

Privacy policy

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

Idiag AG

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You can contact our Data Protection Officer at dataprotection@idiag.ch

General note

Based on Article 13 of the Swiss Federal Constitution and the data protection regulations of the Federal Republic of Germany (Data Protection Act, DSGVO), every person is entitled to protection of his or her privacy as well as to protection against misuse of personal data. The operators of these sites take the protection of your personal data seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy policy.

In cooperation with our hosting providers, we strive to protect any data stored from third-party access, loss, misuse or counterfeiting.

Data transmission over the Internet (e.g. when communicating via e-mail) isn't risk-free. Full 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 accessed or the 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 as far as possible on a voluntary basis. The data will not be passed on to third parties without your consent.

Processing of personal data

Personal data is any information relating to an identified or identifiable person. A data subject is a person through which personal data is processed. Editing includes any handling of personal data, regardless of the means and procedures used, in particular the storage, disclosure, procuring, deletion, storage, modification, destruction and use of personal data.

We process personal data in accordance with Swiss data protection law. In addition, we process personal data in accordance with the following legal bases in connection with Article 6(1) GDPR:

- lit. a) Processing of personal data with the consent of the data subject.
- lit. b) Processing of personal data for the performance of a contract with the data subject and for the implementation of corresponding pre-contractual measures.
- lit. c) Processing of personal data in order to fulfil a legal obligation to which we are subject to any applicable EU law or, if applicable, of a country in which the GDPR is fully or partially applicable.
- (d) processing of personal data in order to protect the vital interests of the data subject or another natural person.
- lit. f) Processing of personal data in order to safeguard the legitimate interests of us or third parties, unless the fundamental freedoms and fundamental rights as well as the interests of the data subject prevail. Eligible interests are, in particular, our business interest in providing our website, information security, the enforcement of our own legal claims and compliance with Swiss law.

We process personal data for the duration required for the respective purpose. In the case of longer-lasting retention obligations due to legal and other obligations to which we are subject, we restrict the processing accordingly.

Privacy policy for Cookies

This website uses cookies. These are small text files that make it possible to store specific information relating to the user on the user's terminal device while using the website. Cookies make it possible to determine the frequency and number of users of the pages in particular, to analyse behaviours of the use of the pages, but also to make our offer more customer-friendly. Cookies remain stored at the end of a browser session and can be recalled when you visit the site again. If you do not wish to do so, 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 explained by a large number of services, especially in the case of 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 achieved by switching them off in the settings of the browser. Please note that not all functions of this online offer can be used.

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 a site operator. You can recognize an encrypted connection by changing the address line of the browser from "http://" to "https://" and by the lock icon in your browser line.

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

Privacy policy for Server Log Files

The provider of this website automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- operating system used
- Referrer URL
- Host name of the accessing machine
- Time of server request

This data cannot be allocated to specific persons. This data is not merged with other data sources. We reserve the right to check this data retrospectively if we become aware of concrete indications of illegal use.

Services provided by third parties

This website only uses Google Maps for embedding maps, Google Invisible reCAPTCHA for protection against bots and spam, and YouTube for embedding videos.

These services of the American Google LLC use, among other things, cookies and as a result, data is transferred to Google in the USA, whereby we assume that no personal tracking takes place in this context solely through the use of our website.

Google is committed to ensuring adequate data protection in accordance with the US-European and US-Swiss Privacy Shields.

For more information, see Google's Privacy Policy.

Privacy policy for contact form

If you send us enquiries via the contact form, your details from the request form, including the contact details you provide there, will be stored with us for the purpose of processing the request and in case of follow-up questions. We do not share this data without your consent.

Privacy policy for newsletter data

If you wish to receive the newsletter offered on this website, we require you to provide an e-mail address as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. No further data will be collected. We use this data exclusively for the sending of the requested information and do not pass it on to third parties.

You can revoke your consent to the storage of the data, the e-mail address and their use for sending the newsletter at any time, for example via the "Unsubscribe link" in the newsletter.

Privacy policy for Opposition Advertising Emails

The use of contact data published within the scope of the imprint obligation for sending unsolicited advertising and information materials is hereby objected to. The operators of the pages expressly reserve the right to take legal action in the event of unsolicited sending of advertising information, e.g. by spam e-mails.

Using Google Maps

This website uses the offer of Google Maps. This allows us to display interactive maps directly on the website and allow you to use the map function comfortably. By visiting the website, Google receives the information that you have accessed the corresponding subpage of our website. This is done regardless of whether Google provides a user account through which you are logged in or whether there is no user account. If you are logged in to Google, your data will be directly associated with your account. If you do not want to be assigned to your google profile, you must log out before activating the button. Google stores your data as user profiles and uses it for the purposes of advertising, market research and/or the design of its website according to needs. Such an evaluation is carried out in particular (even for unlogged users) for the provision of demand-oriented 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 address Google in order to exercise this. For more information on the purpose and scope of data collection and its processing by Google, please contact us for further information on your rights in this regard and settings options to protect your privacy at: www.google.de/intl/de/policies/privacy.

