

# Data protection

We appreciate your interest in our website. The protection of your personal data during the collection, processing and use during your visit to our website is very important to us.

## 1. Personal data

Personal information is information that can be used to discover your identity. This includes your name, address, mailing address and telephone number. Information that is not associated with your identity (such as the number of users of a website) is not included. You can use our online offer without revealing your identity.

When you visit our website or use our services, the device that you use to access the page automatically transmits log data (connection data) to our servers. Log information includes the IP address of the device used to access the website or service, the type of browser you access, the page you have previously visited, your system configuration, and the date and time information. The IP addresses are only stored if necessary, for the provision of our services. Otherwise, the IP addresses are deleted or anonymized. Your IP address when visiting our website, we save up to 7 days to detect and defend against attacks.

When you request information, order e-books or make other inquiries, we ask for your name and other personal information. It is your choice whether to enter this information. We store your information on specially protected servers in Switzerland. Following an appropriate examination, the EU Commission has certified Switzerland a level of data protection comparable to EU law. Data transmission from the EU to Switzerland is permitted under data protection law. Access to it is only possible for a few authorized persons. These are responsible for the technical, commercial or editorial support of the content and servers.

Insofar as the usage or traffic data are required for our services, they will be stored for a maximum of six months after collection of the data. If the data is required to fulfill existing statutory or contractual retention periods (for example, invoices), that information will also be stored. However, these data are locked and accessible to few, authorized persons via passwords.

### **Right to object to data collection in special cases and direct mail (Article 21 GDPR)**

If the data processing on the basis of Art. 6 para. 1 lit. e or f DSGVO, you have the right at any time to object to the processing of your personal data for reasons that arise from your particular situation; this also applies to profiling based on these provisions. The respective legal basis on which a processing is based can be found in this privacy policy. If you object, we will cease processing your personal data unless we can provide evidence of compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or processing for the purpose of enforcing, pursuing or defending legal claims (Objection according to Art. 21 Abs. 1 DSGVO).

If your personal data is processed to operate direct mail, you have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct mail. If you object, your personal data will then no longer be used for the purpose of direct advertising (objection under Art. 21 (2) GDPR).

### **Right to restriction of processing**

You have the right to request the restriction of the processing of your personal data. You can contact us at any time at the address given in the imprint.

### **The right to restrict processing exists in the following cases:**

- If you deny the accuracy of your personal information stored with us, we usually need time to verify this. For the duration of the audit you have the right to request the restriction of the processing of your personal data.
- If the processing of your personal data is unlawful, you may request the restriction of data processing instead of deletion.
- If we no longer need your personal information but you need it for the purpose of exercising, defending or enforcing legal claims, you have the right to demand that your personal data be restricted instead of being deleted.
- If you have filed an objection pursuant to Art. 21 (1) GDPR, a balance must be struck between your interests and ours. As long as it is not clear whose interests prevail, you have the right to demand the restriction of the processing of your personal data.

If you have restricted the processing of your personal data, these data may only be used with your consent or for the purposes of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person or for important public interest the European Union or a Member State.

## **2. Disclosure of personal data to third parties**

We use your personal information only for the purpose of use by us. We do not share the data with third parties without your express consent. Insofar as we are legally obliged to do so or by court order, we will forward your data to authorized sources.

## **3. Use of cookies**

Internet cookies are small data packets stored by your browser on your computer's hard disk drive. We use cookies on our website. Such cookies are necessary so that you can freely browse the website and use its features; this is u. a. also access to secure areas of the site. Cookies are also necessary for the function of the shopping cart for shop orders for technical reasons.

Most browsers are set to automatically accept cookies. However, you can disable the storage of cookies or set your browser to notify you when cookies are sent.

These are cookies that are used by the Worldsoft CMS, with which this website is created, depending on the modules used:

User cookie	365 days	logged in user
session_name	15 min.	session
wslanguage	15 min.	Selected language
install_language *	15 min.	Language of the CMS installation
ws_delayedPopup_*	1825 days	popup only once
wspollsvoterid	30 days	survey / only one answer possible
reseller_nr	90 days	Determination of the reseller

wsshopbasketid	30 Days	Shop Module - Cart
wsvote_*	15 min.	Voting module first-party

#### **4. Protection of minors**

Children and persons under the age of 18 should not submit any personal information to us without the consent of their parents or guardians.

#### **5. Links to other websites**

Our online offer contains links to other websites. We have no control over their operators' compliance with data protection regulations.

