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Persons

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General

Based on Article 13 of the Swiss Federal Constitution and the data protection provisions of the Swiss Confederation (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 legal data protection regulations as well as this privacy policy.

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

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

By using this website, you consent 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 pages accessed or names of files accessed, date and time are stored on the server for statistical purposes without this data being directly related to your person. Personal data, in particular name, address or e-mail address are collected as far as possible on a voluntary basis. 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 is processed. Processing includes any handling of personal data, regardless of the means and procedures used, in particular the storage, disclosure, acquisition, deletion, storage, modification, destruction and use of personal data.

We process personal data in accordance with Swiss data protection law. Furthermore, to the extent and insofar as the EU GDPR is applicable, we process personal data in accordance with the following legal bases in connection with Art. 6 (1) GDPR:

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

lit. b) Processing of personal data for the fulfillment of a contract with the data subject as well as for the implementation of corresponding pre-contractual measures.

lit. c) Processing of personal data for the fulfillment of a legal obligation to which we are subject under

any applicable law of the EU or under any applicable law of a country in which the GDPR is applicable in whole or in part.

lit. d) Processing of personal data in order to protect the vital interests of the data subject or another natural person.

lit. f) Processing of personal data to protect the legitimate interests of us or of third parties, unless the fundamental freedoms and rights and interests of the data subject are overridden. Legitimate interests include, in particular, our business interest in being able to provide our website, information security, the enforcement of our own legal claims and compliance with Swiss law.

We process personal data for the duration required for the respective purpose or purposes. In the case of longer-term retention obligations due to legal and other obligations to which we are subject, we restrict processing accordingly.

Cookies

This website uses cookies. These are small text files that make it possible to store specific information related to the user on the user's terminal device while the user is using the website. Cookies make it possible, in particular, to determine the frequency of use and number of users of the pages, to analyze behavior patterns of page use, but also to make our offer more customer-friendly. Cookies remain stored beyond the end of a browser session and can be retrieved when you visit the site again. If you do not wish this to happen, you should set your Internet browser so that it refuses to accept cookies.

A general objection to the use of cookies used for online marketing purposes can be declared for a large number of the services, especially in the case of tracking, via the U.S. site http://www.aboutads.info/choices/ or the EU site http://www.youronlinechoices.com/. Furthermore, 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.

With SSL/TLS encryption

This website uses SSL/TLS encryption for security reasons and to protect the transmission of confidential content, such as requests that you send to us as the site operator. You can recognize an encrypted connection by the fact that the address line of the browser changes from ""http://"" to ""https://"" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

Without SSL/TLS encryption

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 is displayed in your browser line. Information transmitted over the Internet and content received online may be transmitted over third-party networks. We cannot guarantee the confidentiality of any communications or materials transmitted over such open or third-party networks.

If you disclose personally identifiable information over an open network or third-party networks, you should be aware that your information may be lost or potentially accessed by third parties and, as a result, the information may be collected and used without your consent. While 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 the recipient reside in the same country, the data transfer via such networks often takes place without controls even via third countries, i.e. also via 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 or indirect losses. We ask you to use other means of communication should you consider this necessary or reasonable for security reasons.

Despite extensive technical and organizational security precautions, it is possible that data may be lost or intercepted and/or manipulated by unauthorized persons. As far as possible, we take appropriate technical and organizational security measures to prevent this within our system. However, your computer is outside the security perimeter under our control. It is your responsibility as a user to inform yourself about the necessary security precautions and to take appropriate measures in this regard. As the website operator, we are in no way liable for any damage that you may suffer as a result of data loss or manipulation.

Data that you enter in online forms may be passed on to authorized third parties for the purpose of order processing and may be viewed and possibly processed by them.

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 Browser version Operating system used referrer URL Host name of the accessing computer Time of the server request

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

Third party services

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 cookies, among other things, and as a result, data is transferred to Google in the USA, although we assume that no personal tracking takes place in this context solely through the use of our website.

Google has undertaken to ensure adequate data protection in accordance with the US-European and the US-Swiss Privacy Shield.

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

Contact form

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

Newsletter

If you would like to receive the newsletter offered on this website, we require an e-mail address from you as well as information that allows us to verify that you are the owner of the specified e-mail address and agree to receive the newsletter. Further data will not be 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 the data, the e-mail address and their use for sending the newsletter at any time, for example via the ""unsubscribe link"" in the newsletter.

Comments

For the comment function on this website, in addition to your comment, details of when the comment was created, your e-mail address and, if you do not post anonymously, the username you have chosen will be stored.

Storage of the IP address

Our comment function stores the IP addresses of users who post comments. Since we do not check comments on our site before they are activated, we need this 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 registering. You will receive a confirmation email to verify that you are the owner of the email address provided. You can unsubscribe from this feature at any time via a link in the info emails.

