection and Electronic Documents Act and provincial laws of Quebec (Act respecting the protection of personal information in the private sector), British Columbia (Personal Information Protection Act), Alberta (Personal Information Protection Act) and other relevant laws and regulations.

2. Who is the data controller for your personal data and responsible for its proper handling?

Hilti AG acts as the data controller and is responsible for the collection, processing, and use of personal data as the provider of the services, websites, and apps, in most cases and depending on the requested service jointly together with one or more of its affiliates. For a full list of Hilti entities and to learn more about the relationship between Hilti and its affiliates, please see our [BCR](#).

3. What types of personal data does Hilti collect, process and use?

The table below details the types of personal data that we may collect, process, and use in connection with our services, websites, and apps. This includes not only information that we actively collect during our interactions with you but also information that you provide us via our customer service team, Hilti store employees, and sales team. Furthermore, it includes data we may obtain from publicly available sources or trusted third-party vendors.

You have choices about whether you engage our services, visit our websites, install our apps, or provide personal data to us. However, in certain circumstances, if you do not provide us with particular personal data, you may not be able to use parts of our services or websites. For example, you will not be able to place an order on Hilti Online if you do not provide us with your email address to confirm your order and delivery. Besides, we may be legally required to collect certain personal data from you in order to execute the relevant agreement for use of our apps or other services.

The categories of personal data we collect and process differ based on whether you are a registered or non-registered user of our services, websites, and apps. Examples of data points for each of the categories can be found in the following table:

Data Subject Type	Identifiers and Contact Data	Commercial and Transaction Data	Device, Usage, and Technical Data	Location Data	Communication Data
NON-REGISTERED USER of our services, websites, and apps	<p>Cookies that uniquely identify your browser;</p> <p>Social media handle; and</p> <p>Profile photo.</p>		<p>User preferences (e.g., preferred language settings);</p> <p>Automatically created log files for troubleshooting and security purposes (e.g., to monitor and fend off IT threats), and in exceptional cases, such as when malfunctions, errors or security incidents have occurred, a manual analysis of the logs performed by us or by our authorized service providers. We also reserve the right to evaluate the log files for statistical purposes;</p> <p>Name, URL and amount of data transferred for the requested file, whether data retrieval was successful;</p> <p>Screen resolution and color depth;</p> <p>IP address, operating system, browser type, version, configuration, and plugins installed; and</p> <p>Name of internet service provider, and other types of computer and connection related information relevant to identifying your type of device.</p> <p>For the following data points, the date and time of the request is also collected:</p> <p>URL and IP address of the website from which you accessed, or were directed to our website and URL click stream through and from the website;</p>		

			<p>Subpages visited, functions used, links followed, and time spent on page – for our website and apps;</p> <p>Device event information such as crashes, system activity, and hardware settings; and</p> <p>Delivery and opening of notifications for our apps.</p>		
REGISTERED USER OR CUSTOMER of our services, websites, and apps	<p>First and last name;</p> <p>Job title/role;</p> <p>Phone and fax number;</p> <p>Email address;</p> <p>Physical address;</p> <p>Username and password;</p> <p>Contact ID (unique technical identifier);</p> <p>Self-designation as either a private or professional user;</p> <p>Country; and</p> <p>Language.</p>	<p>Shopping history, including open and completed transactions;</p> <p>Service requests and orders placed;</p> <p>Payment and banking information;</p> <p>VAT records and customs & excise duty;</p> <p>Participation in campaigns or events;</p> <p>Newsletter subscriptions, enrollment for promotions, use of special offers;</p> <p>Consents and authorizations granted;</p> <p>Enrollment, progress and completion status for any order or service (e.g., training completion status for customer's employees); and</p> <p>Date of last contact.</p>	<p>All Device, Usage, and Technical Data collected for non-registered users (listed above) as well as the following data points:</p> <p>Search terms entered;</p> <p>Services/products viewed or searched for on the website and software downloaded;</p> <p>Unique application number; and</p> <p>If you use the mobile version of the services, websites, and apps: information on the hardware model and operating system, network including phone number of your mobile device, version of used services, websites, and apps, internet service provider, and other types of device- and connection-related information relevant to improve the mobile services, websites, and apps, connecting to our servers, enabling and facilitating synchronization services and support for the mobile apps. Hilti may associate your device identifiers or phone number with your Hilti Account.</p>	<p>Relative location, using various technologies to determine location up to city-level, including IP address.</p>	<p>Content of any communication sent through our services, websites, and apps, including any information posted in social communities on publicly available websites or otherwise shared with Hilti and/or other users, as well as chat transcripts;</p> <p>Date and time of chat;</p> <p>Phone recordings and transcripts for calls with Hilti customer service;</p> <p>Survey answers, reviews, ratings, and other types of feedback provided in communications with Hilti (such as by email, chat, phone, or SMS); and</p> <p>Personal data contained in contracts, communications, and business letters.</p>

