



# Privacy Policy

Steinfels Swiss - [www.steinfels-swiss.ch](http://www.steinfels-swiss.ch)

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## **Data privacy – security and protection online**

The topics of data privacy and data security often cause concern and uncertainty about doing business online. We want to counter this uncertainty by providing as much transparency as possible and explaining in detail what data are collected when users browse our website, how and for what purpose the data are used and to whom they may be disclosed. We will also inform you of your rights with regard to our use of your data.

## **Website, online shop and online advertising for B2B customers**

The pages under steinfels-swiss.ch, the online advertisements displayed on them and the products and services offered are aimed at professional business users (B2B) such as restaurants, hotels, homes, hospitals, schools, offices, building cleaners, industrial businesses and procurement organizations (list inconclusive). Personal data are therefore collected exclusively for the purpose of identifying and communicating with people in their functions as business representatives. Except for the personal data listed below, we assume that the remaining data are business-related.

## **Personal data**

Any information about the personal or material circumstances of an identified or identifiable natural person is personal data. Personal data include, for example, your name, your address, your phone number and your date of birth.

Information that cannot be directly or indirectly associated with you, such as the number of users of a site, or the popularity of individual pages, is not personal data. We collect and use this information to optimize our website, e.g. to increase its user-friendliness.

## **Which personal data we collect and why**

In order for you or the business you represent to be able to order goods or services through our website, we require the following personal data so that we can identify you and communicate with you as a business representative:

- Title
- First name, last name
- Your preferred language for correspondence or, if applicable, verbal contact.
- Business e-mail address
- Details of the business (company address / delivery address) you represent and on behalf of which you use our online services

You provide us with these details when you sign up as a guest or create a customer account. For the purpose of system security, when you visit our website, the web servers automatically save connection data relating to the computer or device used to access it, the pages you visit on our website, the date and duration of your visit, the type of browser and operating system used, as well as the website from which you were referred to us. These data are stored in anonymized form from the beginning so that they cannot be attributed to identified or identifiable persons or businesses.

## **Consent**

When you enter your details to sign up as a guest or create an individual customer account and/or when you use our website without signing up, you confirm that you are familiar with this



Privacy Policy and that you agree to the collection, processing, use and transfer of your data within the scope of the purposes described in this Policy.

### **How we use cookies**

Using cookies allows us to make your visit to our website more enjoyable. The cookies we use help us to improve the website design, to make navigation easier for you and to offer a highly user-friendly experience in general.

Cookies are text files that are placed on your hard drive when you visit a website. They allow information to be held for a specific period of time, and the user's computer or device to be identified.

If you accept our cookie policy, the cookies will remain on your computer unless you delete them. You can prevent your data from being collected and stored by this service at any time by deactivating this in your browser.

### **How we use Google Analytics**

Our website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). Google Analytics uses cookies which are saved onto your computer and which are used to analyse how you use our website. The information about your use of our website obtained via the cookies is usually transmitted to a Google server in the USA and stored there. According to Google, the IP address transferred by your browser for Google Analytics is not merged with other Google data records but it is synchronized with other Google system technologies (e.g. DoubleClick). For more detailed information please refer to the 'Targeted online advertising' section below. Google also states that it will only transmit these data to third parties if it is legally required to do so, or for the purpose of external data processing.

By using our website, you declare your consent to data about you being processed by Google, the manner of the data processing described above, and the aforementioned purpose. You can block cookies in your browser settings. You can also prevent Google from collecting and processing your data by downloading and installing the browser plug-in available here: <https://tools.google.com/dlpage/gaoptout>.

For more information on the terms of use and data privacy please visit:

- <https://www.google.com/analytics/terms/gb.html>
- <https://policies.google.com/>

### **How we use social plug-ins**

Our website uses third-party social plug-ins, e.g. from Facebook, Twitter and Google+. The plug-ins are marked with the provider's logo and may consist of, for example, a Like button or a Google+ or Twitter button.

When you visit a web page that contains one of these plug-ins, your browser sets up a direct connection to the provider's servers. The provider's systems transfer the content of the plug-in directly to your browser which then integrates it into the page. This allows the plug-in to notify the provider that you have visited our website. If you are registered and logged in on the provider's site at the same time, the provider can associate your visit with your profile. When you interact with the plug-ins (e.g. by pressing the Like button or posting a comment) the browser sends the respective information straight to the provider and stores it there.



Even if you are logged out, providers of social plug-ins can collect anonymized data using a cookie. These data may be associated with your profile if you log into the provider at a later stage.

Please refer to the providers' data privacy policies for information about the scope and purpose of data collection, how they process your data as well as your rights and options to protect your privacy.

- Facebook Ireland Ltd. and Facebook, Inc.: <https://www.facebook.com/policy>
- Google Inc.: <https://policies.google.com/privacy>
- Twitter Inc.: <https://twitter.com/privacy>

If you wish to prevent providers from collecting your data via these cookies, you can select "Block cookies from third parties" in your browser settings. When your browser loads embedded content from other providers, it will not send cookies to their servers.

**Targeted online advertising**

Our website collects and processes anonymous information about your usage behaviour (e.g. which main pages and sections you visited and which products you were interested in). We use these data to present you with adverts that relate to your interests and offer added value. To track your usage behaviour, a cookie is placed on your computer and linked to the respective pixel on our website. We use the tools listed below permanently or temporarily and work with the providers listed to optimize our advertising according to your user interests. This information is stored using a pseudonym (a non-personalized ID number) so that it cannot be used to identify you. You can prevent cookies from being stored by selecting "Block cookies" in your browser settings. You can also configure your browser to ask for your permission before allowing cookies to be placed on your computer or device. Finally, you can also delete cookies at any time. We use the following tools and providers to collect data for targeted online advertising.

