

## **Data privacy declaration from DKB Household Distribution AG**

### **1. APPLICABILITY**

- 1.1** This data privacy declaration is intended to inform users about the nature, scope and purpose of the collecting and utilisation of data by the provider, DKB Household Distribution AG, Eggbühlstrasse 28, 8050 Zurich (hereinafter referred to as the "provider") on its websites (hereinafter referred to as the "offer").
- 1.2** The legal basis for data protection can be found in the Federal Data Protection Act (DPA).

### **2. PROCESSED DATA**

#### **2.1 PROTOCOL DATA**

The provider (or his webspace provider) collects data about every access made to the offer (so-called server log files). This access data also includes: name of the web page that was called up, the file, date and time of the call up, transmitted data volume, notification of a successful call up, browser type and version that was used, the user's operating system, referrer URL, the IP address and the requesting provider (hereinafter referred to as the "protocol data").

The provider will only use the protocol data for statistically evaluating the operation purpose, security and for optimising the offer. However, the provider reserves the right to check the protocol data at a later date, e.g. if there is a reasonable suspicion of unlawful use, but not exclusively just for this purpose.

#### **2.2 PERSONAL DATA**

Personal data is information that can be used to identify a person, i.e. information that can be traced back to a specific person. This includes the person's name, email address or the telephone number as well as, but not exclusively, data relating to preferences, hobbies, memberships or the websites that were called up (hereinafter referred to as "personal data").

Personal data will be collected, used and passed on by the provider only if this is legally permitted or if the user agrees to the collecting of his/her private data.

#### **2.3 DATA USED FOR THE PURPOSE OF MAKING CONTACT**

When contacting the provider (e.g. via a contact form or email), the user's details are stored for the purpose of processing the inquiry and in the event of follow-up questions arising.

#### **2.4 DATA FOR THE NEWSLETTER**

The newsletter is used to inform users about the provider's offers.

In order to receive the newsletters, the provider requires the user's valid email address as well as information that proves the user to be the owner of the specified email address and confirmation that the owner agrees to receive the newsletters. No other data will be collected. This data will only be used for sending out the newsletter and it will not be passed on to third parties.

The IP address and the date of the registration will be stored when registering for the newsletter. This storage process is solely for verification in the event that a third party misuses an email address and logs in without the person entitled to receive the newsletter knowing about it.

The user's consent to the storing of the data and the email address as well as their use for sending out the newsletters can be revoked at any time. The cancellation can take place via a link displayed in the newsletters in the user's profile or by informing one of the contact options listed there.

### **3. INTERLINKING OF SERVICES AND THIRD PARTY CONTENT**

It might happen that content from third parties, such as but not limited to, videos from YouTube, maps from Google Maps, RSS feeds or graphics from other websites may be included within the offer. This always assumes that the providers of these contents (hereinafter referred to as "third-party providers") are aware of the user's IP address. The IP address is needed for displaying these contents. The provider will endeavour to use the IP address of the third-party provider only for delivering the content. However, the provider has no authority should the third-party provider decide to store the IP address, e.g. for statistical purposes. The user will be informed about this should it become known.

The provider assumes no liability for the correctness of the information regarding the services and contents from third-party providers, nor does the information displayed here constitute an obligation or liability for the provider.

### **4. COOKIES**

Cookies are small files that allow you to store specific information relating to the user's access device (PC, smartphone, etc.). One hand they are used to monitor the user friendliness of websites as well as the users (e.g. storage of log-in data). On the other hand, they ensure that the statistical data from website users is collected for the purpose of analysing how the offer can be improved. Users can influence the use of cookies. The majority of browsers have an option for restricting or preventing cookies from being stored. However, it should be noted that the usage and especially the usability will be restricted without cookies.

Users have the ability to access and manage many of the company's online advert cookies via the US site at: <http://www.aboutads.info/choices/> or the EU site at: <http://www.youronlinechoices.com/uk/your-ad-choices/>.

## **5. USE OF GOOGLE ANALYTICS**

Google Analytics is a web analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). Google Analytics uses so-called "cookies", which are text files that are stored on users' computers and which allow website usage to be analysed via them. Information about the use of this website by the users that was collected by them is generally sent to a Google server in the USA and stored there.

However, in the event of activation of IP anonymization in the offer, the IP address belonging to the Google user is initially shortened within member states of the European Union or in other states contracted to the European Economic Area agreement. Only in exceptional cases will the full IP address be transferred to a Google server in the US and it be shortened there. IP anonymising is active in the offer. Google will use this information to evaluate the usage of the offer by the users, to compile reports on the website activities and to provide other services related to the website usage and the internet usage for the website operator on behalf of the provider of this offer.