4. Why and with whom do we share personal data?

We do not sell, trade, or rent out your personal data.

For the purposes mentioned in section 6 of this Privacy Policy we disclose, transfer or otherwise share your personal data with other entities of the Hilti Group to the extent described in section 5 or as agreed by you in a specific context (e.g., where you consent to other types of data transfers in connection with enrolling for a specific service). For a full list of Hilti entities, see section 2. Whenever sharing personal data, we strictly comply with applicable law.

We may share personal data with companies, organizations or individuals outside of the Hilti Group as follows (subject to your prior consent where required under applicable law):

Service Providers: We provide your personal data to our third-party service providers to provide, support, and improve our products and services, including our technical infrastructure. These companies provide services like data hosting, webpage development and related maintenance tools, webpage configuration and parameterization, webpage related form creation, shipping carriers, CRM, CMP, customer feedback collection tools, qualitative research, authentication systems, fraud detection, and customer support. Each service provider only has access to such personal data needed to perform its specific tasks, and only to perform these. We ensure that appropriate contractual measures are in place with each service provider binding them to adequate security and confidentiality obligations, as required by applicable data protection law.

Advertising, Marketing, and Analytics Partners: Hilti uses third-party advertising, marketing, and analytics technologies, including ones that support our advertising and marketing efforts (e.g., advertising networks, advertising measurement services and analytics providers, remarketing providers, etc.) to: provide statistics and analysis about how people are using Hilti products and services, including our websites, and deliver you advertising on our websites and other websites you visit, including targeted content. These third-party partners may receive information about you or about your activities on our website directly from us or through third-party cookies placed on the Hilti website, respectively (see section 10).

Payment Processors: When you make a payment for Hilti products or services, we disclose payment details to the third-party payment processor selected by you.

User-Generated Content: When you comment or post on our social media pages or community forums, this information may also be viewed, collected, or used by third parties.

Your Employer or Organization: When you create an account with an email address assigned to you as an employee, contractor, or member of an organization (e.g., yourname@youremployer.com), that organization can find your account and take certain actions regarding its settings and permissions.

Corporate Transactions: We may share your personal data with actual or prospective acquirers, their representatives, and other relevant participants in the event of, or as part of the due diligence for, any proposed or actual reorganization, sale, merger, consolidation, joint venture, assignment, transfer, or change in control involving all or a portion of Hilti's business or assets, including in connection with bankruptcy or similar proceedings. In the event of a corporate transaction, we will make best efforts to notify you of any changes to the control of your personal data, as well as choices you may have.

For Legal Reasons: Without limitation, this includes cases in which we are required to share personal data to comply with a legal obligation, or to respond to a binding court order, administrative or judicial process such as a subpoena or government audit, or a request from law enforcement authorities or regulators. Should we decide to disclose personal data in such context we will also consider ways of reducing the scope of the disclosure, for instance by redacting the personal data provided to the extent possible to comply with the request. We may disclose personal data to legal advisors as required to represent or advise Hilti.

