



## Data protection declaration

We are aware that the protection of your privacy is important to you when using our online offering. We take the protection of personal data very seriously and have therefore taken the necessary technical and organisational measures to ensure that the legal provisions on data protection (for Switzerland the Data Protection Act [DPA; *Bundesgesetz über den Datenschutz – DSG*] and for Germany the Federal Data Protection Act [*Bundesdatenschutzgesetz – BDSG*] are complied with.

This data protection declaration explains how GLATZ AG, Neuhofstrasse 12, 8500 Frauenfeld, Switzerland (hereinafter referred to as “**GLATZ AG**”), handles personal data when its users use its online offering (website, web shop and social media profiles):

### 1. Use of the online offering

- 1.1. The use of the online offering of GLATZ AG is generally possible without prior registration and without provision of personal data. If the user visits GLATZ AG's online profiles in social networks such as Facebook, LinkedIn, Xing and Twitter and wishes to contact GLATZ AG via these channels, prior registration with the respective social network or service may be required. In this case, the collection, processing and use of personal data is based solely on the data protection guidelines of the respective social network or service, over which GLATZ AG has no influence. Any transmission of the user's personal data from GLATZ AG to the social network or vice versa will only take place in accordance with the provisions set out below.
- 1.2. If the user provides GLATZ AG with personal data (e.g. name, address or e-mail address) via its website, by e-mail or via other communication channels (e.g. Twitter or Facebook posts, messages via social networks), this is always done on a voluntary basis.

**In this case, by transmitting their personal data, the user declares their consent to the collection, processing and use of this data for the purpose for which this data was provided. This consent can be revoked at any time with effect for the future. The revocation can be sent either in writing to GLATZ AG, Neuhofstrasse 12, 8500 Frauenfeld, Switzerland, or via e-mail to [marketing@glatz.com](mailto:marketing@glatz.com).**

GLATZ AG collects, processes and uses the user's personal data exclusively for the purpose of processing the user's enquiry (e.g. sending information material, ordering the newsletter) or the user's comments on the services of GLATZ AG, and always in compliance with the applicable data protection regulations.

- 1.3. All personal data is treated confidentially and is only accessible to authorised GLATZ AG personnel. This data will also not be passed on to third parties without the express permission of the user, unless GLATZ AG is obliged to do so by law or on the basis of a court decision.
- 1.4. The user is aware that the data collected from the user is processed and used by GLATZ AG in Switzerland, and that it is therefore necessary to transfer the respective data to Switzerland. A transfer of personal data to other countries outside the European Union or the European Economic Area takes place in the context of the use of services provided by Google Inc. and social network providers (see sections 6, 7 and 9 below).
- 1.5. Furthermore, GLATZ AG points out that the transfer of data via the Internet (e.g. communication by e-mail) is regularly carried out in an unsecured manner and may therefore involve gaps in security, so that the data can be accessed or even falsified by unauthorised persons.

## **2. Special regulations for the use of the web shop**

- 2.1. GLATZ AG operates a web shop on the Internet at [www.glatz.com](http://www.glatz.com), through which the user can purchase GLATZ AG products and services. The General Terms and Conditions of GLATZ AG (hereinafter referred to as the "[GTC](#)") apply to the use of the web shop and the purchase of all products and services offered through it. The user's personal data must be collected, processed and used by GLATZ AG in order to handle, process and invoice orders in the web shop.
- 2.2. Further details are set out in section 2 of the GTC. Users can also, however, place orders in the web shop as a guest without registering.
- 2.3. As part of the registration or order process, the user must provide the personal data requested there (first and last names, street, house number, postcode, city, country, telephone number, e-mail address and, in the case of registration, a password chosen by the user) correctly and in full. The provision of further personal data (e.g. date of birth) takes place expressly on a voluntary basis.
- 2.4. The collection, processing and use of the personal data referred to in section 2.3 by GLATZ AG takes place only to the extent that is necessary for the fulfilment and execution of the purchase agreement or for the invoicing of the services booked.