Tool / provider	Data privacy information and opt-out option
Google AdWords Conversion	<a href="https://support.google.com/adwords/answer/1722022">https://support.google.com/adwords/answer/1722022</a> <a href="https://adssettings.google.com/u/0/authenticated">https://adssettings.google.com/u/0/authenticated</a>
Google Dynamic Re-marketing	<a href="https://policies.google.com/">https://policies.google.com/</a> <a href="https://adssettings.google.com/u/0/authenticated">https://adssettings.google.com/u/0/authenticated</a>
Google Analytics	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a> <a href="https://www.google.com/analytics/terms/gb.html">https://www.google.com/analytics/terms/gb.html</a> <a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a> <a href="https://support.google.com/chrome/answer/95464">https://support.google.com/chrome/answer/95464</a>
Google DoubleClick	<a href="https://policies.google.com/">https://policies.google.com/</a> <a href="https://adssettings.google.com/u/0/authenticated">https://adssettings.google.com/u/0/authenticated</a>



Facebook	<a href="https://www.facebook.com/privacy/explanation">https://www.facebook.com/privacy/explanation</a> <a href="https://www.facebook.com/login.php?next=https%3A%2F%2Fwww.facebook.com%2Fsettings%2F%3Ftab%3Dads#_=_">https://www.facebook.com/login.php?next=https%3A%2F%2Fwww.facebook.com%2Fsettings%2F%3Ftab%3Dads#_=_</a>
Twitter	<a href="https://twitter.com/privacy">https://twitter.com/privacy</a> <a href="https://twitter.com/personalization">https://twitter.com/personalization</a>

### **How we use customer master data**

When you place orders with us via an active customer account, we process these specific data records to improve our personalized advertising. We use the data records only to create dynamic content and target group segments, for example to display brand-specific promotions or interest-based advertising (banner, web page or newsletter). We also create non-personal target group segments from all the customer data. The customer accounts are protected from external access by multiple levels of security in our IT system environment.

### **Prize draws, competitions and similar promotions**

Users can take part in prize draws, competitions and similar promotions on our website. To carry out these promotions, we may collect and process personal data (as explained in **Which data we collect and why**). Any personal data entered under such a promotion are used for conducting the promotion, e.g. for determining and notifying the winners and sending out the prizes.



## Newsletter

In the context of our sales activities in Switzerland, prize draws, competitions and similar promotions, we collect customer contact details (including business e-mail addresses) and use these for targeted newsletter mailings in observation of the Swiss Federal Act Against Unfair Competition (UWG At. 3 lit. O, <https://www.admin.ch/opc/de/classified-compilation/19860391/>).

You or your business can also subscribe directly to our free newsletter on our website. The newsletters may contain news, special offers, advertising, product information and competitions.

To subscribe you to the newsletter, we require the following information:

- Business e-mail address
- First name, last name
- Company name
- Postcode (company address)
- Your preferred language

You will only receive the newsletter if you actively register for it in a double opt-in process. After you subscribe to the newsletter you will therefore receive an e-mail in which you are requested to confirm your subscription. You can unsubscribe from the newsletter at any time using the Unsubscribe link which is provided in every newsletter.

We track how you use our newsletter (e.g. whether you open it and which web links you click). We evaluate these data for statistical purposes so that we can adjust the content of the newsletters to your interests.

## Forms

On our website we give users the option of contacting us about various topics. Depending on the context for making contact, the form requires you to enter various personal details (in accordance with **Which personal data we collect and why**) as well as the nature of your request. The data serve the purpose of establishing contact and ensuring that the client can be addressed correctly and appropriately.

## Data security

The data are transmitted on a secure SSL connection preventing unauthorized third parties from reading your data during transmission. You can recognize SSL-protected sites because their URL begins with **https://**. Most browsers also display a small closed padlock (e.g. in the status bar at the bottom/top of the screen).

## Links to other websites

Our website contains links, images and embedded video content that link to third-party websites. This Privacy Policy does not extend to other providers. We cannot influence over the compliance of the operators of such sites with data protection regulations and accept no liability for the accuracy, timeliness and completeness of information provided therein.



### **Disclosure of data to third parties**

We may pass on all the data we collect to businesses and units within the Coop Cooperative who may use the data in the same way as we do. Furthermore, we pass your data on to third parties provided that this is necessary for order processing (e.g. for a delivery) or if these businesses process the data on our behalf on a contractual basis. In addition, external service providers may be commissioned and instructed to operate our website or send out letters or e-mails, among other things. All external service providers receive personal data only to the extent necessary in order to provide the specifically agreed service. The data will not be passed on to uninvolved third parties unless we are obliged to disclose and transmit the data for legal reasons or through a court decision.

### **Your rights**

You can withdraw any consent you have given to the collection and processing of your personal data at any time. Any data processing already done remains unaffected by this revocation of consent. Within the scope of the applicable legal provisions, you have the right to be informed, free of charge and at any time, of the personal data that we store about you, their origin, any recipients and the purpose of data processing, and should you so wish, to have your personal data corrected, blocked or deleted.

### **Contact addresses**

For any queries relating to your personal data please contact us by sending an e-mail to [info@steinfels-swiss.ch](mailto:info@steinfels-swiss.ch).

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