

PRIVACY POLICY

Responsible

Deep Blue AG, Engenbühl 130, CH-5705 Hallwil

Commercial register entry: CHE-109.280.214

Protection of your privacy

Personal data is treated as strictly confidential and is neither sold nor passed on to third parties. Every person is entitled to protection of his or her privacy as well as protection against misuse of his or her personal data, based on Article 13 of the Swiss Federal Constitution and the data protection regulations of the Swiss Confederation (Data Protection Act, DSG).

This Privacy Notice governs the processing that is being conducted by us to persons in the EU which are governed by the EU General Data Protection Regulation (GDPR). For Swiss or non-EU customers only the provisions of the Swiss Federal Data Protection Act are applicable.

In close cooperation with our hosting providers, we strive to protect the databases as well as possible against unauthorized access, loss, misuse or falsification.

SSL encryption

To protect the security of your data during transmission, we use state-of-the-art encryption procedures (SSL) via HTTPS.

Automatic data processing on this website

When you call up our Internet pages, information that your browser transmits to us is automatically stored in our "server log files". These are:

- browser type/version
- Operating system used
- Referrer URL (the previously visited page)
- Host name of the accessing computer (IP address)
- Time of the server request.
- This usage data forms the basis for statistical, anonymous evaluations so that trends can be identified, which we can use to improve our offers accordingly.

Types of data processed

- Inventory data (e.g., names, addresses).
- Contact data (e.g., e-mail, telephone numbers).
- Content data (e.g., text input, photographs, videos).
- Usage data (e.g., web pages visited, interest in content, access times).
- Meta/communication data (e.g., device information, IP addresses).

Purpose of processing

- Provision of the online offer, its functions and contents.
- Answering contact requests and communication with users.
- Security measures
- Reach measurement/marketing

Contacting

When contacting us (e.g. via contact form, e-mail, telephone or via social media), the user's details are processed for the purpose of handling the contact request and its processing. The user's details may be stored in a customer relationship management system ("CRM system") or comparable inquiry organization in order to process possible follow-up inquiries more efficiently.

We delete the inquiries if they are no longer necessary. We review the necessity every two years; furthermore, the legal archiving obligations apply.

Cookies

Cookies are small text files that your browser stores when you visit a website. Cookies are used, for example, so that you do not have to log in again when you repeatedly visit a website or a web application such as my.cyon. Cookies are also used by web analytics services such as Google Analytics to mark the visitor.

You can prevent the storage of cookies by making the appropriate setting in your browser. In this case, you may not be able to use all functions of this website to their full extent.

Collection of access data and log files

We, or our hosting provider, collect on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. DSGVO, we collect data about each access to the server on which this service is located (so-called server log files). The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.

Log file information is stored for security reasons (e.g. for the clarification of abuse or fraud) for a maximum of 7 days and then deleted. Data whose further storage is required for evidentiary purposes is exempt from deletion until final clarification of the respective incident.

Data processing outside the EU

We process your Personal Data in Switzerland, the EU/EEA (EU) and the USA. In order to carry out transfers to third countries we adhere to the requirements as set out in Article 46 GDPR by ensuring appropriate safeguards are implemented.

Stripe

We use the online payments processor Stripe (Stripe 510 Townsend Street San Francisco, CA 94103, USA) during the checkout process Stripe collects as well sets of information. Stripe's privacy notice can be found at <https://stripe.com/en-ch/privacy>

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. (hereinafter: "Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. In the event that IP anonymization is activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area.

Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on

Google's behalf. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser (browser add-on to disable Google Analytics); however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Online presences in social media

We maintain online presences within social networks and platforms in order to be able to communicate with customers, interested parties and users active there and to inform them about our services there. When calling up the respective networks and platforms, the terms and conditions and data processing policies of their respective operators apply.

Unless otherwise stated in our privacy policy, we process the data of users insofar as they communicate with us within the social networks and platforms, e.g. write posts on our online presences or send us messages.

YouTube

Our website embeds videos from the YouTube site operated by Google. The operator of the pages is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. When you visit one of our pages equipped with a YouTube video, a connection to the YouTube servers is established. This tells the YouTube server which of our pages you have visited. If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account. YouTube is used in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 (1) lit. f DSGVO.

Google Maps

This website uses Google Maps API to visually display geographical information. When using Google Maps, Google also collects, processes and uses data about the use of the map functions by visitors. You can find more information about data processing by Google in the Google privacy policy. There you can also change your personal privacy settings in the Privacy Center.

Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy:
<https://www.google.com/policies/privacy/>, Opt-Out:
<https://adssettings.google.com/authenticated>.

Google Web Fonts

In order to display our content correctly and graphically appealing across browsers, we use script libraries and font libraries such as Google Webfonts (<https://www.google.com/webfonts/>) on this website. Google Web Fonts are transferred to your browser's cache to avoid multiple loading. If the browser does not support Google Web Fonts or prevents access, content is displayed in a standard font.

Calling up script libraries or font libraries automatically triggers a connection to the operator of the library. It is theoretically possible - but currently also unclear whether and for what purposes - that operators of such libraries collect data.

Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy:
<https://www.google.com/policies/privacy/>, Opt-Out:
<https://adssettings.google.com/authenticated>.

Your rights under GDPR

In certain circumstances, you have the following rights relating to your Personal Data (Art. 13-22 GDPR):

- To request access to your Personal Data. This is to enable you to receive a copy of the Personal Data we hold about you and to check that we are processing it lawfully.
- To request correction (rectification) of the Personal Data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- To request erasure of your Personal Data. This enables you to ask us to delete or remove Personal Data in certain circumstances. You also have the right to ask us to delete or remove your Personal Data where you have exercised your right to object to processing.
- To object to processing of your Personal Data where we are relying on the public interest or our legitimate interests (or those of a third party) or processing your data for direct marketing purposes.
- To request the restriction of processing of your Personal Data. This enables you to ask us to suspend the processing of Personal Data about you: for example, if you want us to establish its accuracy or that it is being properly used by us. This means that it can only be used for certain limited purposes, such as dealing with legal claims or exercising our legal rights. In this situation, we would not use or share your information in other ways while it is restricted.
- To request the transfer of your Personal Data to another party where we process it based on your consent and the processing is carried out by automated means.
- To withdraw any consent you have given, allowing us to send marketing communications to you or collect or use your Personal Data in any other way.

Please note that exercising some of these rights may mean that we are unable to provide our services to you because some of the information is necessary for some services. In other cases, it may mean that we are providing services based on incomplete information, which may result in those services not meeting your needs or expectations.

Contact

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