The IP address submitted by your browser as part of Google Analytics will not be pooled with other Google data. Users can prevent cookies from being stored by using the relevant setting in their browser software; however, the provider would like to point out to the user that you may not be able to use all of the offer's functions in this case. Users can also prevent collection of the related data (including your IP address) generated by the cookie and by them using the offer as well as the processing of this data by Google by using the browser plugins available from the following link for downloading and installing:  
<http://tools.google.com/dlpage/gaoptout?hl=de>.

This link can be used to prevent future collection by Google Analytics within the offer as an alternative to the browser add-on or within browsers on mobile devices. An opt-out cookie will be stored on the user's device. If the user deletes the cookies, then he/she will have to click on the link again.

The provider assumes no liability for the correctness of the information regarding Google Analytics and/or Google, nor does the information displayed here constitute an obligation or liability for the provider.

## **6. USE OF FACEBOOK SOCIAL PLUGINS**

Facebook social plugins are a service provided by the [www.facebook.com](http://www.facebook.com) social network and is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (hereinafter referred to as "Facebook"); it uses social plugins (hereinafter referred to as "plugins"). The plugins are visible as one of the

Facebook logos (white "f" on a blue tile or a "thumb up" sign) or are marked with a "Facebook social plugin" extension. The list and the appearance of the Facebook social plugins can be seen here:

<https://developers.facebook.com/docs/plugins/>.

When a user calls up an offer's website that contains such a plugin, his browser then creates a direct connection to the Facebook servers. The plugin's content is transmitted from Facebook directly to the user's browser and integrated into the website. Consequently, the provider has no influence over the extent of the data that Facebook collects from using these plugins and will therefore inform the user according to the best of his knowledge.

By integrating the plugins, Facebook receives information that a user has called up the corresponding page in the offer. If the user is logged into Facebook, then Facebook can assign the visit to his Facebook account. If a user interacts with the plugins, e.g. by pressing the Like button or making a comment, then the corresponding information is transmitted directly from the user's browser to Facebook and stored there. If a user is not a member of Facebook, then the possibility exists that Facebook will find out his/her IP address and save it. According to Facebook, only an anonymous IP address is stored in Switzerland.

The purpose and scope of the data collecting and further processing as well as use of the data by Facebook and the rights and settings for the protection of user's data privacy can be found in Facebook's Privacy Notice at:

<https://www.facebook.com/about/privacy/>.

If a user is a member of Facebook and does not want Facebook to collect data about him through this offer and to link it with his membership data stored by Facebook, then he/she must log out of Facebook before visiting the internet site.

It is also possible to block Facebook social plugins using browser add-ons, e.g. by using "Facebook blocker".

The provider assumes no liability for the correctness of the information regarding Facebook Social Plugins and/or Facebook, nor does the information displayed here constitute an obligation or liability for the provider.

## **7. USING TWITTER**

The offer uses the Twitter service buttons. These buttons are provided by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA (hereinafter referred to as "Twitter"). They are linked to terms such as "Twitter" or "Follow" and they are indicated by a stylised bluebird. It is possible to share a post or page of this offer on Twitter or to follow the provider on Twitter by using the buttons.

When a user calls up an offer's website that contains such a button, his browser then creates a direct connection to the Twitter servers. The content of the Twitter buttons is then transmitted directly from Twitter to the user's browser. Consequently, the provider has no influence over the extent of the data that Twitter collects from using these plugins and will therefore inform the user according to the best of his knowledge. Accordingly, only the user's IP address and the URL of the relevant website are transmitted in relation to the button, but not for purposes other than that represented by the button.

For more detailed information, see Twitter's privacy statement at: <http://twitter.com/privacy>.

The provider assumes no liability for the correctness of the information regarding Twitter, nor does the information displayed here constitute an obligation or liability for the provider.

## **8. RETRACTION, CHANGES CORRECTIONS AND UPDATES**

The user has the right, upon request, to receive information from the provider free-of-charge about the processing of his/her data.

The user also has the right to correct any incorrect data, block or delete his personal data provided that no statutory retention requirement exists.

Enquiries or applications should be sent in writing to:

DKB Household Distribution AG, Eggbühlstrasse 28, Postfach, 8050 Zurich, Switzerland.