

Privacy Policy

Responsible body within the meaning of the data protection laws (in particular the Swiss Federal Act on Data Protection [DSG] and the EU General Data Protection Regulation [GDPR]) is:

Aeion Agency by Ananta World GmbH
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CH-8853 Lachen
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Website: www.aeion.agency / www.ananta.world

General Notice

Based on Article 13 of the Swiss Federal Constitution and the data protection provisions of the Federal Act (Data Protection Act, DSG), every person has the right to protection of their privacy as well as protection against 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 regulations as well as this privacy policy.

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

We point out that data transmission on the internet (e.g., when communicating by e-mail) may have security gaps. Complete protection of data from 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 generally be visited without registration. Data such as the pages accessed or names of retrieved files, date and time may be stored on the server for statistical purposes without these data being directly related to your person. Personal data, in particular name, address, or e-mail address, is collected on a voluntary basis where possible. Without your consent, no data will be passed on to third parties.

Processing of Personal Data

Personal data are all details that relate to a specific or identifiable person. A data subject is a person about whom personal data are processed. Processing includes any handling of personal data, regardless of the means and procedures used, in particular storing, disclosing, obtaining, deleting, saving, changing, destroying, and using personal data.

We process personal data in accordance with Swiss data protection law. In addition, we process personal data—if and insofar as the EU GDPR applies—in accordance with the following legal bases in connection with Art. 6(1) GDPR:

- **Consent (Art. 6(1)(a) GDPR)** – The data subject has given consent to the processing of personal data concerning him or her for one or more specific purposes.
- **Performance of a contract and pre-contractual inquiries (Art. 6(1)(b) GDPR)** – Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.
- **Legal obligation (Art. 6(1)(c) GDPR)** – Processing is necessary for compliance with a legal obligation to which the controller is subject.
- **Protection of vital interests (Art. 6(1)(d) GDPR)** – Processing is necessary in order to protect the vital interests of the data subject or of another natural person.
- **Legitimate interests (Art. 6(1)(f) GDPR)** – Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data.
- **Application procedures as a pre-contractual or contractual relationship (Art. 9(2)(b) GDPR)** – Insofar as special categories of personal data within the meaning of Art. 9(1) GDPR (e.g., health data such as disability status or ethnic origin) are requested from applicants, so that the controller or the data subject can exercise rights arising from labor law and social security and social protection law and comply with related obligations, their processing is carried out under Art. 9(2)(b) GDPR; in the case of protection of vital interests of applicants or other persons under Art. 9(2)(c) GDPR; or for purposes of preventive or occupational medicine, assessment of the employee's working capacity, medical diagnosis, provision of health or social care or treatment or

management of health or social care systems and services under Art. 9(2)(h) GDPR. In the case of voluntarily communicated special categories of data based on consent, processing is based on Art. 9(2)(a) GDPR.

We process personal data for as long as is necessary for the respective purpose(s). In the case of longer retention obligations due to legal and other duties to which we are subject, we restrict processing accordingly.

Relevant Legal Bases

In accordance with Art. 13 GDPR, we inform you of the legal bases of our data processing. Unless the legal basis is specified in the privacy policy, the following applies: The legal basis for obtaining consent is Art. 6(1)(a) and Art. 7 GDPR; the legal basis for processing to perform our services and carry out contractual measures as well as respond to inquiries is Art. 6(1)(b) GDPR; the legal basis for processing to fulfil our legal obligations is Art. 6(1)(c) GDPR; and the legal basis for processing to safeguard our legitimate interests is Art. 6(1)(f) GDPR. In the event that vital interests of the data subject or another natural person require processing of personal data, Art. 6(1)(d) GDPR serves as the legal basis.

Security Measures

We take appropriate technical and organizational measures in accordance with the legal requirements, taking into account the state of the art, the implementation costs, and the nature, scope, circumstances, and purposes of processing as well as the varying likelihood and severity for the rights and freedoms of natural persons, to ensure a level of security appropriate to the risk.

Measures include, in particular, safeguarding the confidentiality, integrity, and availability of data by controlling physical and electronic access to data as well as access, input, transfer, securing availability, and separation of the data. Furthermore, we have established procedures to ensure the exercise of data subjects' rights, deletion of data, and responses to data threats. We also consider the protection of personal data in the development or selection of hardware, software, and procedures, in accordance with the principle of data protection by design and by default.

Transfer of Personal Data

As part of our processing of personal data, it may happen that data is transferred to other entities, companies, legally independent organizational units, or persons or disclosed to them. Recipients of these data can include, for example, service providers commissioned with IT tasks or providers of services and content that are integrated into a website. In such cases, we observe the legal requirements and conclude, in particular, appropriate contracts or agreements with the recipients of your data that serve to protect your data.

Data Processing in Third Countries

If we process data in a third country (i.e., outside the European Union [EU] or the European Economic Area [EEA]) or the processing takes place in the context of using services of third parties or the disclosure or transfer of data to other persons, entities, or companies, this is done only in accordance with legal requirements.

Subject to express consent or transfer required by contract or law, we process data only in third countries with a recognized level of data protection, on the basis of contractual obligations through so-called standard contractual clauses of the EU Commission, in the presence of certifications or binding internal data protection rules (Art. 44-49 GDPR; information page of the EU Commission: https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection_de).

