



Privacy policy

The responsible body within the meaning of the data protection laws, in particular the EU General Data Protection Regulation (GDPR), is:

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General Notice

Based on Article 13 of the Swiss Federal Constitution and the federal data protection regulations (Data Protection Act, FADP), every person is entitled to the protection of their privacy and to 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 statutory data protection regulations and this data protection declaration.

In cooperation with our hosting providers, we strive to protect the databases as well as possible against unauthorized access, loss, misuse or forgery.

We would like to point out that data transmission on the Internet (e.g. when communicating by e-mail) may have security gaps. A complete protection of the 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. In principle, this website can be visited without registration. Data such as pages accessed or names of the retrieved file, 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 on a voluntary basis as far as possible. Without your consent, the data will not be passed on to third parties.



Privacy Policy for Cookies

This website uses cookies. Cookies are text files that contain data from websites or domains visited and are stored by a browser on the user's computer. A cookie is primarily used to store the information about a user during or after his visit within an online offer. The stored information may include, for example, the language settings on a website, the login status, a shopping cart or the place where a video was watched. The term cookies also includes other technologies that perform the same functions as cookies (e.g. when user information is stored on the basis of pseudonymous online identifiers, also referred to as "user IDs")

The following cookie types and functions are distinguished:

- **Temporary cookies (also: session or session cookies):** Temporary cookies are deleted at the latest after a user has left an online offer and closed his browser.
- **Permanent cookies:** Permanent cookies remain stored even after closing the browser. For example, the login status can be saved or preferred content can be displayed directly when the user visits a website again. Likewise, the interests of users used for range measurement or marketing purposes may be stored in such a cookie.
- **First-party cookies:** First-party cookies are set by ourselves.
- **Third-party cookies (also: third-party cookies):** Third-party cookies are mainly used by advertisers (so-called third parties) to process user information.
- **Necessary (also: essential or absolutely necessary) cookies:** Cookies can be absolutely necessary for the operation of a website (e.g. to store logins or other user input or for security reasons).
- **Statistics, marketing and personalization cookies:** Furthermore, cookies are usually also used in the context of range measurement and when the interests of a user or his behavior (e.g. viewing certain content, use of functions, etc.) are stored on individual websites in a user profile. Such profiles are used to show users, for example, content that corresponds to their potential interests. This procedure is also known as "tracking", i.e. tracking the potential interests of users. If we use cookies or "tracking" technologies, we will inform you separately in our privacy policy or as part of obtaining consent.

Information on legal bases: The legal basis on which we process your personal data using cookies depends on whether we ask for your consent. If this is the case and you consent to the use of cookies, the legal basis for the processing of your data is the declared consent. Otherwise, the data processed with the help of cookies will be processed on the basis of our legitimate interests (e.g. in the business operation of our online offer and its improvement) or if the use of cookies is necessary to fulfil our contractual obligations.

Storage period: If we do not provide you with explicit information on the storage period of permanent cookies (e.g. as part of a so-called cookie opt-in), please assume that the storage period can be up to two years.

General information on revocation and objection (opt-out): Depending on whether the processing is based on consent or legal permission, you have the option at any time to revoke a given consent or to object to the processing of your data by cookie technologies (collectively referred to as "opt-out"). You can first declare your objection by means of the settings of your browser, e.g. by deactivating the use of cookies (whereby this may also limit the functionality of



LUZERN

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our online offer). An objection to the use of cookies for online marketing purposes can also be declared by means of a variety of services, especially in the case of tracking, via the websites <https://optout.aboutads.info> and <https://www.youronlinechoices.com/>. In addition, you can receive further objection notices in the context of the information on the service providers and cookies used.

Processing of cookie data on the basis of consent: We use a procedure for cookie consent management, in the context of which the consent of the users to the use of cookies, or the processing and providers mentioned in the context of the cookie consent management procedure, can be obtained and managed and revoked by the users. In this case, the declaration of consent is stored in order not to have to repeat its request again and to be able to prove the consent in accordance with the legal obligation. The storage can take place on the server side and/or in a cookie (so-called opt-in cookie, or with the help of comparable technologies) in order to be able to assign the consent to a user or his device. Subject to individual information on the providers of cookie management services, the following information applies: The duration of the storage of consent can be up to two years. A pseudonymous user identifier is formed and stored with the time of consent, information on the scope of the consent (e.g. which categories of cookies and/or service providers) as well as the browser, system and device used.