Use of Google Remarketing

This website uses the remarketing function of Google Inc. The feature is used to present interest-based ads to website visitors within the Google advertising network. A so-called "cookie" is stored in the browser of the website visitor, which makes it possible to recognize the visitor when the visitor accesses websites belonging to Google's advertising network. On these pages, visitors can be presented with advertisements relating to content that the visitor has previously viewed on websites that use Google's remarketing feature.

According to its own information, Google does not collect any personal data during this process. If you still do not want the function Remarketing from Google, you can deactivate it in principle by making the corresponding settings under <http://www.google.com/settings/ads>. Alternatively, you can disable the use of cookies for interest-based advertising through the Advertising Network Initiative by following the instructions in http://www.networkadvertising.org/managing/opt_out.asp.

Using Google reCAPTCHA

This website uses the reCAPTCHA service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). The purpose of the query is to distinguish whether the input is by a human being or by automated, machine processing. The query includes the sending of the IP address and, if necessary, other data required by Google for the service reCAPTCHA to Google. For this purpose, your input will be transmitted to Google and will continue to be used there. However, Google will truncate your IP address beforehand within Member States of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated 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 as part of reCaptcha will not be merged with other data from Google. Your data may also be transferred to the USA. For data transfers to the USA, an adequacy decision of the European Commission, the "Privacy Shield", is available. Google participates in the "Privacy Shield" and has submitted to the requirements. By pressing the query, you consent to the processing of your data. The processing is carried out on the basis of Art. 6 (1) lit. a GDPR with your consent. You can revoke your consent at any time without affecting the legality of the processing carried out on the basis of the consent until the revocation.

Further information on Google reCAPTCHA and the associated privacy policy can be found at: <https://www.google.com/privacy/ads/>

Privacy policy for Google Analytics

This website uses Google Analytics, a web analysis service of Google LL.C., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Through the statistics obtained, we can 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 usage in the settings under "My Data", "Personal Data".

The legal basis for the use of Google Analytics is Art. 6 sec. 1 p. 1 lit. f GDPR. The IP address transmitted by your browser within the scope of Google Analytics will not be merged with other data from Google. Please note that On this website Google Analytics has been extended by the code "`_anonymizeIp();`" to ensure anonymized collection of IP addresses. As a result, IP addresses are processed in a truncated manner, which can be used to exclude personal data. Insofar as the data collected about you is subject to a personal reference, this is immediately excluded and the personal data is deleted immediately.

Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compile reports on website activity and providing other services relating to website activity and internet usage to the website operator. In exceptional cases where personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

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 functions of this website to the full extent. You can also prevent the collection 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 plug-in available at the following link: [disable Google Analytics](#).

You can also prevent the use of Google Analytics by clicking on this link: [Disable Google Analytics](#). This saves 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 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/end device and must therefore be activated separately for each browser, computer or other device.

Privacy policy for Google Ads

This website uses Google's Google Ads online marketing tool ("Google Ads"). Google Ads uses cookies to display ads that are relevant to users, to improve campaign performance reports, or to prevent a user from seeing the same ads multiple times. Using a cookie ID, Google records which ads are displayed in which browser and can thus prevent them from being displayed multiple times. In addition, Google Ads can use cookie IDs to collect so-called conversions related to ad requests. This is the case, for example, when a user sees a Google Ads ad and later uses the same browser to access the advertiser's website and buy something there. According to Google, Google Ads cookies do not contain any personal information.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server. By integrating Google Ads, Google receives the information that you have accessed the corresponding part of our website or clicked on an advertisement from us. If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, there is a possibility that Google will find out and store your IP address.

You can prevent participation in this tracking procedure in several ways:

- by setting your browser software appropriately, in particular, suppressing third-party cookies will prevent you from receiving third-party advertisements;
- by disabling the cookies for conversion tracking by setting your browser to block cookies from the domain "www.googleadservices.com", <https://adssettings.google.com>, which deletes this setting when you delete your cookies;
- by disabling the interest-based ads of the providers that are part of the self-regulatory campaign "About Ads" via the link <https://www.aboutads.info/choices>, which deletes this setting when you delete your cookies;
- by permanently disabling in your browsers Firefox, Internet Explorer or Google Chrome under the link <https://www.google.com/settings/ads/plugin>. We would like to point out that in this case you may not be able to use all functions of this offer to the full extent.

The legal basis for the processing of your data is a balance of interests, according to which the processing of your personal data described above does not preclude overriding interests to the contrary on your part (Art. 6 sec. 1 p. 1 lit. f GDPR). For more information about Google Ads, see https://ads.google.com/intl/de_DE/home/, and Google Privacy In general: <https://www.google.de/intl/de/policies/privacy>. Alternatively, you can visit the Network Advertising Initiative (NAI) website at <https://www.networkadvertising.org>.