Data Subject Rights

Right to confirmation

Every data subject has the right to request confirmation from the website operator as to whether personal data concerning him or her are being processed. If you wish to exercise this right of confirmation, you may, at any time, contact the Data Protection Officer.

Right of access

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

the purposes of processing

the categories of personal data processed

the recipients to whom the personal data have been or will be disclosed

if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration

the existence of a right to obtain the rectification or erasure of personal data concerning him or her, or the restriction of processing by the controller, or a right to object to such processing

the existence of a right of appeal to a supervisory authority

if the personal data are not collected from the data subject: Any available information about the origin of the data.

Furthermore, the data subject has the right to be informed whether personal data have been transferred to a third country or to an international organization. If this is the case, the data subject also has the right to obtain information about the appropriate safeguards in connection with the transfer.

If you would like to make use of this right to information, 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 correction of incorrect personal data concerning him or her. Furthermore, the data subject has the right, taking into account the purposes of the processing, to request that incomplete personal data be

completed, including by means of a supplementary declaration.

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

Right to erasure (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 erasure without delay of personal data concerning him or her, where one of the following grounds applies and insofar as the processing is no longer necessary:

The personal data have been collected or otherwise processed for such purposes for which they are no longer necessary.

The data subject revokes the consent on which the processing was based and there is no other legal basis 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 in the case of direct marketing and related profiling

The personal data have been processed unlawfully

The erasure of the personal data is necessary for compliance with a legal obligation under Union or Member State law to which the controller is subject

The personal data has been collected in relation to information society services provided directly to a child

If one of the above reasons applies and you wish to arrange for the deletion of personal data stored by theoperator of this website, you can contact our data protection officer at any time. The data protection officer of this website will arrange for the erasure request to be complied with immediately.

Right to restriction of processing

Any person concerned by the processing of personal data has the right to obtain from the controller of this website the restriction of processing if one of the following conditions 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 objects to the erasure of the personal data and requests instead the restriction of the use of the personal data

The controller no longer needs the personal data for the purposes of the processing, but the data subject needs it for the assertion, exercise or defense of legal claims

The data subject has objected to the processing on grounds relating to his or her particular situation, and it is not yet clear whether the legitimate interests of the controller override those of the data subject

If one of the aforementioned conditions is met, you can request the restriction of personal data stored by the operator of this website at any time by contacting our data protection officer. The data protection officer of this website will arrange the restriction of the 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, common and machine-readable format. He or she also has the right to have this data transferred to another controller if the legal requirements are met.

Furthermore, the data subject has the right to obtain that the personal data be transferred directly from one controller to another controller, insofar as this is technically feasible and insofar as this does not adversely affect the rights and freedoms of other persons.

To assert the right to data portability, you may at any time contact the data protection officer appointed by the operator of this website.

Right of objection

Any 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 the processing of personal data concerning him or her. The operator of this website shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or if the processing serves the purpose of asserting, exercising or defending legal claims.

To exercise the right to object, you may directly contact the Data Protection Officer of this website. Right to revoke consent granted under data protection law

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

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

Contradiction mail

The use of contact data published within the framework of the imprint obligation to send advertising and information materials not expressly requested is hereby prohibited. The operators of the pages expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, such as spam e-mails.

Chargeable services

For the provision of chargeable services, we request additional data, such as payment details, in order to be able to execute your order. We store this data in our systems until the statutory retention periods have expired.

Copyrights

The copyright and all other rights to the content, images, photos or other files on the website belong exclusively to the operator of this website or the specifically named copyright holders. For the reproduction of all 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 copyright holder may be liable to prosecution and possibly to damages.

Disclaimer

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 occurrence of errors can not be completely excluded, so we can not guarantee the completeness, accuracy and timeliness of information, including journalistic-editorial nature. Liability claims regarding damage caused by the use of any information provided, including any kind of information which is incomplete or incorrect, will therefore be rejected.

The publisher may change or delete texts at his own discretion and without notice and is not obliged to update the contents of this website. The 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, consequential or punitive damages, allegedly caused by the visit of this website and consequently assume no liability for such damages.

The publisher also accepts no responsibility or liability for the content and availability of third-party websites that can be accessed via external links on this website. The operators of the linked sites are solely responsible for their content. The publisher thus expressly distances itself from all third-party content that may be relevant under criminal or liability law or that may offend common decency.

Google Maps

This website uses the offer of Google Maps. This allows us to display interactive maps directly on the website and enables you to comfortably use the map function. By visiting the website, Google

receives the information that you have accessed the corresponding subpage of our website. This occurs regardless of whether Google provides a user account through which you are logged in or whether there is no user account. If you are logged in to Google, your data will be directly assigned to your account. If you do not want the assignment with your profile at Google, you must log out before activating the button. Google stores your data as usage profiles and uses them for the purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation is carried out in particular (even for users who are 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 the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right. For more information on the purpose and scope of data collection and processing by Google, as well as further information on your rights in this regard and settings options for protecting your privacy, please visit: www.google.de/intl/de/policies/privacy.