5. Will personal data be transferred abroad and if so, how will it be protected?

Hilti's data storage locations are selected to enable efficient operation, improve performance, and create redundancies to protect data in the event of an outage or other problem. We take steps to ensure that the data we collect under this Privacy Policy is processed according to its provisions and the requirements of applicable law wherever the data is located.

It is Hilti's policy to store your personal data only in countries in which the applicable data protection law provides the same level of data protection as in the EU/EEA. However, due to certain business operations, technical limitations, or other circumstances, we may process your personal data outside of the country where you are located. In these cases, the following applies:

Adequacy decisions: Some recipients located outside of the EEA are in a country for which the European Commission has issued an adequacy decision. In such case, the transfer is thereby recognized as being subject to an adequate level of data protection from a European data protection law perspective (Art. 45 GDPR) and thus no further mechanisms are required to protect your personal data.

Other transfer mechanisms: Other recipients of your personal data are in a country for which the European Commission has not issued an adequacy decision. In these cases, the following applies:

- (a) **For internal transfers between Hilti Group entities:** Hilti has adopted Binding Corporate Rules ("BCR") to facilitate the safe and compliant transfer of personal data between Hilti Group entities. Therefore, we may rely on the Hilti BCR as a safe method for data transfers as referred to in Art. 47 GDPR.

In addition to the Hilti BCR, Hilti has also concluded the Standard Contractual Clauses for the transfer of personal data to third countries of June 4, 2021 between all Hilti Group entities, to ensure a compliant transfer of personal data where the Hilti BCR would not be considered as a valid mechanism.

- (b) **For external transfers outside of Hilti Group:** By way of entering into appropriate data transfer agreements based on Standard Contractual Clauses as referred to in Art. 46(2)(c) GDPR or other adequate means, which are accessible via the contact details provided in section 1 of this Privacy Policy, we have established that all recipients located outside the EEA will provide an adequate level of data protection for personal data and that appropriate technical and organizational security measures are in place to protect personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorized disclosure or access, and against all other unlawful forms of processing. Any onward transfer (including to our affiliates outside the EEA) is subject to appropriate onward transfer requirements in accordance with applicable law.

Lastly, in exceptional circumstances, Hilti may rely on the derogation that the transfer of your personal data is (1) necessary for the performance of a contract between you and Hilti; or (2) necessary for the establishment, exercise, or defense of legal claims in accordance with Articles 49(1)(b) & (e) GDPR respectively and the corresponding provisions under local law.

Hilti has implemented Technical and Organizational Measures which set forth the technical and organizational security measures and procedures Hilti undertakes, at a minimum, to maintain and protect the security of personal data processed, including data in transit. Hilti's Cyber and IT Security Policy is developed in accordance with the ISO 27001 standard.

6. For what purposes do we use personal data?

Hilti is continuously improving its services, websites, and apps to retain personal data no longer than necessary for the purposes described in this section and/or as required or permitted under applicable law.

The following table gives an overview of the processing activities of Hilti services, websites, and apps including their purpose, the type of personal data involved, and the legal basis for the processing.