#### **6. CRM (Worldsoft Business Suite) and newsletter**

This website uses the Worldsoft Business Suite (WBS). Provider is Worldsoft AG, Churerstrasse 158, 8808 Pfäffikon, Switzerland. The Worldsoft Business Suite (WBS) is a CRM (Customer Relationship Management), with which data can be organized and analyzed. If you provide us with your personal data via a web form or when placing an order, this data will be stored on the servers of Worldsoft AG in Switzerland. Following an appropriate examination, the EU Commission has certified Switzerland a level of data protection comparable to EU law. Data transmission from the EU to Switzerland is permitted under data protection law.

We refer you to our privacy policy before submitting your data. By submitting the data, you agree that we may collect, process and use your personal data in accordance with the statutory provisions. The purpose of the use results from the context in the transmission of your data. Your data will be used for the purpose for which it was originally collected. Example: If you order a product on our website, your data will be used to create and send the invoice and for any queries.

##### **Legal basis**

The data processing takes place on the basis of your consent (Art. 6 (1) lit. DSGVO). You can revoke this consent at any time. The legality of the already completed data processing operations remains unaffected by the revocation.

##### **Data analysis by the WBS**

The WBS enables us to subdivide prospective customers and customers according to various categories (so-called tagging). In this case, the address entries can be e.g. by gender, personal preference (e.g., vegetarian or non-vegetarian) or customer relationship (e.g., customer or potential customer).

##### **Storage time**

The data you provide us with will be stored until your consent is revoked. After revoking your consent, your data will be deleted both from our servers and from the servers of Worldsoft AG. For further information, please refer to the privacy policy of Worldsoft AG at: [www.worldsoft.info/5765](http://www.worldsoft.info/5765)

##### **Newsletter data**

With the Worldsoft Business Suite (WBS) can u.a. the dispatch of newsletters can be organized and analyzed. The data entered by you for the purpose of newsletter subscription is stored on the servers

of Worldsoft AG. If you would like to receive the newsletter offered on the website, we will need an e-mail address or telephone number for SMS, as well as information that allows us to verify that you are the owner of the given e-mail address or telephone number and agree to the receipt of the newsletter. Further data are not collected or only on a voluntary basis. We use this data exclusively for the delivery of the requested information and do not pass it on to third parties. The data entered by you for the purpose of newsletter subscription is stored on the servers of Worldsoft AG.

The processing of the data entered into the newsletter registration form takes place exclusively on the basis of your consent (Art. 6 (1) lit. DSGVO). You can revoke your consent to the storage of data, the e-mail address and its use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. The legality of the already completed data processing operations remains unaffected by the revocation. The data deposited with us for the purpose of obtaining the newsletter will be stored by us from the newsletter until your cancellation and will be deleted after cancellation of the newsletter. Data that has been stored for other purposes with us (such as e-mail addresses for the members area) remain unaffected.

### **Data analysis by the WBS**

If we send out newsletters with the help of the WBS, we can determine if a newsletter message has been opened and which links have been clicked on.

The WBS also allows us to divide the newsletter recipients into different categories (so-called tagging). In this case, the newsletter recipients can be e.g. by gender, personal preference (e.g., vegetarian or non-vegetarian) or customer relationship (e.g., customer or potential customer). In this way, the newsletters can be better adapted to the respective target groups. For more information visit: [www.worldsoft.info/5243/wbs](http://www.worldsoft.info/5243/wbs)

If you do not want an analysis by the HBS, you have to unsubscribe from the newsletter. For this we provide in each newsletter message a corresponding link. Data that has been stored for other purposes with us (for example, email addresses for the members area, address information for the billing) remain unaffected.

## **7. Google Analytics**

We use Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google uses cookies. The information generated by the cookie about the use of the online offer by the users are usually transmitted to a Google server in the USA and stored there. Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities within this online offer and to provide us with further services related to the use of this online offer and the internet usage. In this case, pseudonymous user profiles of the processed data can be created.

We only use Google Analytics with activated IP anonymization. This means that the IP address of the users is shortened by Google 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 sent to a Google server in the US and shortened there. The IP address submitted by the user's browser will not be merged with other data provided by Google. Users can prevent the storage of cookies by setting their browser software accordingly; Users may also prevent the collection by Google of the data generated by the cookie and related to its use of the online offer as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

Mobile users also have the option of OptOuts for storing cookies: [Disable Google Analytics](#)

For more information about Google's use of the Google data, hiring and opt-out options, please visit Google's websites at: [www.google.com/intl/de/policies/privacy/partners/](http://www.google.com/intl/de/policies/privacy/partners/) ("Google's use of your data when using our or our apps Partners"), [www.google.com/policies/technologies/ads](http://www.google.com/policies/technologies/ads) (" Use of Advertising Data"), [www.google.de/settings/ads](http://www.google.de/settings/ads) (" Managing Information Google Uses to Show You Advertisements ") and [www.google.com/ads/preferences/](http://www.google.com/ads/preferences/) ("Determine which advertising Google shows you ").

