

## Privacy policy

Thank you for your interest in our website. We attach the utmost importance to protecting your personal data. Consequently we would like to inform you how your data will be used.

### 1. Collection, processing and use of your data

You can visit our website without providing any details about yourself. We merely store access data which is not personally identifiable, such as the name of your Internet service provider, the webpage you have come from to visit our website, or the name of the file that you have requested. This data is assessed exclusively for the purpose of improving our services and cannot be traced back to you.

Personal data is not collected unless you voluntarily disclose it when placing an order for goods, opening a customer account or signing up for our newsletter.

### 2. Use of cookies

We use cookies on various pages to make our website more attractive to visitors and to enable them to use certain features. Cookies are small text files that are stored on your computer for this purpose. Most of the cookies used by us are deleted from your computer at the end of the browser session (session cookies). Other cookies remain on your computer and enable us to identify your computer on your next visit (persistent cookies). Our partner companies are not permitted to use cookies to collect, process or utilise personal data via our website.

You can prevent your browser from storing cookies and restrict or block cookies as follows: Tools menu > Internet options > Privacy (Internet Explorer) or Preferences (or Settings) > Privacy (Firefox, Google Chrome). Please note that you will not be able to use certain features of our website unless cookies are enabled.

### 3. Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies, or text files, that are stored on your computer and enable an analysis of your usage of the website. The information generated by the cookies on your usage of our website is generally transmitted to a Google server in the USA and stored there. However, if IP anonymization is activated on this website, your IP address is shortened by Google within the EU member states or in other EEA states. The full IP address is transmitted to a Google server in the USA and shortened there only in exceptional cases. Google has been commissioned by the owner of this website to use this information for analysing your use of the website for the purpose of compiling reports on website activity and providing other services to the website owner related to website and Internet usage. The IP address transmitted from your browser via Google Analytics is not merged or mingled with other data by Google. You can prevent cookies from being stored on your computer by making a setting in your browser; however, you may not be able to use all the features on our website after doing this. You also have the option of preventing the information generated by the cookie in reference to your use of our website (including your IP address) and transmitted to Google from being collected and processed by Google by downloading and installing this browser plug-in: <http://tools.google.com/dlpage/gaoptout?hl=en>.

### 4. Use of Google Adwords

This website uses Google AdWords, an analytics service provided by Google, and Google AdWords, conversion tracking. Google AdWords will store a conversion tracking cookie on your computer's hard drive (known as a "conversion cookie") when you click on an ad served by Google. These cookies lose their validity after 30 days and are not for personal identification. If you visit certain pages on our site, Google and we may recognize that you have clicked on the ad and have been redirected to this page.

The information obtained through the conversion cookies is used to generate statistics for AdWords customers who use conversion tracking. These statistics tell us the total number of users who clicked on the ad served by Google and viewed a page with a conversion tracking tag.

In addition to the conversion tracking, we also use the functions

- remarketing
- Target groups with common interests
- custom audiences with common interests
- ready to buy target groups
- similar audiences

- Demographic and geographic orientation

Google's Remarketing feature helps us reach people who have already visited our site. This allows us to present our advertising to target groups who are already interested in our products or services. AdWords also uses the contextual search engine to determine what common interests and features users of our site have over the last 30 days based on user behavior on Google Network ("Display Network") websites. Based on this information, AdWords will then find new potential customers for marketing purposes whose interests and characteristics are similar to those of users of our website. Targeted remarketing is accomplished through the combined use of cookies, such as cookies. Google Analytics cookies and Google DoubleClick cookies.

## **5. Facebook Social Plugins**

This offer uses social plugins ("plugins") from the social network facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plugins are recognizable by one of the Facebook logos (white "f" on a blue tile or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". The list and appearance of Facebook Social Plugins can be viewed here:

<https://developers.facebook.com/docs/plugins/>.

When a user calls a web page of this offer that contains such a plugin, its browser establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to your browser and incorporated by him into the website. The provider therefore has no influence on the amount of data that Facebook collects with the help of this plugin and therefore informs users according to their level of knowledge:

By integrating the plugins, Facebook receives the information that a user has accessed the corresponding page of the offer. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. If users interact with the plugins, for example, press the Like button or leave a comment, the corresponding information is transmitted from your browser directly to Facebook and stored there. If a user is not a member of Facebook, there is still the possibility that Facebook will find out and save their IP address. According to Facebook, only an anonymous IP address is stored in Germany.