	Purpose of Processing	Category of Personal Data Processed	Legal Basis for Processing
1	To provide, maintain, protect, improve, and develop our services, websites, and apps, and to protect Hilti and our customers.	<ul style="list-style-type: none"> Identifiers and contact data Device, usage, and technical data Location data Commercial and transaction data Communication data 	<p>The processing of your personal data is:</p> <ul style="list-style-type: none"> - required for the establishment, execution, or performance of a contract between Hilti and our customers; or - necessary for Hilti's legitimate interests, such as identifying you as a customer, adapting the website to your settings, customizing and improving your customer experience, securing our services, websites, and apps, and for Hilti's defense of legal claims or to support internal investigations.
2	To manage all parts of the contractual relationship between Hilti and our customers, including ensuring delivery of product and service orders placed through the services, websites, and apps, in relation with local carriers, where applicable.	<ul style="list-style-type: none"> Identifiers and contact data Commercial and transaction data Device, usage, and technical data Communication data 	<p>The processing of your personal data is required for the establishment, execution, or performance of a contract between Hilti and our customers.</p>
3	To enable you to use our services, websites, and apps as a registered user.	<ul style="list-style-type: none"> Identifiers and contact data Device, usage, and technical data Commercial and transaction data Communication data 	<p>The processing of your personal data to enable your use of our services, websites, and apps as a registered user is:</p> <ul style="list-style-type: none"> - based on your consent; - required for the establishment, execution, or performance of a contract between Hilti and our customers; or - necessary for Hilti's legitimate interests, such as identifying you as a customer, adapting the website performance to your settings, and customizing your user experience.
4	To prevent abusive or illegal use of our products, services, websites, apps, and the Hilti brand, ensure compliance with legal obligations, enable dispute resolution and enforcement of our agreements.	<ul style="list-style-type: none"> Identifiers and contact data Commercial and transaction data Device, usage, and technical data 	<p>The processing of your personal data is:</p> <ul style="list-style-type: none"> - necessary for Hilti's compliance with a legal obligation; or - necessary for Hilti's legitimate interests, such as protecting our intellectual property and other commercial information and enabling dispute resolution and enforcement of our agreements.

	Purpose of Processing	Category of Personal Data Processed	Legal Basis for Processing
5	To prepare and administer trainings ordered by the customer and provide records/certificate of their completion to customer upon request.	<ul style="list-style-type: none"> Identifiers and contact data Commercial and transaction data Device, usage, and technical data 	The processing of your personal data is required for the establishment, execution, or performance of an existing contract between Hilti and our customers.
6	To answer your questions and respond to requests you make in connection with the provision of technical support or other customer services including through phone or chat with Hilti customer service or Hilti community platforms.	<ul style="list-style-type: none"> Identifiers and contact data Device, usage, and technical data Commercial and transaction data Communication data 	The processing of your personal data is necessary for Hilti's legitimate interests of handling and responding to the respective request which otherwise cannot be fulfilled.
7	<p>To make our website more user-friendly and to gain insight into the usage behavior of website visitors and users of our apps and software, on a pseudonymous basis and across multiple devices, for advertising and marketing research purposes and to enable us to tailor website content to individual preferences.</p> <p>To perform analytics, generate sales and traffic patterns, and analyze and improve advertising effectiveness, both on an anonymous basis (e.g., by aggregating data) and individual basis (if legally permissible).</p> <p>To generate and transmit audience lists to our trusted advertising partners for advertising campaigns (see section 4 for more information regarding the disclosure).</p>	<ul style="list-style-type: none"> Identifiers and contact data Device, usage, and technical data Commercial and transaction data Communication data 	<p>The processing of your personal data to perform individual-level usage and behavioral analytics for advertising and market research purposes is based on your consent.</p> <p>The processing of your personal data to generate and transmit audience lists is based on our legitimate interests of effectively running advertising campaigns and targeting relevant audiences.</p>
8	To conduct customer research, including general market research or surveying of our customers' needs and opinions on specific products and topics, collect and analyze customer feedback related to experience with our services, website, or apps. If you are eligible for a survey, we will provide it to you via one of the same channels we use for direct marketing described in purpose 11.	<ul style="list-style-type: none"> Identifiers and contact data Commercial and transaction data Communication data 	<p>The processing of your personal data:</p> <ul style="list-style-type: none"> - is based on your consent; or - is necessary for the collection and analysis of customer feedback for Hilti's legitimate interest of improving our products and services based on customer experience and opinion.

