Introduction

This privacy policy informs you about the processing of personal data in the context of using our website. The abbreviation GDPR stands for the EU General Data Protection Regulation and applies to persons in the EU who visit our website (hereinafter referred to as persons from the EU). The abbreviation FADP stands for the Swiss Data Protection Act and applies to persons in Switzerland who visit our website (hereinafter referred to as persons from Switzerland).

Right to information

In accordance with Art. 25 FADP / Art. 15 GDPR, you have the right to request confirmation from us as to whether personal data concerning you is being processed. In the event of processing, you have the right to information about this data as well as further information in accordance with Art. 25 FADP / Art. 15 GDPR.

Right to rectification

In accordance with Art. 6 FADP / Art. 16 GDPR, you have the right to request the rectification of inaccurate personal data without undue delay. You may also request the completion of incomplete personal data.

Right to erasure

Persons from the EU have the right to demand that we delete their personal data immediately if the requirements of Art. 17 GDPR are met. Persons from Switzerland also have the right to erasure in cases provided for by law, for example if data is no longer required or consent has been withdrawn.

Disclosure of data to third parties

As a matter of principle, we do not pass on any personal data provided to us to third parties, especially not for advertising purposes. However, when working with third parties for the operation of the website or the provision of products/services, we

take data protection measures and carefully select service providers.

Data processing in Switzerland / in the EU

We generally process data in Switzerland (data transmission upon conclusion of a contract, server log files, contact form, registration, cookies). The EU has established an adequate level of data protection for Switzerland. Service providers whose plugins and tools we use sometimes process data outside the EU, which is disclosed in this privacy policy when explaining the plugins/tools used.

Right to restriction of processing

According to Art. 18 GDPR, persons from the EU have the right to request the restriction of the processing of their personal data under certain conditions.

Right to data portability

In accordance with Art. 20 GDPR, EU data subjects have the right to receive the personal data they have provided to us in a structured, commonly used and machine-readable format and to transmit those data to another controller.

Right of objection

In accordance with Art. 21 GDPR, persons from the EU have the right to object to the processing of their personal data, in particular in the case of direct marketing.

Right of appeal to the supervisory authority

Persons from the EU have the right to lodge a complaint with the supervisory authority in accordance with Art. 77 GDPR. Persons from Switzerland can make use of the legal remedies under Art. 32 / 41 / 4 FADP.

Server Log Files

When you visit our website, the contracted company processes and stores technical information about your end device and browser as well as your IP address. This data is used for the technical accessibility and security of our website and is deleted anonymously when it is no longer needed to defend against attacks.

Data transmission upon conclusion of contract

In order to conclude and execute a contract, we process the data you provide and transmit it to shipping and billing service providers to the extent necessary. The processing takes place for the fulfillment of the contract and for the detection of attempted fraud.

Cookies and analysis tools

We use session cookies, small data sets that are used by most websites. These cookies do not contain any personalized information, but only identification numbers that are meaningless outside of our website. We also use Google Analytics to analyze user behavior on our website. Google Analytics also uses cookies. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. On this website, in addition to the standard functions, we also use integrated services for which data is collected in Google Analytics for advertising purposes, including the collection of data via cookies for advertising preferences and anonymous identifiers. In addition to the data collected by the Google Analytics analysis tool, additional information is collected via Google cookies for ad preferences and anonymous identifiers for accesses. We use this information to improve our website.

These tools are used to ensure the security of our website and systems. In addition, the data is used to record user behavior in order to improve our services and carry out statistical evaluations. This enables us to tailor the content of our websites to the specific needs of visitors. All these uses are completely anonymized. We do not pass this information on to third parties unless required to do so by the relevant authorities.

We reserve the right to identify users, but only if there is reasonable suspicion of misuse of the website and/or a serious breach of the General Terms and Conditions.

Of course, you can also use our websites without cookies. You can refuse to accept cookies by selecting the appropriate settings on your browser, by deactivating the option to save cookies or by instructing the browser (usually under “Internet options” or “Settings”) to inform you each time a website wants to install a cookie. If you wish, you can also prevent the functionality of Google Analytics by downloading and installing the browser plug-in available at the following link: “http://tools.google.com/dlpage/gaoptout?hl=de”. Please note that if you deactivate cookies or Google Analytics, the functions of our website may not be fully available to you.

Changes to this privacy policy

We reserve the right to revise, amend or otherwise supplement this Privacy Policy at any time. We will inform you of any changes, additions or revisions to our privacy policy with a corresponding notification when you next log in.

Right to lodge a complaint with the supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority if you consider that the processing of personal data relating to you infringes applicable data protection laws.

Federal Data Protection and Information Commissioner
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