Google Ads

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

If you do not wish to participate in the tracking, you can refuse the setting of a cookie required for this - for example, by means of a browser setting that generally deactivates the automatic setting of cookies or by setting your browser so that cookies from the domain ""googleleadservices.com"" are blocked.

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

Google Remarketing

This website uses the remarketing function of Google Inc. The function is used to present interestbased advertisements to website visitors within the Google advertising network. A so-called ""cookie"" is stored in the browser of the website visitor, which makes it possible to recognize the visitor when they visit websites that belong to the Google advertising network. On these sites, the visitor can be presented with advertisements that relate to content that the visitor has previously accessed on websites that use Google's remarketing function.

According to its own information, Google does not collect any personal data during this process. However, if you do not wish to use Google's remarketing function, you can deactivate it in principle 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.

Google reCAPTCHA

This website uses the reCAPTCHA service of Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland ""Google""). The query serves the purpose of distinguishing whether the input is made by a human or by automated, machine processing. The query includes the sending of the IP address and possibly other data required by Google for the reCAPTCHA service to Google. For this

purpose, your input is transmitted to Google and further used there. However, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of 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. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser as part of reCaptcha will not be merged with other data from Google. Your data may also be transmitted to the USA in the process. For data transfers to the USA, there is an adequacy decision of the European Commission, the ""Privacy Shield"". Google participates in the ""Privacy Shield"" and has submitted to the requirements. By pressing the query, you consent to the processing of your data. The processing is based on Art. 6 (1) lit. a DSGVO with your consent. You can revoke your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until revocation.

You can find more information about Google reCAPTCHA and the associated privacy policy at: https://policies.google.com/privacy?hl=de

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited. If the data controller on this website is located outside the European Economic Area or Switzerland, then 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 enable us to improve our offer and make it more interesting for you as a user. This website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID. If you have a Google user account, you can deactivate the cross-device analysis of your usage in the settings there under ""My data"", ""Personal data"".

The legal basis for the use of Google Analytics is Art. 6 para. 1 p. 1 lit. f DS-GVO. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google. We would like to point out that on this website Google Analytics has been extended by the code ""_anonymizelp();"" to ensure anonymized collection of IP addresses. This means that IP addresses are processed in abbreviated form, which means that they cannot be linked to a specific person. If the data collected about you is related to a person, this is immediately excluded and the personal data is deleted immediately.

Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. On behalf of the operator of this website, 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 to the website operator. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, https://www.privacyshield.gov/EU-US-Framework.

Google Analytics uses cookies. 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. 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 data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: Disable Google Analytics.

In addition, you can also prevent the use of Google Analytics by clicking on this link: Disable Google Analytics. This will save a so-called opt-out cookie on your data carrier, which prevents the processing of personal data by Google Analytics. Please note that if you delete all cookies on your terminal device, these opt-out cookies will also be deleted, i.e. you will have to set the opt-out cookies again if you wish to continue to prevent this form of data collection. The opt-out cookies are set per browser and computer/end device and must therefore be activated separately for each browser, computer or other end device.

Google AdSense

We use Google AdSense on this website. This is an advertising program of the company Google Inc. In Europe, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. Google AdSense allows us to display advertisements on this website that are relevant to our theme.

Google AdSense uses cookies to serve ads that are relevant to users, to improve campaign performance reports, or to prevent a user from seeing the same ads more than once. Via a cookie ID, Google records which ads are displayed in which browser and can thus prevent them from being displayed more than once. In addition, Google AdSense can use cookie IDs to record so-called conversions that are related 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 any personal information.

Due to the marketing tools used, your browser automatically establishes a direct connection with Google's server. Through the integration of Google Ads, Google receives the information that you have called up the corresponding part of our website or 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 have not logged in, there is a possibility that Google will obtain and store your IP address.

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

by adjusting your browser software accordingly; in particular, the suppression of third-party cookies will result in you not receiving ads from third-party providers;

by disabling conversion tracking cookies by setting your browser to block cookies from the domain ""www.googleadservices.com"", https://adssettings.google.com, which setting will be deleted when you delete your cookies;

by disabling interest-based ads from the providers that are part of the ""About Ads"" self-regulatory campaign, via the link https://www.aboutads.info/choices, with this setting being deleted when you delete your cookies;

by permanently disabling them in your Firefox, Internetexplorer or Google Chrome browsers at the link https://www.google.com/settings/ads/plugin. We would like to point out that in this case you may not be able to use all functions of this offer in full.