	Purpose of Processing	Category of Personal Data Processed	Legal Basis for Processing
9	To evaluate your eligibility for certain types of offers, products, or services.	<ul style="list-style-type: none"> Identifiers and contact data Commercial and transaction data 	<p>The processing of your personal data:</p> <ul style="list-style-type: none"> - is based on your consent; or - may be necessary for Hilti's legitimate interest of ensuring that we provide you with accurate information regarding your eligibility for certain offers, products, or services.
10	To communicate with you on other matters (e.g., to send you reminders, technical notices, updates, information about upcoming changes to our services, security alerts, support and administrative messages, or service bulletins).	<ul style="list-style-type: none"> Identifiers and contact data Commercial and transaction data Communication data (depending on the channel) 	<p>The processing of your personal data:</p> <ul style="list-style-type: none"> - is necessary for Hilti's legitimate interest of providing you with essential information related to your use of Hilti's services, websites, and apps; or - is based on Hilti's legal obligation in the context of product safety.
11	<p>To provide you with information about products and services that may be of interest to you through traditional mail, email, telephone, fax, text/SMS, MMS, instant messaging, and social media, including periodic sending of promotional materials for Hilti products and services, and Hilti promotions specifically dedicated to you (direct marketing).</p> <p>To administer competitions, prize draws, or other activities or events in which you have voluntarily taken part.</p>	<ul style="list-style-type: none"> Identifiers and contact data Commercial and transaction data 	<p>The processing of your personal data to send you marketing or promotional communications is:</p> <ul style="list-style-type: none"> - based on your consent; or - in exceptional cases, based on our legitimate interests of promoting our business to existing and former customers.
12	To perform lead generation, conduct sales activities, and maintain our Customer Relationship Management (CRM) process.	<ul style="list-style-type: none"> Identifiers and contact data Commercial and transaction data 	The processing of your personal data is based on our legitimate interests of promoting and running our business and growing our customer base.

7. How long do we retain personal data?

We will store your personal data for no longer than necessary for the purposes for which it is processed (section 6), in accordance with applicable data protection law. Once the purpose is achieved, we will delete your personal data in accordance with our data retention and deletion policy or we will take appropriate steps to properly anonymize it so that you can no longer be identified. Our data retention periods generally range from 3-10 years.

The following factors typically affect the retention period:

- **Necessity of the processing for the provision of our services, websites, and apps:** This includes such things as executing a contract with you, maintaining and improving our services, websites, and apps, ensuring the security of our systems, and maintaining appropriate business and financial records. Most of our retention periods are determined on the basis of this general rule.
- **Processing based on your consent:** When the processing of your personal data is based on your consent, we will cease the processing when you withdraw your consent and delete the data, unless we have other legal grounds for its processing.
- **Legal or other similar obligations:** Data storage obligations may arise from laws or regulations, or, in certain circumstances, official orders from courts or other authorities. Personal data may also need to be stored related to pending or potential legal disputes.

8. What privacy choices do you have?

Your trust makes our services, websites, and apps work better for you. We keep your personal data private and secure and put you in control of your privacy preferences.

We aim to maintain our services, websites, and apps in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, websites, or apps, we may retain residual copies on our active servers and remove information from our backup systems only after certain timeframes, in accordance with applicable law (see section 7).

When you register with our online platforms, you can choose to subscribe to receive marketing communications from Hilti. By signing up for marketing, you give your explicit consent for the data that you provide (e.g., your email address or phone number) to be processed, and used by Hilti to regularly send you written electronic communications (e.g., email, SMS, instant messaging) containing company-, product-, and service-related information such as news about Hilti products or services, competitions and contests, discounts, and upcoming promotions.

As a B2B customer, you may object to the use of your phone number by Hilti employees at any time by contacting our customer service, your Hilti sales contact, or through your [Communication Preferences](#).

You can at any time modify or adjust your email address or mobile phone number in your Hilti account which you can access via your customer profile after registering on our website. You can also adjust your marketing preferences at any time through your Communication Preferences or by contacting customer service.

Lastly, you can review and edit your cookie and similar technologies settings for Hilti services, websites, and apps by visiting the relevant Cookie Settings. For further information refer to section 10.

In the case you withdraw your consent to a processing activity for which your consent was previously given, Hilti reserves the right to further process and use your personal data to the extent this is required or permitted by applicable law.

You can at any time contact us via our [web form](#) to exercise your rights according to applicable data protection law and regulation.

