

## 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. 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.

### 5. 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.

## **6. 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 by bc medien ag, Privacy, Pumpwerkstrasse 11, 4142 Münchenstein, info@onlinedruck.ch.

## **7. 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.

## **8. 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 July 2016  
bc medien ag