

Data protection declaration

We are aware that the protection of your privacy is an important issue when using our online offer. We take the protection of personal data very seriously and have therefore taken the necessary technical and organisational measures that guarantee that legal requirements about data protection are maintained.

This data protection declaration explains how Glatz AG, Neuhofstrasse 12, 8500 Frauenfeld, Switzerland (hereafter "**Glatz AG**"), deals with the topic of users' personal data when using the online offer (web site, web shop and social media profile):

1. Use of the online offer

- 1.1. The use of Glatz AG's online offer is basically possible without previous registration and without the input of personal data. If the user visits Glatz AG's internet presences in social networks, such as at "Facebook", "LinkedIn", "Google+", "Xing" or "Twitter" and would like to contact Glatz AG via these networks, previous registration at the respective social network or service is necessary. In this case, the collection, processing and use of personal data is on the basis of the data protection guidelines of the respective social network or service alone and Glatz AG does not have an influence on them. The possible communication of personal data belonging to the user from Glatz AG to the social network or the reverse only takes place in accordance with the following regulations.
- 1.2. If the user provides personal data (for example: name, address or e-mail address) to Glatz AG via its web site, by e-mail or through other communications channels (e.g., posts on Twitter or Facebook, messages on social networks), it is always on a voluntary basis.

In this case, by transmitting his personal data, the user declares his consent to the collection, processing and use of this data for the purpose for which he has entered his data. This consent can be revoked with effect for the future at any time. This consent can be sent in writing to Glatz AG, Neuhofstrasse 12, 8500 Frauenfeld, Switzerland or by an e-mail to retail@glatz.ch.

Glatz AG exclusively collects, processes and uses the personal data to process user queries (such as sending informational material, subscribing to the newsletter, etc.) or its comments on Glatz AG's services, and always under compliance with the applicable data production regulations.

- 1.3. All personal data are kept confidential and are only accessible to authorised Glatz AG personnel. These data will also not be given to third parties without the express

permission of the user unless Glatz AG is legally required to or is required to due to a judicial decision.

- 1.4. It is known to the user that the data collected on the user is processed and used by Glatz AG in Switzerland and, therefore, it is necessary that the respective data is transferred to Switzerland. The transmission of personal data to other countries outside the European Union or the European Economic Area only takes place within the framework of the use of services from Google Inc. (for information on this, see sections 6 and 7 below).
- 1.5. Otherwise, Glatz AG indicates that the transfer of data over the internet (e.g., for communication via e-mail) regularly takes place, unsecured and, therefore, can indicate gaps in security, so that unauthorised individuals may have access to the data or it could also be falsified.

2. Special regulations for the use of the web shop

- 2.1. Glatz AG operates a web shop at "<http://glatz.ch>", through which the user can acquire products and services from Glatz AG. Glatz AG's general terms and conditions ("**General terms and conditions**" [[link to the general terms and conditions](#)]) are valid for the use of the web shop and the acquisition of all products and services offered through it. The user's personal data must be saved, processed and used by Glatz AG in order to process, transact and invoice orders in the web shop.
- 2.2. This is further regulated by section 2 in the general terms and conditions. However, the user can place orders in the web shop as a guest, without registration.
- 2.3. Within the framework of the registration or order process, the user must completely and correctly enter the personal data requested there (first and surname, street, building number, postal code, city, country, telephone number and e-mail address, as well as a personally-chosen password upon registration). The entry of further personal data (e.g., date of birth) exclusively takes place on a voluntary basis.
- 2.4. The collection, processing and use of the personal data named under section 2.3 takes place at Glatz AG only to the extent that is necessary for the fulfilment and completion of the purchase agreement or for the invoicing of the services booked. As the operator of the web shop, Glatz AG therefore collects, processes and uses the personal data exclusively for the purpose of the fulfilment and completion of the orders to the extent specified by the user, and only under compliance with the applicable data protection regulations.

- 2.5. If Glatz AG should want to use the data for purposes other than the fulfilment and completion of your order in the web shop, it would only take place with the explicit previous permission of the user (consent).
- 2.6. The personal data entered by the user in the selection of the respective payment method in the framework of the payment process, bank and credit card data and all associated changes in particular, are used by the financial service providers PostFinance AG, Mingerstrasse 20, CH-3030 Bern or Aduno SA, Via Argine 5, CH-6930 Bedano or PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg, for the purpose of processing the payment and for accounts receivable management according to the payment method selected by the user. The data about the respective payment method is saved as long as the customer account exists or until all payment processes have cleared.