Privacy policy for Facebook

This website uses features of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA . When you access our pages with Facebook plug-ins, a connection is established between your browser and the Facebook servers. Data is already being transferred to Facebook. If you have a Facebook account, this data can be linked to it. If you do not wish to assign this data to your Facebook account, please log out of Facebook before visiting our page. Interactions, in particular the use of a comment function or the clicking of a "Like" or "Share" button, are also passed on to Facebook. Learn more at <https://de-de.facebook.com/about/privacy>.

Privacy policy for Instagram

Features of the Instagram service are integrated on our website. These features are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA integrated. If you are logged into 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 we, as the provider of the pages, do not receive any knowledge of the content of the transmitted data as well as their use by Instagram.

For more information, see Instagram's privacy policy: <http://instagram.com/about/legal/privacy/>

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 one of our pages is accessed, which contains LinkedIn features, a connection is made to LinkedIn servers. LinkedIn is informed that you have visited our websites with your IP address. If you click on the "Recommend" button of LinkedIn and are logged into your LinkedIn account, LinkedIn is able to assign your visit to our website to you and your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data as well as their use by LinkedIn.

For more information, see LinkedIn's privacy policy at: <https://www.linkedin.com/legal/privacy-policy>

Privacy policy for Youtube

This website uses plugins from the Google-operated YouTube site. The site is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit one of our sites equipped with a YouTube plugin, a connection is made to the youtube servers. The Youtube server will be informed which of our pages you have visited.

If you are logged in to your YouTube account, you allow YouTube to assign your browsing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account. For more information on how user data is handled, please refer to YouTube's privacy policy at: <https://www.google.de/intl/de/policies/privacy>

Order processing in the online shop with customer account

We process the data of our customers in accordance with the data protection regulations of the Federal Government (Data Protection Act, DSG) and the EU GDPR, within the scope of the ordering processes in our online shop, in order to enable them to select and order the selected products and services, as well as their payment and delivery, or execution.

The data processed includes master data (stock data), communication data, contract data, payment data and the data affected by the processing include our customers, interested parties and other business partners. The processing is carried out for the purpose of the provision of contractual services within the framework of the operation of an online shop, billing, delivery and customer service. We use session cookies, e.B. for storing the shopping cart content and permanent cookies, e.B. for storing the login status.

The processing is carried out on the basis of Art. 6 (1) lit.b (execution of order operations) and c (legally required archiving) GDPR. The information identified as necessary is required for the establishment and performance of the contract. We disclose the data to third parties only within the scope of delivery, payment or within the scope of legal permits and obligations. The data will only be processed in third countries if this is necessary for the performance of the contract (e.B. upon delivery or payment at the request of the customer).

Users can optionally create a user account by viewing their orders in particular. As part of the registration process, the required information will be communicated to the users. The user accounts are not public and cannot be indexed by search engines, e..B g. Google. If users have terminated their user account, their data will be deleted with regard to the user account, subject to their retention, for commercial or tax reasons. Art. 6 sec. 1 lit.c GDPR necessary. Information in the customer's account remains until it is deleted with subsequent archiving in the event of a legal obligation. It is the responsibility of the users to secure their data before the end of the contract if they are terminated.

As part of the registration and re-registration as well as the use of our online services, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests, as well as the user's protection against misuse and other unauthorized use. In principle, this data will not be passed on to third parties, unless it is necessary to pursue our claims or there is a legal obligation to do so in accordance with Art. 6 sec. 1 lit.c GDPR.

The deletion takes place after expiry of legal warranty and comparable obligations, the necessity of the retention of the data is checked at irregular intervals. In the case of the statutory archiving obligations, the deletion takes place after their expiry.

General disclaimer

All information on our website has been carefully checked. We make every effort to offer our information on an up-to-date, correct and complete range of content. Nevertheless, the occurrence of errors cannot be completely excluded, so we cannot guarantee the completeness, correctness and up-to-dateness of information, even in a journalistic and editorial manner. Liability claims arising from material or non-material damage caused by the use of the information offered are excluded, provided that there is no demonstrable intentional or grossly negligent fault.

The publisher may, at its sole discretion and without notice, modify or delete texts and is not obligated to update the contents of this website. The use or access to this website is at the visitor's own risk. The publisher, its clients or partners are not responsible for damages, such as direct, indirect, incidental, predetermined or consequential damages, which are allegedly caused by the visit to this website and therefore assume no liability for this.

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 pages are solely responsible for their content. The publisher thus expressly distances itself from all contents of third parties that may be relevant under criminal law or liability law or violate good morals.

Changes

We may change this Privacy Policy at any time without notice. The current version published on our website applies. Insofar as the Privacy Policy is part of an agreement with you, we will notify you of the change by e-mail or other appropriate means in the event of an update.

Questions to the Data Protection Supervisor

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

Fehraltorf, 03.03.2020

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