

## Data protection policy

### General note

Under Article 13 of the Swiss Federal Constitution and the provisions of the Swiss Confederation on data protection (Data Protection Act, DPA), everyone has the right to protection of their privacy and protection against the misuse of their personal data. The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection provisions and this data protection declaration.

In cooperation with our hosting providers, we make every effort to protect the databases to the best of our ability against unauthorised access, loss, misuse or falsification.

We would like to point out that the transmission of data over the Internet (e.g. communication by e-mail) can have security gaps. Complete protection of data against access by third parties is not possible.

By using this website, you agree to the collection, processing and use of data in accordance with the following description. This website can be visited without registration. Data such as the pages called up or the name of the file called up, date and time are stored on the server for statistical purposes without this data being directly related to your person. Personal data such as name, address or e-mail address is collected on a voluntary basis as far as possible. Without your consent, the data will not be passed on to third parties.

### Processing of personal data

Personal data is any information that relates to an identified or identifiable person. A data subject is a person about whom personal

data are processed. Processing shall include any processing of personal data, regardless of the means and procedures involved, including storage, disclosure, acquisition, deletion, retention, alteration, destruction and use of personal data.

We process personal data in accordance with the Swiss Data Protection Act. In addition, we process personal data - insofar as the EU DPA is applicable - in accordance with the following legal principles in connection with Art. 6 para. 1 of the DPA :

lit. a) Processing of personal data with the consent of the data subject.

lit. b) Processing of personal data for the purpose of performance of a contract concluded with the data subject and for the purpose of implementing appropriate pre-contractual measures.

lit. c) Processing of personal data for the performance of a legal obligation to which we are subject under any applicable law of the EU or any applicable law of any country in which the DPA is applicable in whole or in part.

lit. d) processing of personal data for the purpose of protecting the vital interests of the data subject or of another natural person.

lit. f) the processing of personal data carried out for the purpose of safeguarding our legitimate interests or those of third parties, unless the fundamental rights and freedoms or the interests of the data subject outweigh these interests. Legitimate interests include in particular our commercial interest in being able to provide our website, information security, the implementation of our own legal claims and compliance with Swiss law.

We process personal data for the time necessary for the respective purpose(s). In

the event of long-term storage obligations due to legal and other obligations to which we are subject, we limit processing accordingly.

### **Privacy Policy for Cookies**

This website uses cookies. These are small text files that allow specific information about the user to be stored on the user's terminal while the user is using the website. Among other things, cookies make it possible to determine the frequency of use and the number of users of the pages, to analyse the usage behaviour of the pages, but also to make our offer more user-friendly. Cookies remain stored at the end of a browsing session and can be recalled when you visit the site again. If you do not wish to do this, you must configure your Internet browser so that it refuses to accept cookies.

A general objection to the use of cookies for online marketing purposes can be stated for many services, especially in the case of tracking, via the US site [www.aboutads.info/choices/](http://www.aboutads.info/choices/) or the EU site [www.youronlinechoices.com](http://www.youronlinechoices.com). In addition, the storage of cookies can be achieved by disabling them in the browser settings. Please note that in this case not all functions of this online offer can be used.

### **Third-party services**

This website uses Google Maps for map integration, Google Invisible reCAPTCHA for protection against robots and spam and YouTube for video integration.

These services of the American company Google LLC use, among other things,

cookies and therefore data is transmitted to Google in the USA. We can therefore assume that in this context no personal tracking is carried out solely by the use of our website.

Google is committed to ensuring an appropriate level of data protection in accordance with the European and American-Swiss privacy regulations.

Further information can be found in the Google Privacy Policy.

### **Privacy policy for the contact form**

If you send us enquiries via the contact form, the data you have provided in this form, including your contact details, will be kept by us for the purpose of processing the enquiry and in case of further questions. We will not pass on this data without your consent.

### **Privacy policy for newsletter data**

If you wish to receive the newsletter offered on this site, we require an e-mail address from you as well as information that will allow us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. No other data is collected. We use this data exclusively for sending the requested information and do not pass it on to third parties.