Privacy Policy for Cookies

This website uses cookies. Cookies are text files that contain data from visited websites or domains and are stored by a browser on the user's computer. A cookie primarily serves to store information about a user during or after his or her visit within an online offering. Stored information may include, for example, language settings on a website, login status, a shopping cart, or the point at which a video was watched. We also include other technologies under the term cookies that fulfill the same functions (e.g., when user information is stored using pseudonymous online identifiers, also referred to as "user IDs").

The following cookie types and functions are distinguished:

- **Temporary cookies (also: session cookies):** Temporary cookies are deleted at the latest after a user leaves an online offering and closes the browser.

- **Permanent cookies:** Permanent cookies remain stored even after the browser is closed. For example, the login status can be saved or preferred content can be displayed directly when the user revisits a website. Likewise, user interests used for reach measurement or marketing purposes can be stored in such a cookie.
- **First-party cookies:** First-party cookies are set by us.
- **Third-party cookies:** Third-party cookies are mainly used by advertisers (so-called third parties) to process user information.
- **Necessary (also: essential or strictly necessary) cookies:** Cookies may be strictly necessary for the operation of a website (e.g., to save logins or other user inputs or for security reasons).
- **Statistics, marketing, and personalization cookies:** Cookies are also generally used for reach measurement and when a user's interests or behavior (e.g., viewing certain content, using functions, etc.) are stored on individual websites in a user profile. Such profiles serve to show users content that corresponds to their potential interests. This process is also called "tracking," i.e., following the potential interests of users. If we use cookies or "tracking" technologies, we will inform you separately in our privacy policy or in the context of obtaining consent.

Notes on legal bases: The legal basis on which we process your personal data using cookies depends on whether we ask you for consent. If this is the case and you consent to the use of cookies, the legal basis for processing your data is the declared consent. Otherwise, the data processed using cookies are processed on the basis of our legitimate interests (e.g., in the economical operation of our online offering and its improvement) or, if the use of cookies is necessary, to fulfill our contractual obligations.

Storage period: Unless we provide explicit information on the storage period of permanent cookies (e.g., within the framework of a so-called cookie opt-in), please assume that the storage period can be up to two years.

General notes on revocation and objection (opt-out): Depending on whether the processing is based on consent or legal permission, you have the possibility at any time to revoke a granted consent or to object to the processing of your data by cookie technologies (collectively referred to as "opt-out"). You can first declare your objection via your browser settings, e.g., by deactivating the use of cookies (although this may also restrict the functionality of our online offering). An objection to the use of cookies for online marketing purposes can also be declared via a variety of services—especially in the case of tracking—via the websites <https://optout.aboutads.info> and <https://www.youronlinechoices.com/>. In addition, you can obtain further objection notices within the information on the service providers and cookies used.

Processing of cookie data based on consent: We use a cookie consent management procedure in which users' consents to the use of cookies, or the processing and providers mentioned within the cookie consent management procedure, are obtained and can be managed and revoked by users. The consent declaration is stored so that it does not have to be queried again and so that consent can be proven in accordance with the legal obligation. Storage can take place on the server side and/or in a cookie (so-called opt-in cookie or by means of comparable technologies) in order to assign consent to a user or their device. Subject to individual information on providers of cookie management services, the following applies: The duration of consent storage can be up to two years. A pseudonymous user identifier is created and stored with the time of consent, details about the scope of consent (e.g., which categories of cookies and/or service providers), as well as the browser, system, and used end device.

Data categories processed: Usage data (e.g., visited websites, interest in content, access times), meta/communication data (e.g., device information, IP addresses).

Data subjects: Users (e.g., website visitors, users of online services).

Legal bases: Consent (Art. 6(1)(a) GDPR), legitimate interests (Art. 6(1)(f) GDPR).

Data Transmission Security (without SSL)

Please note that data transmitted over an open network such as the internet or an e-mail service without SSL encryption can be viewed by anyone. You can recognize an unencrypted connection by the fact that the address line of the browser shows "http://" and no lock symbol appears in your browser line. Information transmitted over the internet and content received online may, under certain circumstances, be transmitted over networks of third parties. We cannot guarantee the confidentiality of communications or materials transmitted over such open networks or networks of third parties.

If you disclose personal information over an open network or third-party networks, you should be aware that your data may be lost or potentially accessed by third parties and consequently collected and used without your consent. Although in many cases the individual data packets are transmitted in encrypted form, the names of the sender and recipient are not. Even if the sender and recipient live in the same country, data transmission over such networks often occurs without controls through third countries, i.e., also through countries that do not offer the same level of data protection as your country of domicile. We assume no responsibility for the security of your data during transmission over the internet and disclaim any liability for direct and indirect losses. Please use other means of communication if you consider this necessary or reasonable for security reasons.

Despite extensive technical and organizational security precautions, data may possibly be lost or intercepted and/or manipulated by unauthorized persons. We take appropriate technical and organizational security measures, insofar as possible, to prevent this within our system. However, your computer is outside the security area we can control. As a user, it is your responsibility to inform yourself about the necessary security precautions and to take appropriate measures. As the website operator, we are in no way liable for damages that may arise from data loss or manipulation. Data that you enter in online forms may be passed on to commissioned third parties for the purpose of processing orders and may be viewed and possibly processed by them.

Privacy Policy for Server Log Files

The provider of this website automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and version
- Operating system used
- Referrer URL
- Hostname of the accessing computer
- Time of the server request

These data cannot be assigned to specific persons. This data is not merged with other data sources. We reserve the right to check these data retrospectively if we become aware of specific indications of unlawful use.

