

Dear Executive Board Members,

the General Data Protection Regulation (GDPR) of the European Union will be fully applicable everywhere in the EU after a two-year implementation period from **25 May 2018** onwards. The GDPR puts data privacy laws and in particular the protection of personal data on a new, common foundation. Personal data already includes e-mail addresses of private recipients (even if in business context) and contact details such as personal telephone numbers.

On aspect of the new regulation has implications for **newsletters** which Hellmann sends out: As a standard, the GDPR requires a clear permission to distribute newsletters to any recipient in the EU. Hence, a double opt-in permission on the part of the recipient in advance is necessary before sending out any newsletters. There are only **limited exceptions** which we would like to discuss in advance of 25 May.

Centrally, there is a list of newsletters within Marketing which already comply with the GDPR. However, we do not know if there are more newsletters not centrally administered.

Therefore, can you please distribute this email within your areas of responsibility and asking your reports to identify any additional newsletter. If so, please ask them to send to until May 23rd details of any newsletters stating:

- General content (e.g. freight rates information, marketing),
- target audience,
- origin of distribution list.

If **no permissions** of recipients are in place, the distribution of the newsletter to EU Persons **needs to be stopped** by of 25th May. Compliance with this rule is mandatory, as an infringement can result in high fines for the group.

Please forward this email to your sub-groups. Please send the information about newsletters to christof.tiemeyer@hellmann.com. Queries about the compliance with GDPR rules may be sent to privacy@hellmann.com.

Please find also attached our customer information regarding the GDPR, which will be sent out in the forthcoming days.

[Client information](#)

Best regards

[Andreas Lamping](#)
Head of Corporate Legal