- 2.5. Should GLATZ AG wish to use the data for purposes other than the execution and fulfilment of the user's order in the web shop, this will only be done with the express prior agreement of the user (consent).
- 2.6. The personal data provided by the user when selecting the respective payment procedure as part of the payment process, in particular bank and credit card data, and all associated changes, are processed by the financial service providers PostFinance AG, Mingerstrasse 20, 3030 Bern, Switzerland, or Aduno SA, Via Argine 5, 6930 Bedano, Switzerland, or PayPal (Europe) S.à r.l. et Cie, S.C.A., 22–24 Boulevard Royal, 2449 Luxembourg, Luxembourg, for the purpose of processing the payments and for receivables management in accordance with the payment procedure selected by the user, and stored for as long as the customer account exists or until all payment transactions have been processed via the respective payment procedure.

### **3. Deletion of data**

The user's personal data will be deleted as soon as it is no longer necessary to store them, unless there are legitimate grounds for continued storage within the meaning of Section 35(3) BDSG or Article 31 DPA. Should this be the case, the data will be blocked instead of being deleted.

### **4. Cookies**

- 4.1. In order to enable users to browse GLATZ AG's web pages quickly and comfortably, GLATZ AG uses session cookies, small text files that are stored in the user's RAM and hard drive and, depending on the settings of the browser program, are automatically deleted when the user ends their visit to the website and closes the browser. If the user places orders in the GLATZ AG web shop, a randomly generated unique identification number, a session ID, is stored in a session cookie and is used to compile the orders in the user's shopping cart. The cookie also contains information about its origin and its storage period. These cookies cannot store other data. Of course, the user can refuse to accept cookies via their browser settings ("do not accept cookies"). However, GLATZ AG would like to point out that, in this case, some of the functions of the online offering may no longer be available or may only be available to a limited extent. In particular, use of the web shop is only possible if the user allows the use of cookies in their browser settings.
- 4.2. Cookies are also placed by the web analysis tool Google Analytics for the purpose of statistical evaluation of the website and to optimise advertising activities. The information in sections 6 and 7 below applies to the type and scope of these cookies.

## 5. Statistical evaluation

5.1. GLATZ AG may store information about the use of its web pages by the user. When the user calls up the web pages, the following log files are stored on GLATZ AG's web server:

- The page from which the website was accessed (referrer)
- The contents that were called up
- The date and time of the query
- The access status (file transferred, file not found, etc.)
- A description of the type of web browser used
- The IP address

5.2. The collection, processing and use of this data as well as its evaluation are carried out for statistical purposes only, with the IP address being anonymised before the statistical evaluation. GLATZ AG uses these statistics exclusively to measure activities and to improve or adapt its web pages in line with users' needs. These statistics do not contain any personal data and cannot be used to collect personal data. Profiles about the behaviour of individual users when visiting the web pages are not created. Collection and analysis take place via Google Analytics.

## 6. Data protection declaration for the use of Google Analytics

6.1. GLATZ AG uses Google Analytics, a web analysis service provided by Google Inc. (hereinafter referred to as "**Google**"). Google Analytics also uses cookies that are stored on the user's computer and allow for analysis of the user's use of the website. For example, information is collected on the operating system, the browser, the IP address, the website previously accessed (referrer URL) and the date and time of the visit to the GLATZ AG web pages. The information generated by this text file about the use of the web pages is transferred to a Google server in the USA and stored there. Google will use this information to evaluate the use of the website, compile reports on website activity and provide other services relating to the use of the website on behalf of GLATZ AG. If required by law or if this data is processed by third parties on Google's behalf, Google will also pass this information on to these third parties. This will be done on an anonymised or pseudonymised basis. More information about this can be obtained directly from Google at [www.google.com/intl/en/privacypolicy.html#information](http://www.google.com/intl/en/privacypolicy.html#information).

6.2. GLATZ AG only uses Google Analytics with activated IP anonymisation. This means that the user's IP address is shortened by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area.

Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. The IP address transmitted by the user's browser is not merged with other Google data.

- 6.3. Users can prevent the storage of cookies by setting their browser software accordingly. In addition, users can prevent the collection of the data generated by the cookie and related to the use of the online offering by Google as well as the processing of this data by Google by downloading and installing the browser add-on available at [tools.google.com/dlpage/gaoptout?hl=en-GB](https://tools.google.com/dlpage/gaoptout?hl=en-GB).

