

Privacy policy

General

The operator, Simon & Oliver Ltd (hereinafter referred to as "we", "us" or similar), of this website takes the protection of your personal data very seriously. We show you how we collect and process personal data in connection with the operation and use of our website. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

As a rule, it is possible to use our website without providing personal data. Insofar as personal data (e.g. name, address or e-mail addresses) is collected on our website, this is always done, as far as possible, on a voluntary basis. Some of this data is passed on to third parties in accordance with this data protection declaration.

We would like to point out that data transmission on the Internet (e.g. communication by e-mail) can have security gaps. Complete protection of data against access by third parties is not possible.

Collection and processing of personal data

Personal data is any information that relates to a specific or identifiable person. A data subject is a person about whom personal data is processed. Processing includes any handling of personal data, in particular its collection, storage, retention, use, modification, disclosure and deletion.

We primarily process personal data that we receive from you or collect about you in connection with the operation and use of our website and related applications. The entry of personal or business data on our website is voluntary.

If you provide us with personal data of other persons (e.g. family members, work colleagues), you must ensure that these persons have consented to such provision and have taken note of the contents of this privacy policy.

Purpose of data processing

We process personal data primarily for the following purposes:

- Ensuring the operation of our website and related applications.
- Responding to enquiries that you send to us via contact and feedback forms on our website
- Fulfilment of our legal obligations at home and abroad
- In addition, we process personal data of you and other persons, to the extent legally permissible and deemed appropriate, also for the following purposes, in which we have a legitimate interest corresponding to the purpose:
 - Further development of our website and related applications as well as our offers and services.
 - Marketing (e.g. sending newsletters), insofar as you have not objected to this use of your personal data
 - Assertion of legal claims and defence in connection with legal disputes and official proceedings

Duration of storage of personal data

We process your personal data as long as this is necessary for the purposes pursued with the processing or for the fulfilment of our contractual and legal obligations, as well as beyond this in accordance with the legal retention and documentation obligations.

We may retain personal data for the period during which claims may be brought against our company (i.e. in particular during the statutory limitation period) and to the extent that we are otherwise required to do so by law or legitimate business interests so require (e.g. for evidence and documentation purposes). As soon as your personal data is no longer required for the above-mentioned purposes, we will delete or anonymise it as a matter of principle and as far as possible. In the case of longer-term retention obligations, we restrict processing as far as possible.

Disclosure of personal data

In the context of the purposes mentioned in section 3 and our business activities, we disclose your personal data to third parties, suppliers and auxiliary persons (e.g. hosting providers, IT service providers, providers of newsletter services, legal advisors/lawyers) as well as to authorities, official agencies or courts in Switzerland and abroad, insofar as this is legally permissible and appears to us to be appropriate.

Hosting Provider & Server Log Files (Third Party Provider)

The provider, Altern8 SA in Fribourg, automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- IP address
- browser type and browser version
- Operating system used
- Referer URL
- Host name of the accessing computer
- Time of the server request

This data cannot be directly assigned to specific persons. This data is not merged with other data sources. We reserve the right to check this data retrospectively if we become aware of concrete indications of illegal use.

This data and all data on this website are stored by our hosting provider Siège principal - Altern8 SA, Rte des Arsenaux 9, 1700 Fribourg, Switzerland.

Newsletter data

If you would like to receive the newsletter offered on the website, we require an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter.

We use this data exclusively for sending the requested information.

You can revoke your consent to the storage of the data, the e-mail address and their use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. Registration for our newsletter takes place in a so-called double opt-in procedure. This means that after registration you will receive an e-mail in which you are asked to confirm your registration. This confirmation is necessary so that no one can register with other email addresses.

The registrations for the newsletter are logged in order to be able to prove the registration process in accordance with the legal requirements. This includes the storage of the registration and confirmation time as well as the IP address. Changes to your data stored with MailChimp are also logged.

MailChimp

The newsletter is sent using "MailChimp", a newsletter sending platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA.

The email addresses of our newsletter recipients, as well as their other data described in this notice, are stored on MailChimp's servers in the USA. MailChimp uses this information to send and evaluate the newsletter on our behalf. Furthermore, according to its own information, MailChimp may use this data to optimise or improve its own services, e.g. for the technical optimisation of the dispatch and the presentation of the newsletters or for economic purposes in order to determine from which countries the recipients come. However, MailChimp does not use the data of our newsletter recipients to write to them itself or to pass it on to third parties.

We trust in the reliability and IT and data security of MailChimp. MailChimp is certified under the US-EU data protection agreement "Privacy Shield" and thus undertakes to comply with the EU data protection regulations. Furthermore, we have concluded a "Data Processing Agreement" with MailChimp. This is a contract in which MailChimp undertakes to protect the data of our users, to process it on our behalf in accordance with its data protection provisions and, in particular, not to pass it on to third parties. You can view MailChimp's privacy policy [here](#).

Statistical collection and analyses

The newsletters contain a so-called "web beacon", i.e. a pixel-sized file that is retrieved from the MailChimp server when the newsletter is opened. Within the scope of this retrieval, technical information, such as information on the browser and your system, as well as your IP address and the time of the retrieval are initially collected. This information is used for the technical improvement of the services based on the technical data or the target groups and their reading behaviour based on their retrieval locations (which can be determined with the help of the IP address) or the access times.

Statistical surveys also include determining whether newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. However, it is neither our intention nor that of MailChimp to observe individual users. The analyses serve us much more to recognise the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users.

Cancellation/revocation

You can cancel the receipt of our newsletter at any time, i.e. revoke your consent. At the same time, your consent to the sending of the newsletter via MailChimp and the statistical analyses will expire. Unfortunately, it is not possible to separately revoke the sending via MailChimp or the statistical analysis.

You will find a link to cancel the newsletter at the end of each newsletter.

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable an analysis of your use of the website. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States.

IP anonymisation

We have activated the IP anonymisation function on this website. This means that your IP address is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Order data processing

We have concluded an order data processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Demographic characteristics with Google Analytics

This website uses the "demographic characteristics" function of Google Analytics. This allows reports to be generated that contain statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google as well as visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section "Objection to data collection".

Further information

Cookies

Some of the Internet pages use so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies serve to make our offer more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your terminal device until you delete them. These cookies enable us to recognise your browser on your next visit.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If you deactivate cookies, the functionality of this website may be limited.

SSL encryption

This site uses SSL encryption for security reasons and to protect the transmission of confidential content, such as enquiries that you send to us as site operator. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL encryption is activated, the data you transmit to us cannot be read by third parties.

Contact form

If you send us enquiries via the contact form, your details from the enquiry form, including the contact data you provided there, including your IP address, will be stored by us for the

purpose of processing the enquiry and in the event of follow-up questions. We do not pass on this data without your consent.

Simon & Oliver Ltd - P.O. Box 507 - CH-1701 Fribourg