3. The deletion of data

If it is no longer necessary to save the user's personal data, if there are not legitimate reasons to keep it in the sense of section 13, paragraph 4, page 2 of the Telemedia act (TMG), or section 35, paragraph 3 of the Federal data protection act (BDSG), which prevent deletion. If this should be the case, instead of deleting the data, the data will be blocked.

4. Cookies

- 4.1. In order to make browsing for the user quick and, therefore, make use of the online offers comfortable, Glatz AG uses so-called "session cookies" on its web pages, which are multiple, small text files which are placed in the user's RAM and hard drive and (depending on the settings of the browser programme) are automatically deleted when the user ends his visit to the web site and closes the browser. If the user places orders in the Glatz AG web shop, in a session cookie, a randomly-generated identification number, a so-called session ID, is filed, through which the orders in the user's shopping cart can be compiled. In addition, the cookie contains information about its origin and the length of time that it will be saved. Other files cannot save these cookies. Of course, the user can reject the acceptance of cookies via his browser settings ("do not accept cookies"). Glatz AG would like to point out that in this case, some functions of the online offer are no longer available or are only available in a limited manner. In particular, the use of the web shop is only possible if the user permits the use of cookies in the browser settings.

4.2. Furthermore, cookies from the Google Analytics web analysis tool that has been implemented are used for the purpose of statistical evaluation of the web site and to analyse the advertising activity cookies from the Google Remarketing service. The information below on the use of the Google services (sections 6 and 7) provide information on the type and extent of the cookies.

5. Statistical evaluation

5.1. Glatz AG can follow information about the use of its web pages. If the user loads the web pages, the following log files are saved on Glatz AG's web server:

- the page from which the web site was retrieved ("Referrer"),
- the contents that were called up,
- the date and the time of the query,
- the access status (file transfer, file not found, etc.),
- a description of the type of web browser used,
- the IP address.

5.2. The collection, processing and use of these data as well as the evaluation of them only takes place for statistical purposes. The IP address is anonymised prior to the statistical evaluation. Glatz AG exclusively uses these statistics to measure activities as well as to improve or adapt its web pages to meet users' needs. These statistics do not contain personal data and also cannot be used to collect personal data. Profiles are not created about the behaviour of individual users during their visit to the web pages. The collection and analysis takes 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 of Google Inc. ("**Google**"). Google Analytics also uses cookies, which are saved on the user's computers and make an analysis of the user's use of the web site possible. For example, information is collected on the operating system, browser, IP address, the web site previously visited (referrer URL) as well as the date and time of the visit to the Glatz AG web pages. The information created about the use of the web pages through this file is transferred to a Google server in the USA and saved there. Google will use this information in order to evaluate the use of the web pages on behalf of Glatz AG, create reports about web site activity and in order to generate other services associated with

the use of the web site. Google will also give this information to third parties if it is legally prescribed or if third parties process these data on behalf of Google. This use takes place in an anonymised or pseudo-anonymised way. Further information about this can be found directly at Google at: <http://www.google.com/intl/de/privacypolicy.html#information>.

- 6.2. Glatz AG only uses Google Analytics with activated IP anonymisation. That means that the user's IP address will be shortened by Google within the member states of the European Union or in other contracting states to the Agreement on the European Economic Community. It is only in exceptional cases that the complete IP address is transferred to a Google server in the US and shortened there. The IP address transmitted by the user's browser is not merged with other data from Google.
- 6.3. The user can prevent cookies from being saved via the appropriate setting in his browser software. In addition, the user can prevent the collection of the data created by the cookie related to the use of the online offer to Google as well as the processing of this data by Google by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

7. Data protection declaration for the use of Google Remarketing

- 7.1. Glatz AG uses Google's remarketing function on its web pages. With this function, Glatz AG can address visitors to its web pages with targeted advertising, in that personalised advertisements related to their interests are turned on for visitors when they visit other web sites in the Google Display network.
- 7.2. Google uses cookies in order to carry out the analysis of the use of the web pages, which creates the basis for the creation of advertisements related to interests. To do so, Google saves a small file with a sequence of numbers on the browsers of web site visitors. Through this number, information about web site visits as well as anonymised data about the use of the web site are collected. Personal data about web site visitors are not saved. If the user then visits another web site in the Google Display network, advertisements are then shown to him that, with high likelihood, take the product and information areas visited previously into consideration.
- 7.3. The user can permanently deactivate the use of Google cookies by going to the following link and downloading and installing the plug-in made available there: <https://www.google.com/settings/ads/plugin>. Alternatively, the user can deactivate the use of cookies by third parties by going to the Network Advertising Initiative's deactivation page at <http://www.networkadvertising.org/choices/> and implementing the further information on opting out that is named there. The user can view further

information on Google Remarketing as well as the data protection agreement from Google at: <http://www.google.com/privacy/ads/>.