## **7. Data protection declaration for the use of remarketing**

- 7.1. GLATZ AG uses the remarketing function of Google, LinkedIn, Facebook, Instagram, Pinterest and YouTube on its web pages. Using this function, GLATZ AG can address visitors to its web pages with targeted advertising by displaying personalised, interest-based advertisements to website visitors when they visit other websites or browse one of the platforms mentioned above.
- 7.2. The respective providers use cookies to carry out the analysis of the use of the website, which forms the basis for creating interest-based advertisements. They store a small file with a sequence of numbers in the browsers of the website visitors. This number is used to record visits to the website and anonymised data on the use of the website. No personal data of visitors to the website is stored. If the user subsequently visits another website network of the respective provider, they will be shown advertisements that are highly likely to take into account previously accessed product and information areas.

## **8. Newsletter mailing**

- 8.1. The user has the option of subscribing to an e-mail newsletter issued by GLATZ AG via the website and is required to enter an e-mail address in the field provided for this purpose. Before the user can sign up via the "Register" button, they must acknowledge this data protection declaration from GLATZ AG and give their electronic consent to the collection, processing and use of their personal data for the purpose of sending the newsletter.
- 8.2. As soon as the user has registered according to the paragraph above, they will receive an e-mail from GLATZ AG containing a confirmation link to sign up for the newsletter. The registration only takes effect once the user has confirmed their registration by clicking on the link sent (double opt-in procedure). Only from this point on will the user's personal data be stored, processed and used for the purpose of sending the newsletter.

- 8.3. Users can unsubscribe from the e-mail newsletter at any time. The user may object to the use of their e-mail address at any time without incurring any costs other than the transmission costs according to the basic rates. In the event that the user unsubscribes from the newsletter, all personal data received by GLATZ AG from or in connection with the registration for the e-mail newsletter will be deleted immediately.

## **9. Data protection declaration for the use of social plug-ins**

GLATZ AG has integrated buttons (plug-ins) from various social networks on its web pages so that users can also use the interactive options of the social networks they use on GLATZ AG's web pages. These plug-ins provide various functions, the subject matter and scope of which are determined by the operators of the social networks. GLATZ AG is not the provider of the social networks and has no influence on the processing of data by the respective service providers. More details on the individual plug-ins can be found in the following information:

### **9.1. Facebook**

- (a) Plug-ins from the Facebook social network, 1601 South California Avenue, Palo Alto, CA 94304, USA are included on the web pages of GLATZ AG. The Facebook plug-ins can be recognised by the Facebook logo on the website.
- (b) As soon as the user accesses a GLATZ AG web page that contains such a plug-in and activates the plug-in, the user's browser establishes a direct connection with the Facebook servers via this plug-in. Through the integration of the plug-in, Facebook receives the information that the user has called up the corresponding page of the website with their IP address as soon as the user clicks on the Facebook plug-in. If the user is a Facebook member and logged in to Facebook at the same time, Facebook can assign the visit to the user's Facebook account. If the user then interacts with the plug-in, for example by clicking on the Facebook "Like" button, they can link the content of the GLATZ AG pages on their Facebook profile so that the corresponding information is transmitted directly from their browser to Facebook and stored there. Even if the user is not a member of Facebook, Facebook may still discover and store their IP address.
- (c) GLATZ AG has no influence on the content and scope of the data collected by Facebook with the aid of this plug-in. The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as the related rights and setting options for protecting the user's privacy, can therefore be found exclusively in the data usage guidelines of Facebook, which can be accessed at

[www.facebook.com/full\\_data\\_use\\_policy](https://www.facebook.com/full_data_use_policy). If the user is a Facebook member and does not want Facebook to collect data about them via the GLATZ AG website and link it to their data stored on Facebook, they must log out of Facebook before visiting the GLATZ AG web pages. It is also possible to block social plug-ins from Facebook with add-ons for the user's own browser, such as with the Facebook Blocker.