Services of Third Parties

This website may use Google Maps for embedding maps, Google Invisible reCAPTCHA for protection against bots and spam, and YouTube for embedding videos.

These services of the American Google LLC use, among other things, cookies and, as a result, data are transmitted to Google in the USA, whereby we assume that no personal tracking takes place solely through the use of our website. Google has undertaken to ensure an adequate level of data protection in accordance with the U.S.-European and U.S.-Swiss Privacy Shield.

Further information can be found in Google's privacy policy.

Privacy Policy for Contact Form

If you send us inquiries via the contact form, your details from the inquiry form, including the contact data provided by you there, will be stored by us for the purpose of processing the inquiry and in case of follow-up questions. We do not pass on these data without your consent.

Privacy Policy for Newsletter Data

If you wish to receive the newsletter offered on this website, we require an e-mail address from you and information that allows us to verify that you are the owner of the specified e-mail address and that you agree to receive the newsletter. No further data are collected. We use these data exclusively for sending the requested information and do not pass them on to third parties.

The consent given to store the data, the e-mail address as well as its use for sending the newsletter can be revoked at any time, for example via the "unsubscribe link" in the newsletter.

Privacy Policy for the Comment Function on this Website

For the comment function on this website, in addition to your comment, information on the time the comment was created, your e-mail address, and, if you do not post anonymously, the username you have chosen, is stored.

Storage of IP Address

Our comment function stores the IP addresses of users who write comments. Since we do not check comments on our site before they are activated, we need these data to be able to take action against the author in the event of legal violations such as insults or propaganda.

Subscribing to Comments

As a user of the site, you can subscribe to comments after logging in. You will receive a confirmation e-mail to check whether you are the owner of the specified e-mail address. You can unsubscribe from this function at any time via a link in the info e-mails.

Rights of Data Subjects

Right to Confirmation

Every data subject has the right to obtain confirmation from the operator of the website as to whether personal data concerning him or her are being processed. If you wish to exercise this right to confirmation, you can contact the data protection officer at any time.

Right of Access

Every person affected by the processing of personal data has the right to receive, at any time and free of charge, information from the operator of this website about the personal data stored about him or her and a copy of this information. Furthermore, information may be provided on the following:

- the purposes of the processing
- the categories of personal data that are processed
- the recipients to whom the personal data have been or will be disclosed
- if possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period
- the existence of a right to rectification or erasure of personal data concerning him or her or to restriction of processing by the controller or a right to object to such processing
- the existence of a right to lodge a complaint with a supervisory authority
- if the personal data are not collected from the data subject: all available information about the source of the data

The data subject also has a right to know whether personal data have been transferred to a third country or to an international organization. If this is the case, the data subject has the right to be informed of the appropriate safeguards relating to the transfer.

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

Right to Rectification

Every person affected by the processing of personal data has the right to demand the immediate rectification of incorrect personal data concerning him or her. Furthermore, the data subject has the right to request the completion of incomplete personal data—also by means of a supplementary statement—taking into account the purposes of the processing.

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

Right to Erasure ("Right to be Forgotten")

Every person affected by the processing of personal data has the right to demand from the controller of this website that the personal data concerning him or her be deleted immediately, provided that one of the following reasons applies and insofar as the processing is not necessary:

- The personal data were collected for such purposes or otherwise processed for which they are no longer necessary.
- The data subject withdraws consent on which the processing is based and there is no other legal ground for the processing.
- The data subject objects to the processing on grounds relating to his or her particular situation and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing for direct marketing purposes and related profiling.

- The personal data have been unlawfully processed.
- The erasure of the personal data is necessary to comply with a legal obligation under Union or Member State law to which the controller is subject.
- The personal data have been collected in relation to the offer of information society services directly to a child.

If one of the above reasons applies and you wish to request the deletion 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 arrange for the deletion request to be complied with immediately.

Right to Restriction of Processing

Every person affected by the processing of personal data has the right to demand from the controller of this website the restriction of processing if one of the following prerequisites is met:

- The accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data.
- The processing is unlawful, the data subject opposes the erasure of the personal data and requests the restriction of their use instead.
- The controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise, or defense of legal claims.
- The data subject has objected to processing on grounds relating to his or her particular situation and it has not yet been determined whether the legitimate grounds of the controller override those of the data subject.

If one of the above prerequisites is met and you wish to 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 arrange for the restriction of processing.

Right to Data Portability

Every person affected by the processing of personal data has the right to receive the personal data concerning him or her in a structured, commonly used, and machine-readable format. He or she also has the right to have these data transmitted to another controller where the legal prerequisites are met.

Furthermore, the data subject has the right to have the personal data transmitted directly from one controller to another, where technically feasible and provided that this does not adversely affect the rights and freedoms of others. To assert the right to data portability, you can contact the data protection officer appointed by the operator of this website at any time.

Right to Object

Every person affected by the processing of personal data has the right to object at any time, on grounds relating to his or her particular situation, to processing of personal data concerning him or her.

In the event of an objection, the operator of this website will no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights, and freedoms of the data subject, or for the establishment, exercise, or defense of legal claims.

To exercise the right to object, you can contact the data protection officer of this website directly.

Right to Withdraw a Data Protection Consent

Every person affected by the processing of personal data has the right to withdraw consent to the processing of personal data at any time.