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 privacy of users, can be found in Facebook's privacy policy: <https://www.facebook.com/about/privacy/> ,

If a user is a Facebook member and does not want Facebook to collect data about him via this offer and associate it with his member data stored on Facebook, he must log out of Facebook before visiting the website. It is also possible to block Facebook social plug-ins with add-ons for your browser, for example with the "Facebook Blocker" (<http://webgraph.com/resources/facebookblocker/>).

## **6. Facebook Pixel**

Our website uses Facebook's visitor action pixel for conversion measurement, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

This way, the behavior of the site visitors can be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. As a result, the effectiveness of Facebook advertisements can be evaluated for statistical and market research purposes and future advertising measures optimized.

The collected data are anonymous to us as the operator of this website, we cannot draw conclusions about the identity of the users. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes, in accordance with the Facebook data usage directive. As a result, Facebook can enable ads to be displayed on Facebook and outside of Facebook. This use of data cannot be influenced by us as the site operator.

Please refer to the privacy policy of Facebook for more information on how to protect your privacy: <https://www.facebook.com/about/privacy/>.

You can also disable the remarketing Custom Audiences feature in the Ad Settings section at [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen). To do this, you must be logged in to Facebook.

If you do not have a Facebook account, you can opt-out of Facebook-based advertising on the European Interactive Digital Advertising Alliance website: <http://www.youronlinechoices.com/de/praeferenzmanagement/>.

## **7. Integration of the Trusted Shops Trustbadge**

To display our Trusted Shops seal of approval and any collected reviews as well as to offer the Trusted Shops products for buyers after placing an order, the Trusted Shops Trust Badge is included on this website.

This serves to safeguard our legitimate interests, which predominate in the context of a weighing up of interests, in the optimal marketing of our offer. The Trustbadge and the services advertised are an offer of Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Köln.

When the Trustbadge is called, the Web server automatically stores a so-called server log file, which can be used, for example. Your IP address, date and time of the retrieval, transferred amount of data and the requesting provider (access data) contains and documented the call. These access data will not be evaluated and automatically overwritten within seven days after the end of your page visit.

Further personal data are only transferred to Trusted Shops, as far as you decide after the conclusion of an order for the use of Trusted Shops products or have already registered for the use. In this case, the contractual agreement between you and Trusted Shops applies.

#### **8. Disclosure of personal data to third parties**

Your details are disclosed to our supplier companies to the extent that this is required for delivering goods. We disclose payment data to our bank for the purpose of processing payments. It processes your data only to the extent that we ourselves are allowed to process it. Otherwise your personal data is not disclosed to third parties.

#### **9. Credit checks and scoring**

Where we make advance payment or provide a service in advance, e.g. make a purchase on account, we will obtain a credit report to protect our legitimate interests. The credit report is generated on the basis of the mathematical and statistical processes employed by a credit agency. For this purpose we forward the personal data required for a credit check to a credit agency and use the information received on the statistical likelihood of non-payment or default of payment for a considered decision on the establishment of a contractual relationship with you or its execution or termination. The credit report may contain probability values (scores) whose calculation is based on scientifically recognised mathematical and statistical methods in which address data etc. is also involved. Your legitimate interests are safeguarded as provided for by law.

#### **10. Right to information and rectification of wrong information**

According to the Swiss Federal Act on Data Protection (DSG) you have the right to information, free of charge, pertaining to the data stored concerning you (article 8) and the right to have incorrect data corrected (article 5(2)). For questions regarding the procurement and processing of your personal data and for information and correction requests, please contact: [onlinedruck.ch](http://onlinedruck.ch) by bc medien ag, Privacy, Pumpwerkstrasse 11, 4142 Münchenstein, [info@onlinedruck.ch](mailto:info@onlinedruck.ch).

#### **11. Encryption of personal data, data security**

During the ordering process your personal data is transmitted in encrypted form through the Internet via SSL. Credit card information is not stored by us but rather it is obtained and processed directly by our payment service provider. We secure our website and other systems against loss, destruction, alteration or dissemination of your data by unauthorised persons, by way of technical and organisational measures. Access to your customer account is enabled only by entering your password. You should always treat your login details as confidential and close the browser window after you have finished your contact with us, especially if you use a shared computer.

#### **12. Revocation of consent**

Where you have given your consent (e.g. when opening a customer account) you may revoke it at any time in writing with future effect, e.g. by sending us an informal e-mail to this effect.

Münchenstein, Switzerland, in May 2018  
bc medien ag