The legal basis for the processing of your data is a balancing of interests, according to which the processing of your personal data described above is not opposed by any overriding interests on your part (Art. 6 para. 1 p. 1 lit. f DSGVO). You can find more information about Google Ads from Google at https://ads.google.com/intl/de_DE/home/, as well as about 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.

Google WebFonts

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

You can find more information on Google Web Fonts at https://developers.google.com/fonts/faq and in Google's privacy policy: https://www.google.com/policies/privacy/

Google TagManager

Google Tag Manager is a solution with which we can manage so-called website tags via an interface and thus, for example, 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, please refer to the following information on Google services. Usage guidelines: https://www.google.com/intl/de/tagmanager/usepolicy.html.

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 branch in Ireland. Hubspot helps us to analyze the use of our portal. Hubspot uses cookies for this purpose. Certain usage data is linked to your person (e.g. after entry in a registration form) and stored in our CRM. This enables us to send you information and offers tailored to your interests.

In the process, your personal data may also be forwarded to Hubspot servers in the United States (USA). The appropriate level of protection is established by the fact that HubSpot, Inc. participates in the EU-US Privacy Shield Agreement and is certified for compliance with it.

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) of the GDPR in this processing. The legal basis for the processing of your personal data by us in connection with the use of Hubspot is Art. 6(1) f) of the GDPR.

In connection with the use of Hubspot, we store your personal data for as long as necessary to provide you with information and offers tailored to your needs.

The provision of personal data collected via Hubspot is not required by law or contract or necessary for the conclusion of a contract. If you do not provide us with this data, we will not be able to provide you with information and offers tailored to your needs.

For more information about Hubspot's use of data, please see 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 sending an email to our email address in this privacy policy.

HubSpot is certified under the terms of the ""EU-U.S. Privacy Shield Framework"" and is subject to TRUSTe's Privacy Seal and the ""U.S.-Swiss Safe Harbor"" Framework.

More information about HubSpot's privacy policy.

More information from HubSpot regarding EU data protection regulations

More information from HubSpot regarding cookies set in a visitor's browser.

More information about cookies set on HubSpot websites.

Facebook

This website uses functions of Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA. When you call up our pages with Facebook plug-ins, a connection is established between your browser and the Facebook servers. In the process, data is already transmitted to Facebook. If you have a Facebook account, this data can be linked to it. If you do not want this data to be associated with your Facebook account, please log out of Facebook before visiting our site. Interactions, in particular the use of a comment function or the clicking of a "Like" or "Share" button are also passed on to Facebook. You can learn more at https://de-de.facebook.com/about/privacy.

Twitter

This website uses functions of Twitter, Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA. When you call up our pages with Twitter plug-ins, a connection is established between your browser and the servers of Twitter. In the process, data is already transferred to Twitter. If you have a Twitter account, this data can be linked to it. If you do not want this data to be associated with your Twitter account, please log out of Twitter before visiting our site. Interactions, in particular clicking on a

"re-tweet" button, are also passed on to Twitter. You can learn more at https://twitter.com/privacy.

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 content of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate the visit to our pages with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Instagram.

For more information, please see the privacy policy of Instagram:

http://instagram.com/about/legal/privacy/

LinkedIn

We use the marketing services of the social network LinkedIn of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland (""LinkedIn"") within our online offer.

These 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 ads and show users products in which they were previously interested.

For example, information on the operating system, the browser, the website you previously visited (referrer URL), which websites the user visited, which offers the user clicked on, and the date and time of your visit to our website is collected.

The information generated by the cookie about your use of this website is transferred pseudonymously to a LinkedIn server in the USA and stored there. LinkedIn therefore does not store the name or email address of the respective user. Rather, the above-mentioned data is only assigned to the person for 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 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 object to the use of your data directly at LinkedIn: https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out.

We use LinkedIn Analytics to analyze and regularly improve the use of our website. The statistics obtained allow us to improve our offer 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 to the USA and Singapore necessary for the development, implementation and maintenance of the services takes place in a lawful manner. If we ask users for consent, the legal basis for processing is Art. 6 (1) lit. a DSGVO. Otherwise, the legal basis for the use of LinkedIn Analytics is Art. 6 para. 1 p. 1 lit. f DSGVO.

Third-party provider information: LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2 Ireland; User Agreement and Privacy Policy.

