

## Privacy policy

The responsible body as defined by the data protection laws, in particular the EU General Data Protection Regulation (GDPR), is:

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## General note

Based on Art. 13 of the Swiss Federal Constitution and the data protection provisions of the Swiss Confederation (Data Protection Act, DSG), every person is entitled to protection of his or her privacy and protection against misuse of his or her personal data. The operator of this website takes the protection of your personal data very seriously. We treat your personal data confidentially, in line with the legal data protection regulations, as well as this privacy policy.

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

Note that data transmission over the Internet (e.g. communication by email) can have security gaps. A complete protection of data against access by third parties is not possible.

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

## Processing of personal data

Personal data are all information that relates to an identified or identifiable person. A data subject is a person about whom personal data are processed. Processing includes any handling of personal data, irrespective of the means and procedures used, in particular the storage, disclosure, procurement, deletion, saving, modification, destruction and use of 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's GDPR is applicable - in accordance with the following legal principles in connection with Art. 6, para. 1, GDPR:

- lit. a) Processing of personal data with the consent of the person concerned.
- lit. b) Processing of personal data for the purpose of fulfilling a contract with the data subject and for the implementation of appropriate pre-contractual measures.
- lit. c) Processing of personal data for the fulfilment 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 vital interests of the data subject or another natural person.
- lit. f) Processing of personal data in order to safeguard our legitimate interests or of those of third parties, except where such interests are overridden by fundamental freedoms and rights or by the interests of the data subject. Legitimate interests are, 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 insofar as it is necessary for the respective purpose or purposes. In the event of longer-term storage obligations due to legal and other obligations to which we are subject, we will limit the processing accordingly.

## Privacy policy for cookies and their rejection

This website uses cookies. These are small text files that make it possible to store specific user-related information on the user's device while the user is using the website. Cookies make it possible, in particular, to determine the frequency of use and the number of users of the pages, to analyse the way the page is used, but also to make what we offer more customer friendly. Cookies remain stored at the end of a browser session and can be called up again when you revisit the site. If you do not wish this, you should set your internet browser to refuse to accept cookies.

A general objection to the use of cookies used for online marketing purposes can be declared for a large number of services, especially tracking, via the US site <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/>. Furthermore, the storage of cookies can be prevented by deactivating them in the browser settings. Please note that in this case it is possible that not all functions of this website will work fully.

## **Privacy policy for SSL/TLS encryption**

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

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

## **Privacy policy for contact form**

If you send us an enquiry via the contact form, your data from the contact form, including the contact data you entered there, will be stored by us for the purpose of processing the enquiry and in case of follow-up questions. We will not pass on this data without your consent.

## **Privacy policy for server log files**

The hosting provider of this website automatically collects and stores information in so-called server log files, which your browser automatically sends 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

These data cannot be linked to specific persons. A consolidation of this data with other data sources is not carried out. We reserve the right to check these data subsequently if we become aware of concrete indications of illegal use.

## Google services

This website uses the following services of the American company Google LLC (listed below). For the exceptional cases in which personal data is transferred to the USA, Google has committed itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-us-Framework>. Since ruling C-311/18 of the European Court of Justice of July 16, 2020 in the case C-311/18 is Data Protection Commissioner v. Facebook Ireland Ltd and Maximilian Schrems, this framework is no longer considered a legitimate basis for data transfer. On September 8, 2020, the Swiss Federal Data Protection and Information Commissioner also designated the Swiss-US Privacy Shield as an insufficient basis for data transfer. Until the Swiss Federal Government has decided how to proceed with the Swiss-US Privacy Shield, we will continue to use Google services.

Further information can be found in the Google privacy policy.

## Google Maps

This website uses Google Maps. This allows us to display interactive maps directly on the website and enables the convenient use of all the map functions. By visiting a page with a map, Google receives the information that you have called up the corresponding subpage of our website. This happens 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 with Google, your data will be linked directly to your account. If you do not wish the data to be linked to your profile on Google, you must log out before activating the button. Google stores the data as usage profiles and uses them for purposes of advertising, market research and/or demand-oriented design of its website. Such evaluation is carried out (even for users who are not logged in) in part for the purpose of providing tailored 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, but you must contact Google directly to exercise this right. Further information on the purpose and scope of data collection and its processing by Google, in addition to further information on your rights in this regard and setting options for the protection of your privacy can be found at

<https://policies.google.com/privacy>.

## Google Ads

This website uses Google Conversion Tracking. If you have reached our website via an advertisement on Google, Google Ads will place a cookie on your computer. The cookie for conversion tracking is set when a user clicks on an ad on Google. These cookies expire after 30 days and are not used for personal identification. If the user visits certain pages on our site and the cookie has not expired, we and Google can recognize that the user clicked on the ad and was redirected to that page. Each Google Ads customer receives a different cookie. As a result, cookies cannot be tracked through the websites of Google Ads customers. The information collected through the conversion cookie is used to compile conversion statistics for Google Ads customers who have opted for Conversion-Tracking. The customers will know the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information that can identify users personally.

