

Privacy Policy

Thank you for your interest in our website!

The protection of your privacy is very important to us. Below you will find detailed information regarding how we handle your data. We treat all customer data confidentially and comply with the requirements of Swiss data protection legislation.

Collection, processing and use of personal data

You can use our pages without providing any personal information. Even if you are brought to our website via newsletter links, we only store access data without personal reference such as:

- the name of your internet service provider - the page that refers you to us - the name of the requested file

This data is only used to improve and to deliver our website and cannot be traced back to you personally.

We collect, store and process your data for order processing and possible later warranty processing as well as for advertising purposes. We collect personal data if you voluntarily provide it to us when placing your order, opening a customer account or registering for the newsletter or as a result of processing your order. We transfer personal data to service providers (transport companies, logistics companies, banks) for the purpose of fulfilling orders. Depending on the specific circumstances, data processing is based on your consent or is necessary for the fulfilment of the contract concluded with you, for our legal obligations or to protect our overriding legitimate interests (website optimisation and troubleshooting).

The personal data will be deleted or blocked as soon as the purpose of storage ceases to apply. Furthermore, data may be stored if this has been stipulated by law.



Your rights

You can request confirmation from the controller free of charge as to whether we process personal data relating to you and, if applicable, which data. If such processing is performed, you can revoke your consent at any time with effect for the future and may demand immediate correction and/or completion as well as possible deletion of your processed personal data.

Email advertising

If you have registered separately for the newsletter, we will use your email address for our own advertising purposes until you unsubscribe from the newsletter. You can unsubscribe at any time without incurring any costs other than the transmission costs in accordance with the basic rates of your access provider. We will delete the user's email address after subscription.

Use of cookies

We use cookies on our website. Cookies are small files that are stored on your data carrier and which store certain settings and data for exchange with our system via your browser. This storage helps us to design the website for you and makes it easier for you to use, for example by saving certain entries that you made so that you do not have to constantly reenter them. Your browser allows you to set restrictions for the use of cookies – this can cause our website to no longer function for you or only function to a limited extent.

Session cookies

Session cookies are deleted after you close your browser.

Persistent cookies

We use cookies that remain on your hard drive. Their expiry time is conveniently set for you to a date of your choice in the future. When visiting us again, the fact that you have already visited is automatically recognised as well as which entries and settings you prefer.

Data security

During the order process, your payment data is transmitted over the internet in encrypted form. We protect our website and other systems against loss, destruction, access, modification and distribution of your data by unauthorised persons by means of technical and organisational measures. You should always keep your access information confidential and close the browser window when you have finished communicating with us, especially if you share your computer with others.



Contact person for data protection

If you have any questions regarding the collection, processing or use of your personal data, or for information, correction, blocking or deletion of data or revocation of granted consent, please contact our data protection officer:

Benno Mock

Weissbadstrasse 14

9050 Appenzell, Switzerland

datenschutz@mytranslate.com

Revocation of consent

Where necessary, you gave us your express consent to use your data. We would like to point out that you can revoke your consent at any time with effect for the future.

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", text files that are stored on your computer and which allow an analysis of the use of your website usage. The information generated by the cookie about your use of this website is generally transferred to a Google server in the USA and stored there. However, because the code "gat._anonymizeIp();" has been added to Google Analytics on this website, your IP address will be abridged by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area (IP masking). Only in exceptional cases will the full IP address be transferred to a Google server in the US and abbreviated there. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity, and to provide the website operator with other services related to website and internet usage. Data processing is necessary to safeguard our legitimate interest in optimising the content of our website and correcting errors.

You can prevent cookies from being saved by configuring your browser software accordingly; however, we would like to point out that in this case you may not be able to fully utilise all the functions of this website. In addition, you may prevent Google from tracking the data (including your IP address) generated by the cookie and your use of the website (including your IP address), in addition to the processing of this data by Google, by clicking on the following link (<http://tools.google.com/dlpage/gaoptout?hl=en>) and [downloading and installing the available browser plugin](#) For more information, please visit <http://tools.google.com/dlpage/gaoptout?hl=en> or <http://www.google.com/intl/en/analytics/privacyoverview.html> (general information about Google Analytics and data protection).



Google Adservices

We use the "Google AdWords" service from Google Inc ("Google"), whereby conversion tracking is used to measure the success of advertisements. If you accessed our website via a Google ad, a conversion tracking cookie is stored on your computer. These conversion cookies lose their validity after 30 days, do not contain any personal data and are therefore not used for the purpose of personal identification. When you visit a website with a (still) valid cookie, Google and thus we will recognise that you clicked on an ad and were directed to our site. The information collected in this way is used to generate visit statistics. This means the number of clicks on our ads is registered and which pages of our website are subsequently accessed. For more information about Google's use of the data, please visit <https://policies.google.com/?hl=en>.

Data processing is necessary to safeguard our legitimate interest in the targeted design of our advertising.

You can prevent cookies from being stored by configuring your browser accordingly; for example, by deactivating cookies generally or, in particular, those at the domain "googleadservices.com". You can also use the opt-out option provided by Google itself at <https://adssettings.google.com/>

etracker.com

This website uses etracker technology (www.etracker.com) to collect and store data for marketing and optimisation purposes. Usage profiles can be created from this data using a pseudonym. Cookies may be used for this purpose. Cookies are small text files that are stored locally in the cache of the visitor's internet browser. These cookies enable the internet browser to be recognised. The data collected by etracker technologies will not be used to personally identify the visitor to this website without the data subject's explicit consent and will not be combined with personal data relating to the bearer of the pseudonym. The collection and storage of data can be revoked at any time at <http://www.etracker.de/privacy?et=v8KZGE> with effect for the future.

Data processing is necessary to safeguard our legitimate interest in optimising the content of our website and correcting errors.

Adobe Typekit web fonts

Our website uses web fonts from Adobe Typekit to display certain fonts in a uniform manner. The provider is Adobe Systems Incorporated, 345 Park Avenue, San Jose, CA 95110-2704, USA (Adobe). Adobe is certified under the EU-US Privacy Shield.

When you visit our website, your browser loads the required fonts directly from Adobe to display them correctly on your device. Your browser connects to the Adobe servers in the



USA. This tells Adobe that your IP address has been used to access our website. According to Adobe, no cookies are stored on the end device when the fonts are provided.

Data processing is necessary to safeguard our legitimate interest in ensuring a uniform text appearance on our website.

Adobe's Privacy Policy can be found at: <https://www.adobe.com/uk/privacy/policy.html>