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

Privacy Policy for Objection to Advertising E-mails

Use of the contact data published within the scope of the imprint obligation for sending unsolicited advertising and information materials is hereby rejected. The operators of the pages expressly reserve the right to take legal action in the event of unsolicited sending of advertising information, for example through spam e-mails.

Paid Services

To provide paid services, we request additional data, such as payment information, to be able to execute your order or assignment. We store these data in our systems until the statutory retention periods have expired.

Use of Google Maps

This website uses Google Maps. This allows us to display interactive maps directly on the website and enable you to use the map function conveniently. By visiting the website, Google receives the information that you have called up the corresponding subpage of our website. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be assigned directly to your account. If you do not want this assignment to your Google profile, you must log out before activating the button. Google stores your data as usage profiles and uses them for purposes of advertising, market research, and/or needs-based design of its website. Such evaluation is carried out in particular (even for users not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website. You have a right to object to the creation of these user profiles; to exercise this, you must contact Google. Further information on the purpose and scope of data collection and processing by Google, as well as further information on your rights and settings options for protecting your privacy, can be found at: www.google.de/intl/de/policies/privacy.

Google Ads

This website uses Google conversion tracking. If you have reached our website via an advertisement placed by Google, a cookie is set on your computer by Google Ads. The cookie for conversion tracking is set when a user clicks on an advertisement placed by Google. These cookies lose their validity after 30 days and are not used for personal identification. If the user visits certain pages on our website and the cookie has not yet expired, we and Google can recognize that the user clicked on the advertisement and was redirected to this page. Each Google Ads customer receives a different cookie. Cookies therefore cannot be tracked across the websites of Ads customers. The information obtained using the conversion cookie is used to create conversion statistics for Ads customers who have opted for conversion tracking. The customers learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive information that can be used to personally identify users.

If you do not want to participate in tracking, you can refuse the setting of a cookie required for this—e.g., by setting your browser to generally deactivate the automatic setting of cookies or to block cookies from the domain "googleleadservices.com".

Please note that you must not delete the opt-out cookies as long as you do not want measurement data to be recorded. If you have deleted all cookies in your browser, you must set the respective opt-out cookie again.

Use of Google Remarketing

This website uses the remarketing function of Google Inc. The function serves to present interest-based advertisements to visitors of the website within the Google advertising network. A "cookie" is stored in the browser of the website visitor that enables the visitor to be recognized when he or she calls up websites that belong to the Google advertising network. On these pages, the visitor can be presented with advertisements that relate to content that the visitor previously accessed on websites that use Google's remarketing function.

According to its own statements, Google does not collect any personal data during this process. Should you nevertheless not wish to use Google's remarketing function, you can generally deactivate it by making the appropriate settings at <http://www.google.com/settings/ads>. Alternatively, you can deactivate the use of cookies for interest-based advertising via the advertising network initiative by following the instructions at http://www.networkadvertising.org/managing/opt_out.asp.

Use of Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter "reCAPTCHA") on our websites. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter "Google." reCAPTCHA is used to check whether data entry on our websites (e.g., in a contact form) is made by a human or by an automated program. To this end, reCAPTCHA analyses the behaviour of the website visitor based on various characteristics. This analysis starts automatically as soon as the website visitor enters the website. For analysis, reCAPTCHA evaluates various information (e.g., IP address, how long the visitor has been on the website, or mouse movements made by the user). The data collected during the analysis are transmitted to Google. The reCAPTCHA analyses run completely in the background. Website visitors are not advised that an analysis is taking place.

Data processing is carried out on the basis of Art. 6(1)(f) GDPR. The website operator has a legitimate interest in protecting its web offerings from abusive automated spying and from spam. Further information on Google reCAPTCHA and Google's privacy policy can be found at: <https://www.google.com/intl/de/policies/privacy/> and <https://policies.google.com/terms?hl=de>.

Privacy Policy for Google Analytics

This website uses Google Analytics, a web analytics service of Google Ireland Limited. If the controller responsible for data processing on this website is located outside the European Economic Area or Switzerland, the Google Analytics data processing is carried out by Google LLC. Google LLC and Google Ireland Limited are hereinafter referred to as "Google."

The statistics obtained allow us to improve our offering and make it more interesting for you as a user. This website also uses Google Analytics for a device-independent analysis of visitor flows, which is performed using a user ID. If you have a Google user account, you can deactivate the cross-device analysis of your usage in the settings under "My Data," "Personal Data."

The legal basis for the use of Google Analytics is Art. 6(1)(f) GDPR. The IP address transmitted by your browser within the scope of Google Analytics is not merged with other Google data. We point out that on this website Google Analytics has been extended by the code "_anonymizelp();" to ensure an anonymized collection of IP addresses. As a result, IP addresses are further processed in truncated form; a personal reference can thus be excluded. If data collected about you relates to a person, this is therefore immediately excluded and the personal data is thus promptly deleted.

Only in exceptional cases is the full IP address transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activities, and to provide other services relating to website usage and internet usage to the website operator.

Google Analytics uses cookies. The information generated by the cookie about your use of this website is generally transmitted to a Google server in the USA and stored there. You can prevent the storage of cookies by setting your browser software accordingly; however, please note that in this case you may not be able to use all functions of this website to their full extent. You can also prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) to Google as well as the processing of these data by Google by downloading and installing the browser plugin available at the following link: [Disable Google Analytics](#).

You can also prevent the use of Google Analytics by clicking on this link: [Disable Google Analytics](#). An opt-out cookie will then be stored on your data carrier that 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., that you must set the opt-out cookies again if you wish to continue to prevent this type of data collection. The opt-out cookies are set per browser and computer/device and must therefore be activated separately for each browser, computer, or device.