If you do not wish to participate in tracking, you may refuse the cookie setting required for this purpose – for example, by changing your browser setting to generally disable the automatic placement of cookies or to set your browser to block cookies from the "googleleadservices.com" domain. Please note that you may not delete the opt-out cookies unless you wish to record measurement data. If you have deleted all your cookies in your browser, you will have to set the respective opt-out cookie again.

## Google reCAPTCHA

This website uses the service reCAPTCHA from Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). The purpose of this service is to distinguish whether the input is made by a human being or by automated, machine processing. The query includes the sending of the IP address and any other data required by Google for the reCAPTCHA service to Google. For this purpose, your input will be transmitted to Google and used there. If the input originates within a member state of the European Union or in another signatory state of the Agreement on the European Economic Area, then your IP address will be shortened before it is sent. 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 to evaluate your use of this service. The IP address transmitted by your browser in the context of reCaptcha is not combined with other data from Google. In this context your data may also be transferred to the USA. By clicking on the query, you consent to the processing of your data. The processing is carried out on the basis of Art. 6, para 1.a, GDPR, with your consent. You may revoke your consent at any time without affecting the legality of the processing that has taken place on the basis of the consent before revocation.

Further information about Google reCAPTCHA and the corresponding data protection declaration can be found at <https://policies.google.com/privacy>.

## Google Analytics

With the statistics obtained using Google Analytics we can improve what we offer on our website and make it more interesting for you as a user. This website also uses Google Analytics for a cross-device analysis of visitor flows, 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 there under "My data", "Personal data".

The legal basis for the use of Google Analytics is Art. 6, para. 1.f, GDPR. The IP address transmitted by your browser in the context of Google Analytics is not merged with other data from Google. Note that on this website Google Analytics has been extended by the code "`_anonymizeIp();`" in order to ensure anonymous collection of IP addresses. This means that IP addresses are shortened before processing, so that a reference to a specific person is no longer possible. If the data collected about you contains a personal reference, this will be excluded and the personal data will be immediately deleted.

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 to evaluate your use of the website, to compile reports on the website activities and to provide further services to the website operator in connection with the use of the website and the Internet.

Google Analytics 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. You may refuse the use of cookies by selecting the appropriate settings on your browser, but 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 sending 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 under the following link: deactivate Google Analytics.

You can also prevent the use of Google Analytics by clicking on this link: deactivate 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 end 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/device and must therefore be activated separately for each browser, computer, or other device.

## Google Ads

This website uses Google Inc.'s online marketing tool Google Ads. Google Ads uses cookies to show ads relevant to users, to improve campaign performance reports, or to prevent users from seeing the same ads more than once. Google uses a cookie ID to help identify which ads are being shown on which browser, so it can prevent them from being shown more than once. Google can also use cookie IDs to track conversions related to ads. This is the case, for example, when a user sees a Google Ad advertisement and later visits the advertiser's website with the same browser and makes a purchase. According to Google, Google Ads cookies contain no personal information.

With these marketing tools, your browser automatically establishes a direct connection with the Google 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 link the visit to your account. Even if you are not registered with Google or have not logged in, it is possible that Google will identify your IP address and save it.

You can prevent this tracking procedure in various ways:

- By adjusting your browser software accordingly. Notably, the suppression of third-party cookies means that you will not receive any ads from third-party providers;
- By disabling cookies for conversion tracking by setting your browser to block cookies from the domain "www.googleadservices.com", <https://adssettings.google.com>. Please note, this setting will be cleared if you delete your cookies;
- By disabling interest-based ads from providers that are part of the About Ads self-regulatory campaign through the link <https://www.aboutads.info/choices>. Please note that this setting will be cleared if you clear your cookies;
- By permanently deactivating them in your Firefox, Internet Explorer or Google Chrome browser at <https://www.google.com/settings/ads/plugin>. Note that in this case you may not be able to use all functions of this webpage to their full extent.

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 does not conflict with any overriding contrary interests on your part (Art. 6, para. 1.f, GDPR). Further information on Google Ads can be found at <https://ads.google.com/>, and general information on Google data protection at <https://policies.google.com/privacy>. Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at <https://www.networkadvertising.org>.

## Google web fonts

This website uses so-called web fonts, which are 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 to display texts and fonts correctly. If your browser does not support web fonts, a standard font from your computer will be used.

For more information about Google web fonts, visit <https://developers.google.com/fonts/faq>, or Google's privacy policy: <https://policies.google.com/privacy>.

## Google Tag Manager

Google Tag Manager is a solution with which we can manage so-called website tags via an interface and thus integrate tools such as Google Analytics and other Google marketing services into our online offer. The Tag Manager itself, which implements the tags, does not process any personal data of users. With regard to the processing of users' personal data, please refer to the terms of use of Google services at <https://www.google.com/tagmanager/use-policy.html>.

