

Consent for the processing of personal data for direct marketing

By ticking the checkbox I consent that BASF SE and any other BASF company which provides products BASF considers relevant for me may contact me via the communication channels I have selected for the purpose of informing me about products and services from BASF's product range and related service offerings (e.g. events, webinars, apps, loyalty programs, consulting services, etc.) and of conducting customer surveys.

I understand that telephone calls and direct messages may occur using automated dialing technology. I understand that I am not required to grant consent as a condition of buying any property, goods, or services. To ensure that the information is interesting for me and my company and tailored to my professional needs, BASF may combine the personal data that they have collected about me in the course of my relationship with BASF as a customer or user of BASF products and services (in particular my contract and master data, the products I have purchased, samples, demos, brochures or whitepapers that I have requested or downloaded, webinars for which I have registered, surveys that I have completed, etc.) within BASF and analyse it for my possible interests.

For this purpose, BASF may also assess my interactions with the marketing messages (e.g. by gathering information about whether I have opened a newsletter and what link I have clicked on) and include these assessments in the analyses for the interest-based dispatch of the direct marketing messages.

My consent is valid until I withdraw it, which I can do at any time with effect for the future, for example by clicking on the corresponding link contained in every marketing message.