You can revoke your consent to the storage of your data, your e-mail address and its use for sending the newsletter at any time, for example by using the „unsubscribe link“ in the newsletter.

### **Use of Newsletter2Go (program for sending press releases)**

We use Newsletter2Go as a service provider for sending our press releases. By registering, you agree to your data being passed on to Newsletter2Go. Please take note of the data protection regulations and general terms and conditions of Newsletter2Go.

[www.newsletter2go.de/datenschutz/](http://www.newsletter2go.de/datenschutz/);

[www.newsletter2go.de/agb/](http://www.newsletter2go.de/agb/);

### **Rights of the persons concerned**

#### **Right to confirmation**

Any person concerned has the right to obtain confirmation from the website operator that personal data relating to him/her is being processed. If you wish to make use of this right of confirmation, you can contact the data protection officer at any time.

#### **Right to information**

Any person concerned by the processing of personal data has the right to receive at any time free information from the operator of this website about the personal data stored about him/her and a copy of this information. In addition, the following information may also be provided where appropriate :

- the purposes of the processing
- the categories of personal data processed
- the recipients to whom the personal data have been or will be disclosed
- if possible, the intended period of retention of personal data or, if this is not

possible, the criteria for determining that period

- the existence of the right to rectify or erase personal data concerning them or the right to object to their processing by the controller
- the existence of a right of appeal to a supervisory authority

If personal data is not collected from the person concerned :

- All available information on the origin of the data
- The data subject also has the right to know whether personal data have been transferred to a third country or to an international organisation.
- In this case, the data subject also has the right to obtain information on the appropriate safeguards relating to the transfer.

If you wish to make use of this right to information, you can contact our data protection officer at any time.

#### **Right of rectification**

Any person concerned by the processing of personal data has the right to obtain the rectification without delay of inaccurate personal data concerning him/her. The data subject shall also have the right to obtain the completion of incomplete personal data, including by means of an additional declaration, taking into account the purposes of the processing.

If you wish to make use of this right of rectification, you can contact our data protection officer at any time.

### **Right of cancellation (right to be forgotten)**

Any person concerned by the processing of personal data has the right to obtain from the controller of this website the immediate deletion of personal data concerning him/her, where one of the following reasons applies and the processing is not necessary:

- The personal data have been collected or otherwise processed for purposes for which they are no longer required
- The data subject withdraws the consent on which the processing operation was based and there is no other legal basis for the processing operation.
- The data subject objects to the processing on grounds relating to his or her particular situation and there is no compelling legitimate reason for the processing or, in the case of direct marketing and related profiling, the data subject objects to the processing
- Personal data were processed illegally
- The deletion of personal data is necessary to comply with a legal obligation under Union law or the law of the Member States to which the controller is subject
- The personal data were collected in connection with information society services provided directly to a child.

If one of the above reasons applies and you would like the personal data stored by the operator of this website to be deleted, you can contact our data protection officer at any time. The data protection officer of this website will ensure that the deletion request is dealt with immediately.

### **Right to limit processing**

Any person concerned by the processing of personal data has the right to ask the person responsible for this website to limit

the processing if one of the following conditions is met :

- The accuracy of the personal data is contested by the data subject, during a period which allows the controller to verify the accuracy of the personal data
- The processing is unlawful, the data subject refuses to have the personal data deleted and instead requests that the use of the personal data be restricted.
- The controller no longer needs the personal data for the purpose of processing, but the data subject needs them to exercise or defend his or her rights.
- The data subject has objected to the processing for reasons relating to his or her specific situation and it is not yet clear whether the legitimate reasons put forward by the controller outweigh those put forward by the data subject.

If one of the above conditions is met, you can request the restriction of personal data stored by the operator of this website, you can contact our data protection officer at any time. The data protection officer of this website will take the necessary steps to restrict the processing.