- Types of data processed: Usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users (e.g. website visitors, users of online services).
- Legal basis: Consent (Art. 6 para. 1 sentence 1 lit. a. GDPR), Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. GDPR).



Privacy Policy for SSL/TLS Encryption

This website uses SSL/TLS encryption for security reasons and to protect the transmission of confidential content, such as the requests 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.

Use of 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 conveniently use the map function. By visiting the website, Google receives the information that you have accessed 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 to Google, your data will be assigned directly to your account. If you do not wish to be associated with your profile on 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 needs-based design of its website. Such an evaluation takes place 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. Further information on the purpose and scope of data collection and its processing by Google can be found at: www.google.de/intl/de/policies/privacy in addition to further information on your rights in this regard and setting options to protect your 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 via the websites of Ads customers. The information collected using the conversion cookie is used to create conversion statistics for ads customers who have opted for conversion tracking. Customers learn 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 personally identifies users.

If you do not want to participate in tracking, you can refuse the setting of a cookie required for this purpose – for example by setting your browser that generally deactivates the automatic setting of cookies or setting your browser so that cookies from the domain "googleleadservices.com" are blocked. Please note that you may not delete the opt-out cookies unless you want measurement data to be recorded. If you have deleted all your cookies in the browser, you must set the respective opt-out cookie again.



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Privacy Policy for Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited. If the person responsible for data processing on this website is located outside the European Economic Area or Switzerland, then 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 allow 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 use in the settings there under "My data", "Personal data".

The legal basis for the use of Google Analytics is Art. 6 para. 1 sentence 1 lit. f GDPR. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. We would like to point out that on this website Google Analytics has been extended by the code "_anonymizeIp();" in order to ensure an anonymous collection of IP addresses. As a result, IP addresses are further processed in abbreviated form, so that personal reference can be excluded. Insofar as the data collected about you has a personal reference, this will be excluded immediately and the personal data will be deleted immediately.

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 the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. 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 can prevent the storage of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all the functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in 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](#). As a result, a so-called opt-out cookie is stored on your data carrier, which prevents the processing of personal data by Google Analytics. Please note that if you delete all cookies on your device, these opt-out cookies will also be deleted, i.e. you will have to set the opt-out cookies again if you want 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 Tag Manager

Google Tag Manager is a solution with which we can manage so-called website tags via an interface and thus integrate e.g. 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 the users. With regard to the processing of users' personal data, reference is made to

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the following information on Google services. Acceptable Use Policy:
<https://www.google.com/intl/de/tagmanager/use-policy.html>.

Privacy Policy for Facebook

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Privacy Policy for Instagram

Functions of the Instagram service are integrated into our website. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA integrated. If you are logged in to your Instagram account, you can link the contents of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to assign the visit to our pages to your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or their use by Instagram.

Further information can be found in Instagram's privacy policy:
<http://instagram.com/about/legal/privacy/>

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Changes

We may amend this Privacy Policy at any time without notice. The current version published on our website shall apply. To the extent that the Privacy Policy is part of an agreement with you, we will notify you of the change by email or other appropriate means in the event of an update.

Questions to the Data Protection Officer

If you have any questions about data protection, please send us an e-mail or contact the person responsible for data protection listed at the beginning of the privacy policy in our organization.

Source: [SwissAnwalt](#)

DialogShift chat application on our website

Our website uses the chat application of Dialogshift GmbH, Rheinsberger Str. 76/77, 10115 Berlin (www.dialogshift.com/de/dsgvo). This application processes and stores anonymized data for the purpose of web analysis, to operate the chat application and to answer inquiries (IP address and Google Analytics). From this data, a pseudonymised user profile is created and stored for 30 days. For the operation of the chat function, the chat texts are stored and a cookie with a unique ID is set - this serves to recognize you as a customer.

A cookie is a small text file that is stored locally in the cache on your device. With the help of this cookie, our application recognizes the device again and can call up past chat logs. This cookie is stored for 3 months since the last use. You can deactivate the storage of cookies in your browser settings. However, without the use of cookies, the chat function cannot be executed.

The legal basis for data processing is in accordance with Article 6(1)(f) GDPR. F GDPR on the basis of our legitimate interest in effective customer service, for the statistical analysis of user behaviour and for optimisation purposes of our offers.

You have the right at any time to object to data storage for the purpose of storing a pseudonymised user profile with effect for the future.

Please send an e-mail to support@dialogshift.com