Privacy Policy for Google AdSense

We use Google AdSense on this website. This is an advertising program of Google Inc. In Europe, the company Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is responsible for all Google services. With Google AdSense, we can display advertisements on this website that match our topic.

Google AdSense uses cookies to display ads relevant to users, to improve reports on campaign performance, or to prevent a user from seeing the same ads multiple times. Google records which ads are displayed in which browser via a cookie ID and can thus prevent them from being shown multiple times. In addition, Google AdSense can record so-called conversions by means of cookie IDs that relate to ad requests. This is the case, for example, when a user sees a Google Ads ad and later calls up the advertiser's website with the same browser and buys something there. According to Google, Google Ads cookies do not contain personal information.

Due to the marketing tools used, your browser automatically establishes a direct connection to Google's server. Through the integration of Google Ads, Google receives the information that you have called up the corresponding part of our internet presence or have clicked on an advertisement from us. If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or are not logged in, there is a possibility that Google will learn and store your IP address.

You can prevent participation in this tracking process in various ways:

- by setting your browser software accordingly; in particular, the suppression of third-party cookies will result in you not receiving ads from third-party providers;
- by deactivating cookies for conversion tracking by setting your browser to block cookies from the domain "www.googleadservices.com", <https://adssettings.google.com>, whereby this setting is deleted when you delete your cookies;
- by deactivating interest-based ads from providers that are part of the self-regulation campaign "About Ads" via the link <https://www.aboutads.info/choices>, whereby this setting is deleted when you delete your cookies;
- by permanently deactivating them in your browsers Firefox, Internet Explorer, or Google Chrome under the link <https://www.google.com/settings/ads/plugin>.

We point out that in this case you may not be able to use all functions of this offering to their full extent. The legal basis for processing your data is a balancing of interests, according to which the above-described processing of your personal data does not conflict with overriding contrary interests on your part (Art. 6(1)(f) GDPR). Further information on Google Ads from Google is available at https://ads.google.com/intl/de_DE/home/ and on data protection at Google in general: <https://www.google.de/intl/de/policies/privacy>. Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at <https://www.networkadvertising.org>.

Privacy Policy for the Use of Google Web Fonts

This website uses so-called web fonts provided by Google for uniform display of fonts. When a page is called, your browser loads the required web fonts into its browser cache to display texts and fonts correctly. If your browser does not support web fonts, a standard font from your computer will be used.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>.

Google Tag Manager

Google Tag Manager is a solution with which we can manage website tags via an interface and can thus integrate Google Analytics and other Google marketing services into our online offering. The Tag Manager itself, which implements the tags, does not process any personal data of the users. With regard to the processing of users' personal data, reference is made to the following information on the Google services. Usage guidelines: <https://www.google.com/intl/de/tagmanager/use-policy.html>.

Privacy Policy for HubSpot

Our website uses HubSpot, a marketing automation software from HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland. HubSpot is a software company from the USA with a European office in Ireland. HubSpot helps us analyze the use of our portal. HubSpot uses cookies for this purpose.

Certain usage data are thereby linked to your person (e.g., after entering them in a registration form) and stored in our CRM. This allows us to send you information and offers tailored specifically to your interests.

Your personal data may also be transferred to HubSpot servers in the United States (USA). The appropriate level of protection is ensured by HubSpot, Inc. participating in the EU-US Privacy Shield agreement and being certified for its compliance.

We use HubSpot to provide you with information and offers tailored to your needs. Accordingly, we have a legitimate interest within the meaning of Art. 6(1)(f) GDPR in this processing. The legal basis for processing your personal data by us in connection with the use of HubSpot is Art. 6(1)(f) GDPR.

In the context of using HubSpot, we store your personal data as long as necessary to provide you with tailored information and offers.

The provision of the personal data collected via HubSpot is not legally or contractually required or necessary for the conclusion of a contract. If you do not provide us with these data, we cannot provide you with tailored information and offers.

Further information on the use of data by HubSpot can be found in HubSpot's privacy policy at: <https://legal.hubspot.com/de/privacy-policy>.

You can object to the use of your data at any time, e.g., by e-mail to our e-mail address in this privacy policy. HubSpot is certified under the conditions of the "EU-U.S. Privacy Shield Framework" and is subject to TRUSTe's Privacy Seal as well as the "U.S.-Swiss Safe Harbor" framework.

More information on HubSpot's privacy terms

More information from HubSpot regarding EU data protection provisions

More information on cookies set in a visitor's browser by HubSpot

More information on cookies set on HubSpot websites

Privacy Policy for Facebook

This website uses functions of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. When our pages with Facebook plugins are accessed, a connection is established between your browser and Facebook's servers. Data are thereby already transmitted to Facebook. If you have a Facebook account, these data can be linked to it. If you do not wish an assignment of these data to your Facebook account, please log out of Facebook before visiting our site. Interactions, in particular the use of a comment function or clicking a "Like" or "Share" button, are also transmitted to Facebook. Learn more at <https://de-de.facebook.com/about/privacy>.

Privacy Policy for Twitter

This website uses functions of Twitter, Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA. When our pages with Twitter plugins are accessed, a connection is established between your browser and Twitter's servers. Data are thereby already transmitted to Twitter. If you have a Twitter account, these data can be linked to it. If you do not wish an assignment of these data to your Twitter account, please log out of Twitter before visiting our site. Interactions, in particular clicking a "retweet" button, are also transmitted to Twitter. Learn more at <https://twitter.com/privacy>.