External payment service providers

This website uses external payment service providers through whose platforms users and we can make 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)

Payrexx AG (https://www.payrexx.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 the performance of contracts, we use the payment service providers on the basis of the Swiss Data Protection Ordinance and, where necessary, Art. 6 para. 1 lit. b. EU-DSGVO. Furthermore, we use external payment service providers on the basis of our legitimate interests pursuant to the Swiss Data Protection Ordinance as well as and to the extent necessary pursuant to Art. 6 para. 1 lit. f. EU-DSGVO in order to offer our users effective and secure payment options. The data processed by the payment service providers includes inventory data, such as the name and address, bank data, such as account numbers or credit card numbers, passwords, TANs and checksums, among others, as well as the contract, totals and recipient-related information. The information is required in order to carry out the transactions. However, the data entered is only processed by the payment service providers and stored with them. We as the operator do not receive any information about (bank) account or credit card, but only information to confirm (accept) or reject the payment. Under certain circumstances, the data is transmitted by the payment service providers to credit agencies. The purpose of this transmission is to check identity and creditworthiness. In this regard, we refer to the terms and conditions and data protection information of the payment service providers.

For the payment transactions, the terms and conditions and the privacy policy of the respective payment service providers apply, which can be accessed within the respective website or transaction applications. We also refer to these for the purpose of further information and assertion of revocation, information and other data subject rights.

Sending newsletters - Mailchimp

The newsletter is sent using the mailing service provider 'MailChimp', a newsletter mailing 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 thereby offers a guarantee of compliance with the European level of data protection (PrivacyShield). The shipping service provider is used on the basis of our legitimate interests pursuant to Art. 6 para. 1 lit. f DSGVO and an order processing agreement pursuant to Art. 28 para. 3 p. 1 DSGVO.

The dispatch service provider may use the data of the recipients in pseudonymous form, i.e. without assignment to a user, to optimize or improve its own services, e.g. to technically optimize the dispatch and presentation of the newsletters or for statistical purposes. However, the dispatch 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.

Sending newsletters - WhatsApp

You can also receive our free newsletter via the instant messaging service WhatsApp. WhatsApp is a service of WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, a subsidiary of WhatsApp Inc., 1601 Willow Road, Menlo Park, California 94025, USA, both hereinafter referred to as ""WhatsApp"". Partial processing of user data takes place on WhatsApp servers in the USA.

Through the certification according to the EU-US Privacy Shield, WhatsApp guarantees, however, that the data protection requirements of the EU are also complied with when processing data in the USA. In addition, WhatsApp offers further data protection information.

To receive our newsletter via WhatsApp, you need a WhatsApp user account. Details about which

data WhatsApp collects during registration can be found in the aforementioned WhatsApp data protection information.

If you then register to receive our newsletter via WhatsApp, the cell phone number you entered during the registration process will be processed by WhatsApp. In addition, your IP address and the date and time of your registration will be stored. In the course of the further registration process, your consent to the sending of the newsletter will be obtained, the content will be specifically described and reference will be made to this privacy policy.

The legal basis for the sending of the newsletter and the analysis is Art. 6 para. 1 lit. a.) DSGVO.

In accordance with Art. 7 (3) DSGVO, you can revoke your consent to the sending of the newsletter at any time with immediate effect. For this purpose, you only need to inform us of your revocation. Likewise, you can block the receipt of the newsletter by a setting in the WhatsApp software on your end device.

Sending newsletters - Active Campaign

This website uses the services of Active Campaign for sending newsletters. The provider is the US provider ActiveCampaign, LLC, 150 N. Michigan Ave Suite 1230, Chicago, IL, US, USA.

Active Campaign is a service with which, among other things, the dispatch of newsletters can be organized and analyzed. When you enter data for the purpose of receiving newsletters (e.g. your e-mail address), this data is stored on Active Campaign's servers in the USA.

Active Campaign has a certification according to the ""EU-US Privacy-Shield"". The ""Privacy Shield"" is an agreement between the European Union (EU) and the USA to ensure compliance with European data protection standards in the USA.

Active Campaign allows us to analyze our newsletter campaigns. When you open an email sent with Active Campaign, a file contained in the email (known as a web beacon) connects to Active Campaign's servers in the USA. This makes it possible to determine whether a newsletter message has been opened and which links, if any, have been clicked on. In addition, technical information is recorded (e.g. time of retrieval, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. It is used exclusively for the statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients.

If you do not want any analysis by Active Campaign, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. Furthermore, you can also unsubscribe from the newsletter directly on our website.

The data processing is based on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation.

The data you have provided to us for the purpose of receiving the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the servers of Active Campaign after you unsubscribe from the newsletter. Data that has been stored by us for other purposes (e.g. e-mail addresses for the member area) remains unaffected by this.

For more details, please refer to Active Campaign's privacy policy at:

https://www.activecampaign.com/privacy-policy/.

Link to Privacy Shield certification: https://www.privacyshield.gov.

Conclusion of a data processing agreement

We have concluded a so-called "Data-Processing-Agreement"" with Active Campaign, in which we oblige Active Campaign to protect the data of our customers and not to pass them on to third parties.