### **Right to transfer data**

Any person concerned by the processing of personal data shall have the right to obtain personal data relating to him or her in a structured, standard and machine-readable format. He or she also has the right to have this data transferred to another responsible party if the legal requirements are met.

In addition, the data subject has the right to have personal data transferred directly from one responsible party to another, insofar as this is technically possible and does not infringe the rights and freedoms of other persons.

In order to assert the right to transfer data, you can contact the data protection officer appointed by the operator of this website at any time.

### **Right of recourse**

Any person concerned by the processing of personal data shall have the right to object at any time, on grounds relating to his or her particular situation, to the processing of personal data concerning him or her.

In the event of an objection, the operator of this website will no longer process personal data, unless we can prove that there are compelling reasons for processing worthy of protection that outweigh the interests, rights and freedoms of the data subject, or if the processing serves to assert, exercise or defend legal rights.

To exercise your right to object, you can contact the Data Protection Officer of this website directly.

### **Right to revoke data protection consent**

Any person concerned by the processing of personal data has the right to withdraw his or her consent to the processing of personal data at any time.

If you wish to exercise your right of revocation, you can contact our data protection officer at any time.

Data protection declaration for objection to advertising mailings

We hereby object to the use of the contact data published within the framework of the printing obligation for the sending of advertising and information material not expressly requested. The operators of this website expressly reserve the right to take legal action in the event of the sending of unsolicited advertising information, e.g. by unsolicited e-mails.

### **Using Google Maps**

This website uses Google Maps. This allows us to display interactive maps directly on the website and allows you to use the map function in a convenient way. When you visit the website, Google receives the information that you have called up on the corresponding sub-page of our website. This occurs regardless of whether Google provides a user account through which you are logged in or if there is no user account. If you are logged in to Google, your information is directly associated with your account. If you don't want to be associated with your profile on Google, you must sign out before activating the button. Google saves your data in the form of user profiles and uses it for advertising, market research and/or website design purposes as requested. In particular, this is done (even for users who are not logged in) to provide advertising tailored to your needs and to inform other social network users about your activities on our site. You have the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right. Further information on the purpose and scope of data collection and processing by Google, as well as additional information on your rights in this regard and on the settings options for protecting your privacy, can be found at [www.google.de/intl/de/policies/privacy](http://www.google.de/intl/de/policies/privacy).

### **Privacy policy for Google Analytics**

This website uses Google Analytics, a web analysis service provided by Google Ireland Limited. If the person responsible for processing the data on this website is located outside of the European Economic Area or Switzerland, Google Analytics data will be processed by Google LLC. Google LLC and Google Ireland Limited are hereinafter referred to as „Google“.

We may use the statistics obtained to improve our offer and make it more interesting for you as a user. This website also uses Google Analytics for a cross-analysis of visitor flows, which is carried out via a user ID. If you have a Google user account, you can deactivate the cross-analysis of your usage in the settings under „My Data“, „Personal Data“.

The legal basis for the use of Google Analytics is Art. 6 para. 1 p. 1 lit. f RGPD. The IP address transmitted by your browser within the scope of Google Analytics is not merged with other Google data. We would like to point out that on this website, Google Analytics has been extended by the code „\_anonymizeIp();“ in order to ensure the anonymous collection of IP addresses. This means that IP addresses are then processed in a shortened form, thus excluding the possibility of personal references. If the data collected about you contains a personal reference, this is immediately excluded and the personal data is therefore immediately deleted.

Only in exceptional cases is the complete IP address transferred to a Google server in the USA and shortened there. At the request of the website operator, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage for the website operator. For exceptional cases in which personal data is transferred to the USA, Google is subject to the EU-US Privacy Shield, [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework).

Google Analytics uses cookies. The information generated by the cookie about your use of this website is generally transferred to a Google server in the USA and stored there. You may refuse

the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of the data generated by the cookie related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link : Deactivate Google Analytics.