## **Social Media**

### **9.2. Twitter**

In the future, functions of the Twitter social network will also be integrated on the web pages of GLATZ AG. These functions are provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the retweet function, the web pages visited by users are linked to their Twitter account and shared with other users. Data is also transmitted to Twitter in the process.

- (a) GLATZ AG points out that, as the provider of its own pages only, it has no knowledge of the content of the data transmitted or its use by Twitter. Further information on this can be found in the Twitter privacy policy at [www.twitter.com/en/privacy](https://www.twitter.com/en/privacy). Users can change their data protection settings on Twitter in the account settings at [www.twitter.com/account/settings](https://www.twitter.com/account/settings).

### **9.3. LinkedIn**

- (a) Plug-ins from the LinkedIn social network by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (hereinafter referred to as "LinkedIn"), will soon be integrated on the web pages of GLATZ AG. The LinkedIn plug-ins can be recognised by the LinkedIn logo on the GLATZ AG website.
- (b) When the user visits the web pages of GLATZ AG, a direct connection is established between the user's browser and the LinkedIn server via the plug-in. LinkedIn thus receives the information that the user has visited the web pages of GLATZ AG with their IP address as soon as the user clicks on the LinkedIn plug-in. If the user clicks on the LinkedIn "Recommend" button while logged into their LinkedIn account, they can link the content of the GLATZ AG pages on their LinkedIn profile. This enables LinkedIn to assign the visit to the GLATZ AG pages to the respective user account.
- (c) GLATZ AG points out that, as the provider of its own pages only, it has no knowledge of the content of the data transmitted or its use by LinkedIn. Details on data collection (purpose, scope, further processing, use) as well as the user's rights and setting



options can be found in LinkedIn's privacy policy. This information is provided by LinkedIn at [www.linkedin.com/static?key=privacy\\_policy&trk=hb\\_ft\\_priv](http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv).

#### 9.4. Xing

- (d) In addition, functions of the Xing social business network will be integrated on the GLATZ AG web pages in the future. These functions are offered by Xing AG, Dammtorstraße 30, 20354 Hamburg, Germany (hereinafter referred to as "Xing"). GLATZ AG would like to inform users here about the processing of personal data via the Xing "Share" button.
- (e) When the GLATZ AG website is accessed, the user's browser briefly establishes a connection to Xing servers, which are used to provide the Xing "Share" button functions (in particular the calculation/display of the counter value) as soon as the user clicks on the "Share" button. Xing does not store any personal data relating to the user as a result of access to this website. In particular, Xing does not store any IP addresses, nor is any usage behaviour evaluated via the use of cookies in connection with the Xing "Share" button. Users can access the current data protection information on the Xing "Share" button and supplementary information at [www.xing.com/app/share?op=data\\_protection](http://www.xing.com/app/share?op=data_protection).

#### 9.5. YouTube

- a) Functions of YouTube may be integrated on the web pages of GLATZ AG. These functions are provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. GLATZ AG would like to inform users here about the processing of personal data via the function of embedded YouTube videos.
- b) When the GLATZ AG website is accessed, the user's browser briefly establishes a connection to Google servers, which are used to provide the YouTube functions as soon as the user clicks on the "Share" button. Google does not store any personal data relating to the user as a result of access to this website, nor is any evaluation of usage behaviour carried out. Users can access the current data protection information and supplementary information at [policies.google.com/privacy?hl=en](http://policies.google.com/privacy?hl=en).

### 10. User rights

The user may at any time request, free of charge, written or electronic information about the personal data stored about them or their customer account (Section 34 BDSG or





Articles 25 and 28 DPA). Furthermore, the user has the right to the rectification of incorrect data and the blocking and deletion of data (Section 35 BDSG or Articles 30 and 32 DPA). The request for information as well as the request for rectification, blocking or deletion of data must be sent either in writing to GLATZ AG, Neuhofstrasse 12, 8500 Frauenfeld, Switzerland, or by e-mail to [retail@glatz.ch](mailto:retail@glatz.ch).

## **11. Changes to the data protection declaration**

GLATZ AG reserves the right to make changes to this data protection declaration at any time with effect for the future. The user is asked to stay up to date with the latest data protection declaration.

Data protection declaration of GLATZ AG, last updated: February 2022