Privacy Policy for Instagram

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. If you are logged into your Instagram account, you can link the contents of our pages to your Instagram profile by clicking the Instagram button. This allows Instagram to assign the visit to our pages to your user account. We point out that we as the provider of the pages have no knowledge of the content of the transmitted data and their use by Instagram. Further information can be found in Instagram's privacy policy: <http://instagram.com/about/legal/privacy/>

Privacy Policy for LinkedIn

Within our online offering we use the marketing services of the social network LinkedIn of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland ("LinkedIn").

These services use cookies, i.e., text files that are stored on your computer. This enables us to analyze your use of the website. For example, we can measure the success of our advertisements and show users products that they have previously shown interest in.

Information collected includes, for example, information on the operating system, the browser, the previously visited internet page (referrer URL), which web pages the user visited, which offers the user clicked on, and the date and time of your visit to our website.

The information generated by the cookie about your use of this website is pseudonymized and transmitted to a LinkedIn server in the USA and stored there. LinkedIn does not store the name or e-mail address of the respective user. The above data are assigned only to the one to whom the cookie was generated. This does not apply if the user has allowed LinkedIn to process without pseudonymization or has a LinkedIn account.

You can prevent the storage of cookies by setting your browser software accordingly; however, we point out that in this case you may not be able to use all functions of this website to their full extent. You can also object to the use of your data directly with LinkedIn: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

We use LinkedIn Analytics to analyze the use of our website and regularly improve it. The statistics obtained allow us to improve our offering and make it more interesting for you as a user. All LinkedIn companies have adopted the standard contractual clauses to ensure that the data traffic necessary for the development, execution, and maintenance of the services to the USA and Singapore is carried out in a lawful manner. If we ask users for consent, the legal basis for processing is Art. 6(1)(a) GDPR. Otherwise, the legal basis for the use of LinkedIn Analytics is Art. 6(1)(f) GDPR.

Information from the third-party provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland; user agreement and privacy policy.

Privacy Policy for Pinterest

We use social plugins of the social network Pinterest on this website, which is operated by Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103-490, USA ("Pinterest"). When you visit a page that contains such a plugin, your browser establishes a direct connection to Pinterest's servers. The plugin transmits log data to Pinterest's server in the USA. These log data may include your IP address, the address of the visited websites that also contain Pinterest functions, browser type and settings, date and time of the request, your use of Pinterest, as well as cookies.

Further information on the purpose, scope, and further processing and use of the data by Pinterest as well as your related rights and options for protecting your privacy can be found in Pinterest's privacy policy: <https://about.pinterest.com/de/privacy-policy>

Privacy Policy for Tumblr

This website uses buttons of the Tumblr service. The provider is Tumblr, Inc., 35 East 21st St, 10th Floor, New York, NY 10010, USA. These buttons enable you to share a post or page on Tumblr or to follow the provider on Tumblr. When you call one of our web pages with a Tumblr button, the browser establishes a direct connection with Tumblr's servers. We have no influence on the extent of the data that Tumblr collects and transmits with the help of this plugin. According to current knowledge, the user's IP address and the URL of the respective website are transmitted.

Further information can be found in Tumblr's privacy policy: <https://www.tumblr.com/policy/de/privacy>.

External Payment Service Providers

This website uses external payment service providers through whose platforms users and we can carry out payment transactions. For example via

- PostFinance (<https://www.postfinance.ch/de/detail/rechtliches-barrierefreiheit.html>)
- Visa (<https://www.visa.de/nutzungsbedingungen/visa-privacy-center.html>)
- Mastercard (<https://www.mastercard.ch/de-ch/datenschutz.html>)
- American Express (<https://www.americanexpress.com/de/legal/online-datenschutzerklarung.html>)
- PayPal (<https://www.paypal.com/de/webapps/mpp/ua/privacy-full>)
- Bexio AG (<https://www.bexio.com/de-CH/datenschutz>)
- Payrex AG (<https://www.payrex.ch/site/assets/files/2592/datenschutzerklaerung.pdf>)
- Apple Pay (<https://support.apple.com/de-ch/ht203027>)
- Stripe (<https://stripe.com/ch/privacy>)
- Klarna (<https://www.klarna.com/de/datenschutz/>)
- Skrill (<https://www.skrill.com/de/fusszeile/datenschutzrichtlinie/>)
- Giropay (<https://www.giropay.de/rechtliches/datenschutzerklaerung>)
- etc.

In the context of fulfilling contracts, we use payment service providers on the basis of the Swiss data protection regulation and, where necessary, Art. 6(1)(b) EU-GDPR. Otherwise, we use external payment service providers on the basis of our legitimate interests under the Swiss data protection regulation and, where necessary, under Art. 6(1)(f) EU-GDPR, in order to offer our users effective and secure payment options.

The data processed by the payment service providers include inventory data such as name and address, bank data such as account numbers or credit card numbers, passwords, TANs, and checksums, as well as contract, total, and recipient-related information. The data are required to carry out the transactions. However, the entered data are processed only by the payment service providers and stored by them. As the operator, we do not receive any information regarding (bank) account or credit card; we receive only information regarding confirmation (acceptance) or rejection of payment. Under certain circumstances, the data may be transmitted by the payment service providers to credit agencies. This transmission is intended to verify identity and creditworthiness. For this, we refer to the GTC and privacy notices of the payment service providers.