Adobe Fonts

We use Adobe Fonts for the visual design of our website. Adobe Fonts is a service provided by Adobe Systems Incorporated, 345 Park Avenue, San Jose, CA 95110-2704, USA (Adobe), which gives us access to a font library. In order to integrate the fonts we use, your browser must establish a connection to an Adobe server in the USA and download the font required for our website. Adobe thereby receives the information that our website was accessed from your IP address. For more information on Adobe Fonts, please see Adobe's privacy policy, which you can access here: Adobe Fonts

Monotype Fonts

This website uses Fonts.com, a font visualization service provided by Monotype Imaging Holdings Inc. that allows this website to embed related content on its pages. Personal Data Collected: Usage data and various types of data as described in the privacy policy of the service. Processing Location: United States of America (USA); Privacy Policy.

Audio and video conferencing

We use audio and video conferencing services to communicate with our users and others. In particular, we can use them to conduct audio and video conferences, virtual meetings, and training sessions such as webinars.

We only use services for which an appropriate level of data protection is guaranteed. In addition to this privacy policy, any terms and conditions of the services used, such as terms of use or privacy statements, also apply.

In particular, we use Zoom, a service of the American Zoom Video Communications Inc. Zoom also grants the rights under the European General Data Protection Regulation (GDPR) to users in Switzerland. Further information about the type, scope and purpose of data processing can be found in the data protection guidelines and on the ""Legal Provisions and Data Protection"" page of Zoom in each case.

YouTube

Functions of the ""YouTube"" service are integrated on this website. ""YouTube"" is owned by Google Ireland Limited, a company incorporated and operated under the laws of Ireland, with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland, which operates the services in the European Economic Area and Switzerland.

Your legal agreement with ""YouTube"" consists of the terms and conditions found at the following link: https://www.youtube.com/static?gl=de&template=terms&hl=de. These Terms constitute a legally binding agreement between you and ""YouTube"" regarding your use of the Services. Google's Privacy Policy explains how ""YouTube"" treats and protects your personal information when you use the Service.

Vimeo

Plugins of the video portal Vimeo of Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA are integrated on this website. Each time you visit a page that offers one or more Vimeo video clips, a direct connection is established between your browser and a Vimeo server in the USA. In the process, information about your visit and your IP address are stored there. Through interactions with the Vimeo plugins (e.g. clicking the start button), this information is also transmitted to Vimeo and stored there. The privacy policy for Vimeo with more detailed information on the collection and use of your data by Vimeo can be found in the privacy policy of Vimeo.

If you have a Vimeo user account and do not want Vimeo to collect data about you via this website and link it to your membership data stored with Vimeo, you must log out of Vimeo before visiting this website.

In addition, Vimeo calls up the Google Analytics tracker via an iFrame in which the video is called up. This is Vimeo's own tracking, to which we have no access. You can prevent tracking by Google Analytics by using the deactivation tools that Google offers for some Internet browsers. You can also prevent the collection of data generated by Google Analytics and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link:

https://tools.google.com/dlpage/gaoptout?hl=de

Amazon affiliate program

We are, on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. DSGVO, participant of the affiliate program of Amazon EU, which was designed to provide a medium for websites, by means of which through the placement of advertisements and links to Amazon, advertising fees can be earned (affiliate system). As an Amazon affiliate, we earn from qualified purchases.

Amazon uses cookies to track the origin of orders. Among other things, Amazon can recognize that you have clicked on the affiliate link on our website and subsequently purchased a product from Amazon.

For more information on the use of data by Amazon and the possibility to object, please refer to the company's privacy policy under the link: https://www.amazon.de/gp/help/customer/display.html?nodeId=201909010.

Amazon and the Amazon logo are trademarks of Amazon.com, Inc. or one of its affiliated or associated companies.

Booking.com affiliate program

We are, on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. DSGVO, participant of the affiliate program of Booking.com, which was designed to provide a medium for websites, by means of which through the placement of advertisements and links to Booking.com advertising fees can be earned (affiliate system). As a Booking.com affiliate, we earn from qualified bookings.

Booking.com uses cookies to track the origin of the booking. Among other things, Booking.com can recognize that you have clicked on the affiliate link on our website and subsequently made a booking with Booking.com.

For more information on the use of data by Booking.com and the possibility to object, please refer to the company's privacy policy under the link: https://www.booking.com/content/privacy.de.html.

Onlineshop

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

The processed data includes master data (inventory data), communication data, contract data, payment data and the persons affected by the processing include our customers, prospective customers and other business partners. The processing is carried out for the purpose of providing contractual services in the context of operating an online store, billing, delivery and customer services. In this context, we use session cookies, e.g. for storing the shopping cart content, and permanent cookies, e.g. for storing the login status.