You are entitled to exercise the following rights as a natural person:

- **Right to object:** When Hilti processes your data based on legitimate interests, you have the right to object to that processing at any time, on grounds relating to your particular situation, without any formal requirements. If you have a right to object and you exercise this right, your personal data will no longer be processed for such purposes by Hilti, unless we demonstrate compelling legitimate grounds that would allow us to continue the processing – such as for the establishment, exercise or defense of legal claims.

You also have the right to object to the use of personal data for promotional and marketing purposes. If you exercise this objection, we will discontinue processing your personal data for this purpose (Art. 21 GDPR).

- **Right of access:** You have the right to know whether Hilti processes your personal data, and, where that is the case, to request access to that data and certain information about the processing. The access information includes – the purposes of the processing, the categories of personal data concerned, and the recipients or categories of recipients to whom the personal data has been or will be disclosed (Art. 15 GDPR).
- **Right to rectification:** You have the right to have any inaccurate or incomplete personal data we hold about you rectified (Art. 16 GDPR). You also have the right to complete that data, by providing a supplementary statement to Hilti. You can also edit your profile through your [Hilti account](#).
- **Right to erasure ("right to be forgotten"):** You have the right, in certain circumstances, to have your personal data held by Hilti erased where grounds listed in Article 17 GDPR apply.
- **Right to restriction of processing:** You have the right, in certain circumstances, to limit Hilti's usage of your personal data to legally defined purposes pursuant to Art. 18(2) GDPR (accuracy of the personal data is contested, processing is unlawful and you object to your data's deletion, Hilti no longer needs the personal data for the purposes of the processing but it is still necessary for you in order to establish, exercise or defend legal rights, or you have objected to processing pending the verification of legitimate grounds) (Art. 18 GDPR).
- **Right to data portability:** You have the right, in certain circumstances, to request a copy of the personal data processed by Hilti in a structured, commonly used and machine-readable format and to transmit that data to another entity without hindrance from Hilti. You also have the right to have your personal data transmitted directly by us to another data controller, provided that this is technically possible (Art. 20 GDPR).
- **Right to lodge a complaint:** If you consider that Hilti's processing of your personal data has been carried out in violation of GDPR and the principles set out in this Privacy Policy, you have the right to lodge a complaint with a national data protection authority (see section 12) (Art. 77 GDPR).

- **Right to withdraw your consent:** You have the right to withdraw your consent at any time. If you would like to withdraw a consent that you've previously given to us to process your personal data for marketing purposes, you may do so by using the unsubscribe mechanism provided in the communications, by visiting your [Communication Preferences](#), your Cookie Settings, or by [contacting us](#) (Art. 7(3) GDPR). Withdrawal of your consent does not affect the lawfulness of Hilti's processing of your personal data prior to the withdrawal.

Please use the [official EU website](#) to learn more about these rights.

Please note, in compliance with applicable local data protection law, we may charge a reasonable fee to action your request. We will always inform you of the amount prior to actioning your request.

9. What do we do to protect your personal data?

Hilti understands the importance of information and data security and we want your browsing and purchasing experience with us to be as safe as possible.

As no organization or its systems can ever be guaranteed 100% secure all the time, you should only share online or through mobile apps personal information which you are comfortable sharing.

To protect your personal data, we have implemented reasonable and state of the art safeguards and precautions, including technical and organizational measures against unauthorized access, improper use, alteration, unlawful or accidental destruction and accidental loss, both in an online and offline context. Hilti personnel are trained and undertake to protect personal data accessible to them as part of their functions.

For example:

- When you use our website, communication with your browser is encrypted using SSL (Secure Socket Layer) technology. This means that the personal data you submit during the Hilti Online registration and login processes are encrypted before being sent over the Internet.
- We review the integrity of our information collection process, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- Any access to your personal data at Hilti is restricted to those individuals that have a need to access this data to fulfill their job responsibilities. Involved parties are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

Please note that use of your credit card information will always require your explicit permission.

Your online security increases if you sign out/log off when you finish using login-protected areas of the Hilti services, websites, and apps.