For payment transactions, the terms and conditions and privacy notices of the respective payment service providers apply, which are available within the respective website or transaction applications. We refer to these also for further information and the assertion of revocation, access, and other data subject rights.

Newsletter - Mailchimp

The newsletters are dispatched using the mailing service provider "MailChimp," a newsletter dispatch platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. You can view the privacy policy of the mailing service provider here. The Rocket Science Group LLC d/b/a MailChimp is certified under the Privacy Shield agreement and thus offers a guarantee of compliance with the European level of data protection (Privacy Shield). The mailing service provider is used on the basis of our legitimate interests under Art. 6(1)(f) GDPR and a data processing agreement pursuant to Art. 28(3) sentence 1 GDPR.

The mailing service provider may use the recipients' data in pseudonymous form, i.e., without assignment to a user, to optimize or improve its own services, e.g., for technical optimization of the sending and display of the newsletters or for statistical purposes. However, the mailing service provider does not use the data of our newsletter recipients to write to them itself or to pass the data on to third parties.

Order Processing in the Online Shop with Customer Account

We process our customers' data in accordance with the data protection provisions of the Federal Act (Data Protection Act, DSG) and the EU-GDPR in the context of order processes in our online shop, to enable them to select and order the chosen products and services as well as their payment and delivery or execution.

The data processed include master data (inventory data), communication data, contract data, payment data, and the persons affected by processing include our customers, prospects, and other business partners. Processing is carried out for the purpose of providing contractual services within the operation of an online shop, billing, delivery, and customer service. In this context, we use session cookies, e.g., for the storage of shopping cart contents, and permanent cookies, e.g., for the storage of login status.

Processing is based on Art. 6(1)(b) (execution of order processes) and (c) (statutorily required archiving) GDPR. The required information is necessary for the conclusion and fulfillment of the contract. We disclose data to third parties only in the context of delivery, payment, or within the scope of legal permissions and obligations. Data are processed in third countries only if this is necessary for the fulfillment of the contract (e.g., at the customer's request in the case of delivery or payment).

Users can optionally create a user account in which they can view their orders in particular. As part of the registration process, the required mandatory information is communicated to users. The user accounts are not public and cannot be indexed by search engines such as Google. If users have terminated their user account, the data relating to the user account will be deleted, subject to their retention being necessary for commercial or tax reasons in accordance with Art. 6(1)(c) GDPR. Information in the customer account remains until it is deleted, with subsequent archiving in the event of a legal obligation. It is the users' responsibility to back up their data before the end of the contract in the event of termination.

As part of registration and renewed logins as well as the use of our online services, we store the IP address and the time of the respective user action. Storage is based on our legitimate interests as well as those of the users in protection against misuse and other unauthorized use. These data are generally not passed on to third parties unless it is necessary to pursue our claims or there is a legal obligation to do so under Art. 6(1)(c) GDPR.

Deletion takes place after expiry of statutory warranty and comparable obligations; the necessity of storing the data is reviewed at irregular intervals. In the case of statutory archiving obligations, deletion takes place after their expiry.

Agency Services

We process our customers' data in accordance with the data protection provisions of the Federal Act (Data Protection Act, DSG) and the EU-GDPR as part of our contractual services.

In doing so, we process master data (e.g., customer master data such as names or addresses), contact data (e.g., e-mail, telephone numbers), content data (e.g., text entries, etc.), contract data (e.g., contract subject matter, term), payment data (e.g., bank details, payment history), usage and meta data (e.g., in the context of evaluating and measuring the success of marketing measures). The data subjects include our customers, prospects and their customers, users, website visitors or employees as well as third parties. The purpose of processing is the provision of contractual services, billing, and our customer service. The legal bases of processing result from Art. 6(1)(b) GDPR (contractual services), Art. 6(1)(f) GDPR (analysis, statistics, optimization, security measures). We process data that are necessary for the establishment and fulfillment of the contractual services and point out the necessity of their provision. Data are disclosed externally only if required as part of an order. When processing data provided to us as part of an order, we act in accordance with the instructions of the clients as well as the legal requirements of a processing contract under Art. 28 GDPR and do not process the data for any purposes other than those in accordance with the order.

We delete the data after expiry of statutory warranty and comparable obligations. The necessity of retaining the data is reviewed at irregular intervals. In the case of statutory archiving obligations, deletion takes place after their expiry. In the case of data disclosed to us in the context of an order by the client, we delete the data in accordance with the specifications of the order, generally after the end of the order.

Contractual Services

We process data of our contractual and business partners, e.g., customers and prospects (collectively referred to as "contractual partners"), within the framework of contractual and comparable legal relationships as well as associated measures and within the framework of communication with the contractual partners (or pre-contractually), e.g., to answer inquiries.

We process these data to fulfill our contractual obligations, to secure our rights, and for the purposes of the administrative tasks associated with these details as well as the business organization. We disclose the contractual partners' data to third parties within the scope of the applicable law only insofar as this is necessary for the aforementioned purposes or for the fulfillment of legal obligations or with the consent of the data subjects (e.g., to telecommunications, transport and other auxiliary services, as well as subcontractors, banks, tax and legal advisors, payment service providers, or tax authorities). The contractual partners are informed about further processing forms, e.g., for marketing purposes, within the framework of this privacy policy.