You can also prevent the use of Google Analytics by clicking on this link: Disable Google Analytics. A so-called „opt-out“ cookie is stored on your data carrier, which prevents the processing of personal data by Google Analytics. Please note that if you delete all cookies on your device, these opt-out cookies will also be deleted, i.e. you will have to reset them if you wish to continue to prevent this form of data collection. Deactivation cookies are set per browser and computer/device and must therefore be activated separately for each browser, computer or other device.

### **Instagram Privacy Policy**

The functions of the Instagram service are integrated on our website. These functions are offered by Instagram Inc, 1601 Willow Road, Menlo Park, CA, 94025, USA integrated. If you are logged into your Instagram account, you can link the content of our pages to your Instagram profile by clicking the Instagram button. This allows Instagram to associate your visit to our sites with your user account. We would like to emphasize that we, as the provider of the pages, have no knowledge of the content of the data transmitted or their use by Instagram.

For more information, please consult Instagram's privacy policy: [instagram.com/about/legal/privacy/](https://www.instagram.com/about/legal/privacy/)

### **Privacy Policy for LinkedIn**

This website uses the LinkedIn network features. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time you access one of our pages containing LinkedIn features, a connection to LinkedIn servers is established. LinkedIn is informed that you visited our website with your IP address. When you click the „Recommend“ button on LinkedIn and are logged into your LinkedIn account, LinkedIn is able to associate your visit to our site with you and your account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the data transmitted or its use by LinkedIn.

For more information, please refer to LinkedIn's privacy policy at [www.linkedin.com/legal/privacy-policy](https://www.linkedin.com/legal/privacy-policy).

### **Privacy Policy for YouTube**

On this site, the functions of the „YouTube“ service are integrated. „YouTube“ is owned and operated by Google Ireland Limited, a company incorporated under the laws of Ireland, having its registered office at Gordon House, Barrow Street, Dublin 4, Ireland, which operates services in the European Economic Area and Switzerland.

Your legal agreement with „YouTube“ consists of the terms and conditions set out at the following link: [www.youtube.com/static](https://www.youtube.com/static). These Terms constitute a legally binding agreement between you and „YouTube“ with respect to your use of the Services. Google's Privacy Policy

explains how „YouTube“ treats your personal information and protects your privacy when you use the Service.

### **Privacy Policy for Xing**

Our website uses the functionalities of the XING network. The provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany.

When a page with integrated Xing functions is called up, a connection to the Xing servers is established. As far as we know, no personal data is stored. IP addresses are not stored, and there is no evaluation of user behaviour.

Details on data protection and the XING Share button can be found in the XING Privacy Policy: [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection).

### **General Disclaimer of Liability**

All information on our website has been carefully checked. We make every effort to ensure that the information we provide is up to date, correct and complete. Nevertheless, the presence of errors cannot be completely excluded, which means that we cannot guarantee the completeness, correctness and topicality of the information, including journalistic and editorial information. Liability claims for material or immaterial damages caused by the use of the information provided are excluded unless there is evidence of deliberate intent or gross negligence.

The publisher may change or delete texts at his own discretion and without prior notice and is not obliged to update the content of this site. Use or access to this website is at the visitor's own risk. The publisher, its customers or partners are not liable for damages, such as

direct, indirect, accidental, to be concretely determined in advance or consequential damages, which are allegedly caused by visiting this website and therefore do not assume any liability.

The publisher also declines all responsibility for the content and availability of third party websites that can be accessed via external links on this website. The content of the linked sites is the sole responsibility of their operators. The publisher therefore expressly distances itself from any third-party content that may be relevant with regard to criminal law or liability or which may be contrary to good morals.

## **Changes**

We may change this Privacy Policy at any time without notice. The current version published on our website applies. If the Privacy Policy forms part of an agreement with you, we will notify you by email or other appropriate means if we update it.

## **Questions to the Data Protection Officer**

If you have any questions regarding data protection, please send us an e-mail or contact the person responsible for data protection within our organisation, listed at the beginning of this privacy policy.