The processing is carried out on the basis of Art. 6 para. 1 lit. b (execution of order transactions) and c (legally required archiving) DSGVO. In this context, the information marked as required is necessary for the justification and fulfillment of the contract. We disclose the data to third parties only in the context of delivery, payment or in the context of legal permissions and obligations. The data is only processed in third countries if this is necessary for the fulfillment of the contract (e.g. at the request of the customer for 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 will be provided to users. User accounts are not public and cannot be indexed by search engines, e.g. Google. If users have terminated their user account, their data with regard to the user account will be deleted, subject to their retention is necessary for commercial or tax reasons entspr. Art. 6 para 1 lit. c DSGVO. Information in the customer account remains until its deletion with subsequent archiving in the event of a legal obligation. It is the responsibility of the users to save their data in the event of termination before the end of the contract.

Within the scope of registration and renewed registrations as well as the use of our online services, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests, as well as those of users in protection against abuse and other unauthorized use. In principle, this data is not passed on to third parties, unless it is necessary for the pursuit of our claims or there is a legal obligation to do so in accordance with Art. 6 Para. 1 lit. c DSGVO. The deletion takes place after the expiry of legal warranty and comparable obligations, the necessity of keeping the data is reviewed at irregular intervals. In the case of legal archiving obligations, deletion takes place after their expiry.

Agency services

We process the data of our customers in accordance with the data protection provisions of the Federal (Data Protection Act, DSG) and the EU-DSGVO in the context of our contractual services. In doing so, we process inventory 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., subject matter of the contract, term), payment data (e.g., bank details, payment history), usage data and metadata (e.g., in the context of evaluating and measuring the success of marketing measures). Data subjects include our customers, prospective customers as well as their customers, users, website visitors or employees as well as third parties. The purpose of the processing is the provision of contractual services, billing and our customer service. The legal basis for the processing results from Art. 6 para. 1 lit. b DSGVO (contractual services), Art. 6 para. 1 lit. f DSGVO (analysis, statistics, optimization, security measures). We process data that are necessary for the justification and fulfillment of contractual services and indicate the necessity of their disclosure. Disclosure to external parties only takes place if it is necessary in the context of an order. When processing the

data provided to us as part of an order, we act in accordance with the instructions of the client as well as the legal requirements of a commissioned processing pursuant to Art. 28 DSGVO and do not process the data for any other purposes than those specified in the order.

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

Brokerage services

We process the data of our customers, clients and interested parties (uniformly referred to as ""customers"") in accordance with the data protection provisions of the Federal (Data Protection Act, DSG) and the EU-DSGVO in accordance with Art. 6 para. 1 lit. b. DSGVO, in order to provide them with our contractual or pre-contractual services. The data processed in this context, the type, scope and purpose and the necessity of their processing are determined by the underlying order. In principle, this includes inventory and master data of customers (name, address, etc.), as well as contact data (e-mail address, telephone, etc.), contract data (content of the order, fees, terms, information on the mediated companies/insurers/services) and payment data (commissions, payment history, etc.). We may also process information on the characteristics and circumstances of persons or objects belonging to them if this is part of the subject matter of our order. This may be, for example, information on personal circumstances, mobile or immobile tangible property.

Within the scope of our assignment, it may also be necessary for us to process special categories of data pursuant to Art. 9 (1) DSGVO, in this case in particular information on the health of a person. For this purpose, we obtain, if necessary, according to Art. 6 para. 1 lit a., Art. 7, Art. 9 para. 2 lit a DSGVO an explicit consent of the customer.

If necessary for the fulfillment of the contract or required by law, we disclose or transmit the data of the customers in the context of coverage requests, conclusions and processing of contracts, data to providers of the mediated services / objects, insurers, reinsurers, broker pools, technical service providers, other service providers, such as cooperating associations. e.g. cooperating associations, as well as financial service providers, credit institutions and investment companies as well as social security institutions, tax authorities, tax advisors, legal advisors, auditors, insurance ombudsmen and the Swiss Financial Market Supervisory Authority (FINMA) or Federal Financial Supervisory Authority (BaFin). Furthermore, we may engage subcontractors, such as sub-brokers. We obtain consent from customers if this is required for the disclosure/transfer of customer consent (which may be the case, for example, in the case of special categories of data pursuant to Art. 9 DSGVO).

The deletion of the data takes place after the expiry of legal warranty and comparable obligations, whereby the necessity of the retention of the data is reviewed at irregular intervals. In all other respects, the statutory retention obligations apply. In the case of statutory archiving obligations, deletion takes place after their expiry.

Contractual services

We process the data of our contractual partners and interested parties as well as other clients, customers, clients or contractual partners (uniformly referred to as ""contractual partners"") in accordance with the data protection provisions of the German Federal Data Protection Act (Datenschutzgesetz, DSG) and the EU-DSGVO pursuant to Art. 6 Para. 1 lit. b. DSGVO, in order to provide them with our contractual or pre-contractual services. The data processed in this context, the type, scope and purpose and the necessity of their processing, are determined by the underlying contractual relationship.

