



## **Privacy policy**

### **Initial situation**

As the operator of the website [www.swisslabel.ch](http://www.swisslabel.ch), Swiss Label respects and protects the privacy of visitors (hereinafter referred to in this document as "visitors") to the pages of this website. In order to serve the needs of the members in an optimally personalised way, visitors can create a profile. The data protection regulations describe which personal data is collected by Swiss Label with such a profile, how it is processed and for what purpose. These data protection principles are based on the Swiss Data Protection Act (DSG).

### **Registration procedure**

If you decide to create a profile, click on the "Member Area" button. After entering your personal details, you can decide whether you want to subscribe to Swiss Label's newsletter channels, and if so, which ones. Finally, you have to confirm that you agree to the data protection provisions and can start the registration process by clicking on the "Register" button. The second step is to check the inbox of the e-mail address that you have given. Within a few minutes, you will find an e-mail from the sender "info@swisslabel.ch" containing the activation link. To complete the registration process, it is necessary to click on the link ("double opt-in").

### **Profile created: Which data are collected?**

If you decide to create a profile for the website and confirm the process by clicking on the activation link in the e-mail, a record will be created for you in the system. Here you have the option

- of registering with an e-mail address that is not yet registered in the CM system. A new personal data record is created for you. This includes the personal data that you must provide when creating the profile (last name, first name, e-mail address, country, post-code, city, language). In addition, it includes optional newsletter channels to which you have subscribed and, if specified, your topic preferences.
- In this case, by performing the double opt-in you give Swiss Label your consent to store, further process and use your data (necessary for system interfaces, for example). Newsletter channels, declaration of consent and purpose of storage are stored in the CM system with the corresponding personal data record.

This data is collected to provide you with Swiss Label newsletter content and personalise the website based on your preferences.

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Schwarztorstrasse 26, PO Box CH-3001 Bern

[www.swisslabel.ch](http://www.swisslabel.ch)

## Functionalities

Your profile on the Swiss Label website includes the following functionalities:

- The collection of central contact details combined with the option to subscribe to individual newsletter channels. Subscribed newsletter channels can also be deselected at any time. If the profile is subsequently saved, the corresponding newsletters have been cancelled. Of course, this also works the other way round: if you select additional newsletter channels and save your profile, you have subscribed to them. In this case, you will receive an e-mail with an activation link again so that you can confirm your subscription to the newsletter channel.
- Swiss Label intends to further develop its personalisation functionalities in the future. It is also conceivable that new newsletter channels will be offered in the future. If this is the case, please allow Swiss Label to draw your attention to the new newsletter channel as a registered user. Nevertheless, it is always your decision whether you want to subscribe to a new newsletter channel. You define in your profile whether you want to receive newsletter content and, if so, which content.

## Deletion of your data / profile

Data avoidance and data economy are important to us. Your data will therefore only be stored for as long as is necessary to achieve the purposes stated here or as required by law. Your personal data will be routinely blocked or deleted after the purpose has been fulfilled or after expiry of the time limits in accordance with the statutory provisions. If you are logged in, you have the option in your profile to request its deletion. To do this, click on the button "Request deletion of profile". You will be taken to a page where you will be asked for the reasons for the deletion. You then have to confirm again that you want to delete the profile and thus forego the associated benefits. The "Delete profile" process is complete as soon as you receive an e-mail from Swiss Label in which we confirm the deletion of the profile. At this point, all personal data has also been deleted.

## Cookies

We use cookies on our website. When you visit the website, information of a general nature is collected. Cookies are small text files that are transferred from a web server to your hard drive. The information (server log files) includes the type of web browser, operating system used, domain name of your Internet service provider, etc. During this process, we only collect information that does not allow any conclusions to be drawn about your person. No need to worry: Cookies cannot be used to launch programs or deliver viruses to your computer. We can only use the information to help you navigate the website.

We need this technical information to deliver our website content correctly. Cookies are processed primarily for the following purposes and are made available exclusively to the controller and any processors:

- Ensuring a problem-free connection to our website

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- Ensuring smooth use of our website
- Evaluation of system security, stability and web statistics
- For further administrative purposes

We use anonymous information of this kind for statistical evaluation and optimising our website and its technology. Under no circumstances will the information be passed on to third parties.

Of course, you can also view our websites without cookies. You can deactivate the use of cookies at any time via your browser settings and do not have to accept them. The help function of your Internet browser will help you deactivate them. Please note that individual functions of our website may not work if you have deactivated the use of cookies.

### **Data Protection Officer**

The Data Protection Officer for Swiss Label is the Managing Director  
(e-mail: [info@swisslabel.ch](mailto:info@swisslabel.ch), telephone: +41 31 380 14 34)

### **Change to our privacy policy**

We reserve the right to adapt this data protection declaration in order to comply with current legal requirements or to implement changes to our services (e.g. when introducing new services). The new privacy policy will then apply on your next visit.

### **Data subject rights / open questions**

Within the scope of the data protection law applicable to you, you have the right to information as to whether and which personal data about you is being processed by us, and to correction and deletion. You can address questions regarding the protection of your personal data in connection with your visit to the website [www.swisslabel.ch](http://www.swisslabel.ch) either to the Managing Director or the Data Protection Officer of Swiss Label. We will respond to your questions or concerns as soon as possible.

Bern, 7 December 2021

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