8. Newsletter mailing

- 8.1. The user has the possibility to register for the e-mail newsletter published by Glatz AG via the web site. To do so, it is necessary to enter an e-mail address in the field intended for it. Before the user can register via the “Registration” button, it is necessary that he confirms that he is aware of Glatz AG’s data protection declaration and grants his electronic consent to the collection, processing and use of his personal data for the purpose of sending a newsletter.
- 8.2. As soon as the user has registered, in accordance with paragraph 1 above, he receives an e-mail from Glatz AG that contains a confirmation link for registration for the newsletter. The registration goes into effect only after the user confirms his registration by clicking on the link sent in the e-mail (what is known as a double opt-in procedure). Only beginning at this point in time are the user’s personal data saved, processed and used for the purpose of sending the newsletter.
- 8.3. It is possible to unsubscribe from the e-mail newsletter at any time. Using his e-mail address, the user can object at all times to any further use of their address without any costs other than the basic cost of transmission at any time. In the event that the user unsubscribes from the newsletter, all personal data that Glatz AG has obtained from or is associated with the registration for the e-mail newsletter is immediately deleted.

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

Glatz AG has included plug-ins for various social networks on its web pages, so that the user can also use the interactive possibilities from the social networks that he uses on Glatz’s internet sites as well. Various functions are prepared with these plug-ins, the subject and extent of which is 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. The following provides more details on the individual plug-ins:

9.1. “Facebook”

Just a link

- (a) Plug-ins from the social network “Facebook”, 1601 South California Avenue, Palo Alto, CA 94304, USA are included on Glatz AG’s web pages. You can recognise the “Facebook” plug-ins by the “Facebook” logo on the web site.

- (b) As soon as the user of a Glatz AG web page receives, loads and activates the plug-in to a web site that contains such a plug-in, the user's browser creates a direct connection to the "Facebook" servers. Through the integration of the plug-in, "Facebook" receives the information that the user, with his IP address, has opened up the appropriate page of the internet presence. If the user is a "Facebook" member and logged into the "Facebook" site at the same time, "Facebook" can also associate the visit with the user's "Facebook" account. If the user then interacts with the plug-in, such as using the "Facebook like button", for example, he can link the contents of the Glatz AG pages directly to his "Facebook" profile, so that the appropriate information from his browser is directly transmitted to Google and saved there. Even if the user is not a member of "Facebook", there is the possibility that "Facebook" will discover his IP address and save it.
- (c) Glatz AG has no influence on the content and extent of data that "Facebook" collects with the help of this plug-in. The purpose and extent of the data collection and the further processing and use of the data by "Facebook" as well as the rights related to this and the settings to protect the user's privacy can only be taken from the data use guidelines from "Facebook", which can be found at www.facebook.com/full_data_use_policy. If the user is a "Facebook" member and would not like for Facebook to collect information about him via the internet presence of Glatz AG and link it to the data saved about him at "Facebook", he must log out of "Facebook" prior to visiting the Glatz AG web pages. It is also possible to block Facebook's social plug-ins with add-ons for your own browser, such as with the "Facebook blocker".

9.2. "Google+"

Just a link

- (a) Furthermore, it is planned to connect plug-ins from the "Google+" social network to the Glatz AG web pages. With the assistance of the "Google+1" button, the user can publish information worldwide. Via the "Google+1" button, the user receives personalised contents from "Google" and "Google" partners. "Google" saves the information that the user has entered for a content "+1" as well as information about the page that the user viewed when clicking on "+1". The user's "+1" activities can be shown as hints, together with his profile name and his photo in "Google" services, such as in search results, or in his "Google" profile, or in other areas on web pages and advertisements on the internet.
- (b) "Google" records information about the user's "+1" activities in order to improve the "Google" services for the user himself and other users. In order to use the "Google+1" button, the user needs an internationally visible, public "Google" profile

that contains at least the name selected for this profile. This name is used in all “Google” services. In some cases, this name can also replace another name that the user has used when sharing content via his “Google” account. The identity of his “Google” profile can be shown to other users who know the user’s e-mail address or other identifying information about the user.