## Use of Matomo

This website uses Matomo (formerly Piwik), an open source software tool for statistical analysis of visitor access. Matomo uses cookies (text files stored on your computer which enable analysis of your use of the website).

The information generated by the cookie about your use of the website is stored on a server in Germany.

The IP address is anonymized immediately after processing and before it is saved. You have the option of preventing the installation of cookies by changing the settings of your browser software. Note that, if you do so, some functions of this website may be unavailable.

You can decide whether a unique web analysis cookie may be stored in your browser to enable the website operator to collect and analyse various statistical data.



## Privacy policy for LinkedIn

This website uses features of the LinkedIn network. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time you access one of our pages that contains LinkedIn features, a connection to LinkedIn's servers is established. LinkedIn will be notified that you have visited our sites using your IP address. When you click on LinkedIn's "recommend" button and are logged in to your LinkedIn account, LinkedIn is able to link your visit to our site to you and your account. Note that we, as the provider of this website, have no knowledge of the content of the transmitted data or its use by LinkedIn.

For more information, please refer to the LinkedIn privacy policy at <https://www.linkedin.com/legal/privacy-policy>

## Privacy policy for Vimeo

Plugins from the video portal Vimeo (Vimeo, LLC, 555 West 18th Street, New York, NY 10011, USA) are integrated into this website. Each time you access 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. Information about your visit and your IP address is stored there. Through interaction with the Vimeo plug-ins (e.g. clicking the start button), this information is also transmitted to Vimeo and stored there. The Vimeo privacy policy with more detailed information on the collection and use of your data by Vimeo can be found at <http://vimeo.com/privacy>.

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

In addition, Vimeo calls up the tracker Google Analytics via an iFrame in which the video is viewed. This is Vimeo's own tracking system, to which we have no access. You can stop tracking by Google Analytics by using the deactivation tools offered by Google for some Internet browsers. In addition, you can prevent the collection of data generated by Google Analytics and related to your use of the website (including your IP address) being sent to Google, as well as the processing of this data by Google, by downloading and installing the browser plugin available at <https://tools.google.com/dlpage/gaoptout>.

## **Note regarding data transfers to the United States of America**

For the sake of completeness, it should be noted that, for users based in Switzerland, monitoring measures are in place by US authorities which generally allow the storage of all personal data from Switzerland which has been transferred to the USA.

This is done without differentiation, restriction or exception based on the aim pursued and without any objective criteria that would enable the access to the data and its subsequent use by the US authorities to be confined to very specific and strictly limited purposes that would justify access to and use of the data. Furthermore, it should be noted that there are no legal remedies available in the USA for Swiss data subjects that would allow them to obtain access to the data concerning them and to have these data corrected or deleted, and there is no effective legal protection in court against general access rights of US authorities. We explicitly draw the attention of data subjects to this legal and material situation in order to enable them to make an appropriately informed decision as to whether to consent to the use of their data.

From the perspective of both the European Union and Switzerland, the USA does not have an adequate level of data protection.

## **Copyright**

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

Anyone committing a copyright infringement without the consent of the respective copyright holder may be liable to prosecution and, if necessary, payment of damages.

## **General disclaimer of liability**

All information on our website has been carefully checked. We make every effort to ensure that the information we offer is up-to-date, correct and complete. Nevertheless, the occurrence of errors cannot be completely ruled out, which means that we cannot guarantee the completeness, correctness and topicality of data, including journalistic and editorial information. Liability claims arising from material or non-material damage caused by the use of the information provided are excluded, unless there is evidence of wilful intent or gross negligence.

The publisher may change or delete texts at its 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 any damages, whether direct, indirect, accidental, foreseeable or consequential, allegedly resulting from visiting this website; as such, no liability is assumed.

The publisher also assumes 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 considered immoral or criminal or creates a liability.

## **Changes**

We may change this privacy policy at any time without notice. The current version published on our website applies. If the data protection declaration forms part of an agreement with you, we will inform you by email or other suitable means in the event of an update.

## **Your rights in relation to your personal data**

You have the right to obtain information (including a copy) of the personal data we hold about you and the right to have your personal data corrected. You also have the right to have your personal data deleted and the right to object to the processing of your personal data.

Please note that exceptions apply to these rights. In particular, we may need to process and store your personal data in order to fulfil a contract with you, your company or your organization, to protect our own legitimate interests such as the assertion, exercise or defence of legal claims, or to comply with legal obligations. As far as legally permissible, we can therefore also reject your data protection-related requests (e.g. requests for information and deletion) or limit the extent of our compliance. However, you have the right to file a complaint with a competent supervisory authority.

## **Questions?**

If you have any questions regarding data protection, please send us an email or contact the person responsible for data protection in our organization listed at the beginning of this privacy statement.

Bern, 20.10.2020