## **8. Social media with Shariff module**

The usual social media plug-ins (shown as buttons on the website) transfer the user data to the social platforms (Facebook & Co) each time a page is viewed. Some of these plugins give social networks information about your surfing behavior. You do not have to be logged in or be a member of the network. We use the Shariff module on our website. A Shariff button does not establish direct contact between a social network and you until you actively click on the Share button. Shariff thus prevents users from leaving a digital track on every page they visit and improves data protection. You can like, + 1en or tweet with the Shariff module - the respective social network does not receive more information.

## **9. Plugins and Tools**

### **DISQUS - comment platform**

For the commentary function e.g. For blog posts, this site uses the DISQUS platform. DISQUS is an online public comment sharing platform where users can log in and create profiles to engage in conversations with like-minded people and enjoy an interactive experience.

If you write comments on blog posts and create a profile for yourself, use DISQUS. This means that your profile data and IP address will be transmitted to this company and stored on the company's servers in the US. The provider of this page has no influence on this data transfer. They can avoid this by not creating a user profile in DISQUS.

The DISQUS privacy information can be found here: <https://help.disqus.com/terms-and-policies/disqus-privacy-policy>

### **Google Web Fonts**

This site uses so-called web fonts from Google for the uniform representation of fonts. When you call up a page, your browser loads the required web fonts into your browser cache to correctly display texts and fonts. However, for this purpose, the browser you use does not connect to Google's servers, but accesses the Worldsoft servers in Switzerland. Google is not aware that your website has been accessed through your IP address. However, Worldsoft obtains knowledge of your IP address as part of the use of the website. The handling of your IP address is described in point 1, paragraph 2 of this privacy policy. The use of Google Web Fonts is in the interest of a consistent and attractive presentation of our online services. If your browser does not support web fonts, a default font will be used by your computer.

### **Google Maps**

This site uses the mapping service Google Maps via an API. Provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. To use the features of Google Maps, it is necessary to save your IP address. This information is usually transmitted to and stored by Google on servers in the United States. The provider of this page has no influence on this data transfer. The use of Google Maps is for the sake of an appealing presentation of our online offers and an easy

findability of the places we specify on the website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO. More information on how to deal with user data can be found in the Google Privacy Policy: <https://www.google.com/intl/en/policies/privacy/>.

## **YouTube**

Our website uses plugins from the Google-powered YouTube page. Site operator is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you visit any of our YouTube plug-in-enabled sites, you will be connected to the servers of YouTube. It tells the YouTube server which of our pages you've visited. If you are logged in to your YouTube account, YouTube will allow you to associate your browsing behavior directly with your personal profile. You can prevent this by logging out of your YouTube account. The use of YouTube is in the interest of an attractive presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO. For more information on how to deal with user data, please refer to the YouTube Privacy Policy at: [www.google.com/intl/en/policies/privacy](http://www.google.com/intl/en/policies/privacy).

## **10. Contact**

### **HOFFMANN Technics AG**

Sittertalstrasse 34

CH-9014 St.Gallen

Switzerland

[T +41 71 223 26 87](tel:+41712232687)

F +41 71 223 27 87

[info@hoffmann-tech.ch](mailto:info@hoffmann-tech.ch)

### **Your affected rights**

You can exercise the following rights at any time under the contact details provided:

- Information about your stored data and their processing,
- correction of incorrect personal data,
- deletion of your stored data,
- Restriction of data processing, if we are not yet allowed to delete your data due to legal obligations,
- Objection to the processing of your data with us and
- Data portability, if you have consented to the data processing or have concluded a contract with us.

If you have given us your consent, you can revoke it at any time with effect for the future.

You can always contact the supervisory authority responsible for you with a complaint. Your competent supervisory authority depends on the state or canton of your domicile, work or alleged violation. A list of supervisory authorities with addresses for Germany (for the non-public sector) and Switzerland and Austria (European Data Protection Supervisor) can be found at:

[www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](http://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html).