Which data are required for the aforementioned purposes are communicated to the contractual partners before or during data collection, e.g., in online forms, by special markings (e.g., colors) or symbols (e.g., asterisks, etc.), or personally.

We delete the data after expiry of statutory warranty and comparable obligations, i.e., generally after 4 years, unless the data are stored in a customer account, e.g., as long as they must be retained for legal archiving reasons (e.g., for tax purposes, usually 10 years). Data that have been disclosed to us by the contractual partner in the context of an order are deleted in accordance with the specifications of the order, generally after the end of the order.

Insofar as we use third-party providers or platforms to provide our services, the terms and conditions and privacy notices of the respective third-party providers or platforms apply in the relationship between users and providers.

Customer Account: Contractual partners can create an account within our online offering (e.g., customer or user account, hereinafter "customer account"). If registration of a customer account is necessary, the contractual partners are pointed out to this as well as to the information required for registration. Customer accounts are not public and cannot be indexed by search engines. As part of registration and subsequent logins and uses of the customer account, we store the IP addresses of customers along with the access times in order to be able to prove registration and to prevent possible misuse of the customer account.

If customers have terminated their customer account, the data relating to the customer account will be deleted, subject to retention for legal reasons. It is the responsibility of the customers to back up their data before the end of the contract when the customer account is terminated.

Analyses and Market Research: For business reasons and to be able to recognize market trends, wishes of contractual partners and users, we analyze the data available to us on business transactions, contracts, inquiries, etc., whereby the group of data subjects may include contractual partners, prospects, customers, visitors, and users of our online offering.

The analyses are carried out for the purpose of business evaluations, marketing, and market research (e.g., to determine customer groups with different characteristics). We can consider, if available, the profiles of registered users including their details, e.g., on services used. The analyses are for our purposes only and are not disclosed externally unless they are anonymous analyses with aggregated, i.e., anonymized values. Furthermore, we respect the privacy of users and process the data for analysis purposes as pseudonymously as possible and, if feasible, anonymously (e.g., as aggregated data).

Shop and E-Commerce: We process our customers' data to enable them to select and purchase the chosen products, goods, and related services, as well as their payment and delivery or execution. If necessary for the execution of an order, we use service providers, in particular post, shipping, and transport companies, to carry out the delivery or execution to our customers. For payment processing we use the services of banks and payment service providers. The required information is marked as such during the order process or a comparable acquisition process and includes the information required for delivery or provision and billing as well as contact information to be able to consult.

Agency Services: We process our customers' data as part of our contractual services, which can include, for example, conceptual and strategic consulting, campaign planning, software and design development/consulting or maintenance, implementation of campaigns and processes, handling, server administration, data analysis/consulting services, and training services.

Administration, Financial Accounting, Office Organization, Contact Management

We process data in accordance with the data protection provisions of the Federal Act (Data Protection Act, DSG) and the EU-GDPR within the framework of administrative tasks and the organization of our operation, financial accounting, and compliance with legal obligations, such as archiving. In this context, we process the same data that we process in the context of providing our contractual services. The legal bases are Art. 6(1)(c) GDPR and Art. 6(1)(f) GDPR. The persons affected by processing are customers, prospects, business partners, and website visitors. The purpose and our interest in processing lie in administration, financial accounting, office organization, archiving of data—i.e., tasks that serve to maintain our business activities, perform our tasks, and provide our services. Deletion of data with regard to contractual services and contractual communication corresponds to the indications made for these processing activities.

We disclose or transmit data in this context to the tax authorities, consultants such as tax advisors or auditors, as well as other fee offices and payment service providers.

Furthermore, based on our business interests, we store details of suppliers, organizers, and other business partners, e.g., for later contact. These predominantly company-related data are generally stored permanently.

Copyright

The copyrights and all other rights to content, images, photos, or other files on the website belong exclusively to the operator of this website or to the specifically named rights holders. For the reproduction of any files, the written consent of the copyright holder must be obtained in advance.

Anyone who commits a copyright infringement without the consent of the respective rights holder may be liable to prosecution and, if applicable, for damages.

General Disclaimer

All details on our internet offering have been carefully checked. We endeavor to provide our information offering that is current, factually correct, and complete. Nevertheless, the occurrence of errors cannot be completely ruled out, so we cannot assume any guarantee for completeness, correctness, and topicality of the information, including of a journalistic-editorial nature. Liability claims for damages of a material or immaterial nature caused by the use of the offered information are excluded, unless there is demonstrably intentional or grossly negligent fault.

The publisher may change or delete texts at its own discretion and without prior notice and is not obliged to update the content of this website. Use of or access to this website is at the visitor's own risk. The publisher, its clients, or partners are not responsible for damages such as direct, indirect, incidental, concretely foreseeable, or consequential damages alleged to have resulted from visiting this website and therefore assume no liability.

The publisher also assumes no responsibility and liability for the content and availability of third-party websites that can be reached via external links on this website. The operators of the linked pages are solely responsible for their content. The publisher expressly distances itself from all third-party content that may be criminally or liability-relevant or offend against common decency.

Changes

We may adapt this privacy policy at any time without prior notice. The current version published on our website applies. Insofar as the privacy policy is part of an agreement with you, we will inform you of the change via e-mail or in another suitable manner in the event of an update.

Questions to the Data Protection Officer

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

Source: SwissAnwalt

Final Provision / Language Clause

This privacy policy is a translation of the original German version. In case of discrepancies, contradictions, or misunderstandings, the German version shall prevail.