10. Cookie Policy – Information about our use of cookies and similar technologies

We use cookies and similar technologies in connection with our services, websites, and apps as described below, in the Cookie Banner for this website, or in the cookie banner of the respective mobile application.

Cookies are small text files stored on your device when you visit a website or app. In the case of technical cookies, they help us to remember information about your visit, like your preferred language or menu settings, or shopping cart contents. Nearly all our services, websites and applications require certain cookies, and we always inform you of the specific cookie types used within each platform.

Functional / Technical Performance cookies

For cookies and similar technologies that are essential to deliver the requested service (e.g., session cookies, authentication cookies and user security cookies), your consent is not required. In such cases, we use cookies and similar technologies for the following purposes:

- To remember your preferences (e.g., preferred language or content)
- To securely manage your session on our platform (e.g., to keep the log-in active for registered users during the entire session)
- To save the contents of your shopping basket during the current and for immediate future sessions on Hilti websites and mobile apps
- To identify technical issues you may have encountered while using our services

Non-essential cookies

Depending on your cookie settings, we can use the collected data (including personal data) to run, notably, behavioral and statistical analysis to evaluate the on-site / in-app user experience with the objective of improving our digital platforms, sales, and performance or our advertising initiatives.

By reviewing the relevant cookie settings for the website or app you are using, you can choose if we can collect personalized usage data in some instances, from multiple devices, and, as part of the creation of customer and user profiles, combine it with other personal data that we collected or will collect from you as part of our business relationship, where applicable and separately permitted by you, with respect to your use of other Hilti products and services (e.g., Hilti software or apps). For a list of data collected by Hilti, see section 3.

You may also set your browser to block all cookies or choose a level of personalization. However, it's important to remember that many of our services may not function properly if your cookies are disabled. For example, we may not remember your language preferences.

Our trusted tracking and advertising partners

At Hilti we use first- and third-party cookies. You can find detailed information about each of our cookies and partners by reviewing the relevant cookie settings for the website or app you are using. Additional information for a few of our partners is provided below.

Brandon

Hilti uses a third-party service provider, Brandon AB, P.O. Box 2071, 43302 Sävedalen, Sweden, for provision of its Hilti Fan Shop. If you consent (via the cookie banner on the Hilti Fan Shop owned by Brandon), Hilti-controlled cookies from certain of the below advertising partners will be used to collect website analytics related to your visit ("event data"). The collection and transmission of event data is carried out by Hilti and Brandon as joint controllers. Hilti and Brandon have entered into a joint controller agreement to determine our respective data protection responsibilities with regard to this joint processing. For information regarding the essence of the joint controller agreement, you can contact us

via the details provided in section 14. For information on how Brandon processes personal data, please see their privacy policy at <https://www.hilti.fan/en/privacy-policy-2>.

Facebook Pixel

If you consent (via our cookie banner), our website uses the Facebook Pixel of Meta Platforms Ireland Limited, Block J, Serpentine Avenue, Dublin 4, Ireland ("Facebook"). This allows us to track the activities of users after they have been redirected to our website by clicking on a Facebook ad. This enables us to track the performance of Facebook ads for statistical and market research purposes and to optimize future advertising campaigns.

Data collected on our website via the Facebook Pixel is transmitted to Facebook. The collection and transmission of that data is carried out by Hilti and Facebook as joint controllers. Hilti and Facebook have entered into a joint controller agreement to determine our respective responsibilities under the GDPR regarding the joint processing. We have agreed, notably, that:

- Hilti is responsible with providing you with the information in this subsection; and
- Facebook is responsible for enabling data subject rights under Articles 15-20 GDPR regarding personal data stored by Facebook as part of or after the joint processing.

You can read the joint controller agreement between Hilti and Facebook [here](#).

Facebook is solely responsible for the processing of the data transmitted by the Facebook Pixel once it has been transmitted. For more information on how Facebook processes personal data, including the legal basis on which Facebook relies and how you can exercise your rights against Facebook, please see Facebook's privacy policy at <https://www.facebook.com/about/privacy>.

Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"), if you consent (via our cookie banner). Google Analytics uses cookies (described above) to help us analyze how users interact with our website. The information generated by the cookie about your use of our website (including possibly your IP address) will be transmitted to and stored by Google. For more information on how Google uses information from sites or apps that use its services, please visit <https://policies.google.com/technologies/partner-sites>.

Microsoft

If you consent (via our cookie banner), our website allows Microsoft to collect or receive personal data in order to provide Microsoft Advertising services to Hilti. You can view Microsoft's privacy statement at <https://privacy.microsoft.com/en-us/privacystatement>.

TikTok Pixel

We use the TikTok Pixel on our website. The TikTok Pixel is a TikTok advertiser tool provided by:

- TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland; and
- TikTok Information Technologies UK Limited, 6th Floor, One London Wall, London, EC2Y 5EB, United Kingdom (collectively "TikTok").

The TikTok Pixel is a JavaScript code that allows us to understand and track visitors' activity on our website. The TikTok Pixel collects and processes information about the use of our website and the devices used to do so (e.g., IP address, email address, device ID, device type and operating system) ("event data"). The event data collected via the TikTok Pixel is used to better target our ads and improve personalized advertising in general. For this purpose, the event data collected via the TikTok Pixel on our website is transmitted to TikTok. TikTok uses email or other login or device information to identify users of our website on its platform and associate them with a TikTok user account. TikTok then displays

targeted and personalized advertising to its users and creates interest-based user profiles. The TikTok Pixel also uses cookies to store information on the device you are using.

The use of the TikTok Pixel and its collection and processing of information only takes place if you consent (via our cookie banner).

The collection and transmission of the event data is carried out by Hilti and TikTok as joint controllers. Hilti and TikTok have entered into a joint controller agreement to determine our respective responsibilities under the GDPR with regard to the joint processing. We have agreed, notably, that:

- Hilti is responsible with providing you with the information in this subsection related to the joint processing; and
- TikTok is responsible for enabling data subject rights under Articles 15-20 GDPR regarding personal data stored or otherwise processed by TikTok as part of or after the joint processing.

You can read the joint controller agreement between Hilti and TikTok [here](#).

TikTok is solely responsible for the processing of the event data once it has been transmitted. For more information on how TikTok processes personal data, including the legal basis on which TikTok relies and how you can exercise your rights against TikTok, please see TikTok's privacy policy at <https://www.tiktok.com/legal/page/eea/privacy-policy/en>.

11. Links to other non-Hilti websites

Our services, websites, and apps may contain links to other non-Hilti services, websites, and apps of interest. Once you have used these links you leave our services area. When you visit such other services, websites, and apps you should exercise caution and look at the privacy notice applicable to the app or website in question. Hilti cannot, and does not, assume any responsibility or liability for the content or privacy practices of such services, websites, or apps, nor do we endorse them.

12. Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. As Hilti is headquartered in Liechtenstein, we work closely with the Liechtenstein [Data Protection Authority](#). You have the right to lodge a complaint with the supervisory data protection authority of Liechtenstein or with your local supervisory authority in an [EU or EEA member state](#) (e.g., your place of habitual residence, place of work, or the place in which the alleged infringement took place). We suggest you submit any request or raise any concern by contacting our Data Protection Office via [this form](#) or through the contact details in section 1. The Data Protection Office is the appropriate point of contact for any data protection-related matter or concern.

13. How are changes to this Privacy Policy communicated?

Our business is constantly changing and evolving, which means that our Privacy Policy needs to be updated from time to time. Please occasionally check this Privacy Policy to ensure that you are aware of any changes we've made.

All changes to this Privacy Policy will be posted on this page and, if the changes are significant, we will provide a more prominent notice up to individual e-mail notification.

14. Contact us

Your feedback is always welcome. If you have any questions or concerns about our privacy practices or your privacy within Hilti, please do not hesitate to contact us via [this form](#) or the details found in section 1.