- (c) In addition to the intended purposes mentioned above, the information provided by the user are used in accordance with the valid “Google” data protection provisions. “Google” possibly publishes summarised statistics about the user’s “+1” activities or forwards them to users and partners, such as publishers, advertisers or associated web pages. “Google” data protection regulations are found at <https://www.google.de/intl/de/policies/?fg=1>.

9.3. “Twitter”

[Just a link](#)

- (a) In the future, functions of the “Twitter” social network will also be connected to Glatz AG’s web pages. These functions are offered by Twitter Inc., 1355 Market St., Suite 900, San Francisco, CA 94103, USA. Through the use of “Twitter” and the “re-tweet” function, the web pages visited by the user are linked with his “Twitter” account and also announced to other users. In doing so, data are also transmitted to “Twitter”.
- (b) Glatz AG points out that it, as the provider of only its own pages, does not have knowledge of the data transmitted as well as their use by “Twitter”. Further information on this can be found in “Twitter’s” data protection declaration, found at <http://twitter.com/privacy>. The user can change his data protection settings at “Twitter” in the account settings at twitter.com/account/settings.

9.4. “LinkedIn”

[Just a link](#)

- (a) In the near future, plug-ins from the “LinkedIn” social network, belonging to the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (hereafter “LinkedIn”) will also be integrated into the Glatz AG web pages. The LinkedIn plugins are recognisable by the LinkedIn logo on the Glatz AG web site.
- (b) If the user visits Glatz AG’s web pages, a direct connection between the user’s browser and the LinkedIn server is created via the plug-in. In doing so, LinkedIn receives the information that the user, with his IP address, visited Glatz AG’s web

pages. If the user clicks on the LinkedIn “recommend button” while he is logged in to his LinkedIn account, he can link the contents of the Glatz AG pages to his LinkedIn profile. In doing so, LinkedIn can match the visit of the Glatz AG pages to the respective user account.

- (c) Glatz AG points out that, as the provider of only its own internet pages, it does not have knowledge of the content of the data transmitted as well as their use by LinkedIn. Details on the data collection (purpose, extent, further processing, use) as well as on the user’s rights and settings options can be found in the data protection notices on LinkedIn. LinkedIn offers these notices at http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv.

9.5. “Xing”

Just a link

- (a) Furthermore, in the future, functions of the “XING” social business network will be included on Glatz AG web pages. These functions are offered by Xing AG, Dammtorstrasse 30, 20354 Hamburg (“XING”). Here, Glatz AG is informing you about the processing of personal data via the “XING share button” function.
- (b) Upon loading this internet site, via the user’s browser, a short-term connection to XING servers is created, with which the “XING Share Button” functions (in particular the calculation / display of the counter value) is generated. XING does not save any of the user’s personal data by opening this internet site. In particular, XING does not save any IP addresses. There is also no evaluation of the usage behaviour via the usage of cookies in connection with the “XING Share Button”. The user can retrieve the respective current data protection information on the “XING Share Button” and supplementary information at this internet site: https://www.xing.com/app/share?op=data_protection.

10. Youtube

is connected on the page using iframe. At present, it is the version that issues and reads cookies. However, there is also the possibility to work without the cookie.

<https://support.google.com/youtube/answer/171780?expand=PrivacyEnhancedMode#privacy>

11. User rights

The user can request written or electronic information about the personal data saved about himself or his customer account at any time, free of charge (section 13, paragraph 8 of the Telemedia act [TMG], section 34 of the Federal data protection act [BDSG]). Furthermore, the user has the right to be notified of incorrect data and the blockage and deletion of data (section 13, paragraph 4, page 1, no. 2 TMG, section 35 BDSG). The request for information as well as the request for notification, blockage or deletion of information are to be sent in writing to Glatz AG, Neuhofstrasse 12, 8500 Frauenfeld, Switzerland, or by e-mail to retail@glatz.ch.

12. Changes to the data protection declaration

Glatz AG reserves the right to make changes to this data protection declaration with effect for the future at any time. The user is requested to regularly inform himself using the respective current data protection declaration.

Glatz AG data protection declaration, status: January 2017