The data processed includes the master data of our contractual partners (e.g. names and addresses),

contact data (e.g. e-mail addresses and telephone numbers) as well as contractual data (e.g. services used, contract content, contractual communication, names of contact persons) and payment data (e.g. bank details, payment history).

As a matter of principle, we do not process special categories of personal data, unless these are components of a commissioned or contractual processing.

We process data that are required for the justification and fulfillment of contractual services and point out the necessity of their disclosure, unless this is evident to the contractual partners. Disclosure to external persons or companies is made only if it is necessary in the context of a contract. When processing data provided to us in the context of an order, we act in accordance with the instructions of the client as well as the legal requirements.

In the context of the use of our online services, we may store the IP address and the time of the respective user action. The storage is based on our legitimate interests, as well as the interests of users in protection against misuse and other unauthorized use. In principle, this data is not passed on to third parties, unless it is necessary for the pursuit of our claims pursuant to Art. 6 para. 1 lit. f. DSGVO or there is a legal obligation to do so pursuant to Art. 6 para. 1 lit. c. DSGVO.

The deletion of the data takes place when the data is no longer required for the fulfillment of contractual or legal duties of care as well as for dealing with any warranty and comparable obligations, whereby the necessity of keeping the data is reviewed at irregular intervals. In all other respects, the statutory retention obligations shall apply.

Administration FIBU etc.

We process data in accordance with the data protection regulations of the Federal Republic of Germany (Data Protection Act, DSG) and the EU-DSGVO in the context of administrative tasks as well as organization of our operations, financial accounting and compliance with legal obligations, such as archiving. In doing so, we process the same data that we process in the course of providing our contractual services. The processing bases are Art. 6 para. 1 lit. c. DSGVO, Art. 6 para. 1 lit. f. DSGVO. Customers, interested parties, business partners and website visitors are affected by the processing. The purpose and our interest in the processing lies in the administration, financial accounting, office organization, archiving of data, i.e. tasks that serve the maintenance of our business activities, performance of our tasks and provision of our services. The deletion of data with regard to contractual services and contractual communication corresponds to the data mentioned in these processing activities.

In this context, we disclose or transfer data 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 information on suppliers, event organizers and other business partners, e.g. for the purpose of contacting them at a later date. This data, most of which is company-related, is generally stored permanently.

Benefits according to the statutes

We process the data of our members, supporters, interested parties, customers or other persons in accordance with the data protection provisions of the German Federal Data Protection Act (Datenschutzgesetz, DSG) and the EU-DSGVO pursuant to Art. 6 para. 1 lit. b. DSGVO, insofar as we offer contractual services to them or act within the scope of existing business relationships, e.g. vis-à-vis members, or are ourselves recipients of services and benefits. Otherwise, we process the data of data subjects pursuant to Art. 6 para. 1 lit. f. DSGVO on the basis of our legitimate interests, e.g. when administrative tasks or public relations are involved.

The data processed in this context, the type, scope and purpose and the necessity of their processing are determined by the underlying contractual relationship. In principle, this includes inventory and

master data of persons (e.g., name, address, etc.), as well as contact data (e.g., e-mail address, telephone, etc.), contract data (e.g., services used, content and information provided, names of contact persons) and, if we offer payable services or products, payment data (e.g., bank details, payment history, etc.).

We delete data that is no longer required for the provision of the statutory purposes. This is determined according to the respective tasks and contractual relationships. In the case of business processing, we retain the data for as long as they may be relevant to the business transaction, as well as with regard to any warranty or liability obligations. The necessity of retaining the data is reviewed at irregular intervals. In all other respects, the statutory retention obligations apply.

Data transfer to the USA

Among other things, tools from companies based in the USA are integrated on our website. If these tools are active, your personal data may be transferred to the US servers of the respective companies. We would like to point out that the USA is not a safe third country in the sense of EU data protection law. US companies are obliged to hand over personal data to security authorities without you as a data subject being able to take legal action against this. It can therefore not be ruled out that US authorities (e.g. intelligence services) process, evaluate and permanently store your data located on US servers for monitoring purposes. We have no influence on these processing activities.

Changes

We may amend this privacy policy at any time without prior notice. The current version published on our website applies. Insofar as the data protection declaration is part of an agreement with you, we will inform you of the change by e-mail or other suitable means in the event of an update.

Disclaimer

The author assumes no liability for the correctness, accuracy, timeliness, reliability and completeness of the information.

Liability claims against the author for material or immaterial damage resulting from access to, use or non-use of the published information, from misuse of the connection or from technical malfunctions are excluded.

All offers are non-binding. The author expressly reserves the right to change, add to, or delete parts of the pages or the entire offer without prior notice, or to temporarily or permanently cease publication.

Source: BrainBox Solutions