

# DATA PROTECTION PROVISIONS of RIBAG Licht AG

Version 4.0 valid with effect from 25.05.2018 until cancelled

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## Data Protection Provisions

1. RIBAG Licht AG gives an assurance that it complies with the provisions of the GDPR and the applicable provisions of the Swiss Federal Data Protection Act in the collection, processing and use of personal data.
2. RIBAG Licht AG collects all the data on the Buyer in connection with its orders via the B2B online shop on the basis of Art. 6 Para. 1 lit. b and c of the GDPR for the purpose of fulfilment of a contract, the contracting party to which is the person or enterprise concerned, the "data subject", as well as for the fulfilment of its own legal obligation as controller. If a Buyer makes a purchase via the B2B online shop in its own name but using personal employee data, the personal data on this person will also be recorded in addition to the company data.
3. All data arising from the use of our website will be stored exclusively on IT infrastructures of IT service providers (hereafter referred to as "Processors") in Switzerland. The Buyer therefore agrees that his/her data arising from this contractual relationship may be processed through processors with a registered office in Switzerland in accordance with the pertinent data protection provisions (GDPR or Swiss Data Protection Act).
4. The customer data arising during the handling of the order (data on the company and/or data on the natural persons acting as the party ordering on behalf of the company) will be used solely for internal purposes of RIBAG Licht AG . Such data will only be passed to third parties insofar as this is necessary for the proper performance under this purchase contract (e.g. delivery address to logistics enterprise) or for compliance with the legal requirements (statutory obligations on data storage , audit documents etc.) .
5. By accepting these terms and conditions the Buyer also agrees that before every purchase RIBAG Licht AG may carry out a creditworthiness check with the authorities and/or specialist providers. The data can also be forwarded to companies that will process the data within the context of a contractual relationship (e.g. for processing of the payment or delivery of goods. Through contractual agreements with its processors, RIBAG Licht AG ensures that the data is not used by the appointed companies for other than the specific order and agreed purpose and that these companies neither use the data for themselves nor forward it to third parties.
6. RIBAG Licht AG uses permanent or temporary cookies in connection with the operation of the B2B online shop. The Buyer acknowledges and gives its express consent to the use of such cookies through the acceptance of these data protection provisions by clicking the tick box. The Buyer grants RIBAG Licht AG the right to also use the data obtained from the usage of cookies for the internal purposes of RIBAG Licht AG. Alongside contractual management, internal purposes shall also include the operation of an orderly finance system along with the usage of the data obtained for the presentation of direct advertising to the Buyer in relation to all products produced and marketed by RIBAG Licht AG. This also includes the entitlement to send newsletters and advertising emails to the recipient address notified by the Buyer.

## 7. Cookies and meta data

The data relating to the Buyer obtained from the usage of cookies or similar applications remains exclusively with RIBAG Licht AG and shall not be passed to any third parties. The cookies or metadata specified below shall have the following intended purpose:

- CART:	The association with the customer's shopping cart.
- CATEGORY_INFO:	Stores the category info on the page to load pages faster.
- COMPARE:	The items in the customer's Compare Products list.
- CUSTOMER:	An encrypted version of the shopper's customer ID.
- CUSTOMER_AUTH:	Indicates if the customer are currently logged in to the store.
- CUSTOMER_INFO:	An encrypted version of the shopper's customer group.
- EXTERNAL_NO_CACHE:	Indicates if caching is disabled or enabled
- FRONTEND:	The customer's session ID.
- GUEST-VIEW:	Determines if guests can edit their orders.
- LAST_CATEGORY:	The last category visited by the shopper.
- LAST_PRODUCT:	The most recent product viewed by the shopper.
- NEWMESSAGE:	Indicates whether a new message has been received.
- NO_CACHE:	Indicates if the cache can be used to store information.
- PERSISTENT_SHOPPING_CART:	A link to information about the shopper's cart and viewing history.
- RECENTLYCOMPARED:	Items recently compared b the shopper.
- STF:	Information on products the shopper has emailed to friends
- STORE:	The store view or language chosen by the shopper.
- USER_ALLOWED_SAVE_COOKIE:	Indicates if the shopper allows cookies to be saved.
- VIEWED_PRODUCT_IDS:	The products recently viewed by the shopper
- WISHLIST:	An encrypted list of products added to the shopper's wishlist.
- WISHLIST_CNT:	The number of items in the shopper's wishlist.
- _utma:	Identifies shoppers and sessions.
- _utmb:	Determines new sessions/visits.
- _utmc:	Determines if the shopper is in a new session/visit.
- _utmz:	Saves the traffic source or campaign that explains how the shopper reached your site.

Under these data protection provisions the Buyer gives its express consent to the use of these cookies and this data and to the resultant data being used by RIBAG Licht AG for the specified purposes.

**8. Login data**

The Buyer is personally responsible for its login data (including password) and for any orders placed on the B2B online shop using this data. It must ensure that its login data are not passed on to third parties. The Buyer shall under all circumstances be responsible and liable to pay for any goods ordered using its login data.

**9. Registration on our website**

Personal data (surname, first name, address, contact and communication data as well as telephone number and email address) is collected during the procedure to register for using our personalised services. Once you have registered with us you can access content and services of the B2B online shop which we only offer to registered users. We will of course also be happy at any time to provide you with information on your personal data stored with us. We will be happy to correct or delete this information at your request, providing this is not in contravention with any legal obligations relating to data storage or other legal obligations. If you wish to contact us in this context please use the contact data given at the end of this privacy policy (under No. 20). In order to verify the identity of your company and you personally, RIBAG Licht AG can require you to provide a personal identity document (ID card, passport etc.) before your application is processed. You can at any time revoke the express consent you have given us to collect personal data by sending notification in writing to the address stated below.

**10. SSL encryption**

In order to protect the security of your data during transmission, we use state-of-the-art encryption methods (e.g. SSL) via HTTPS.

**11. Newsletter**

When registering to receive our newsletter we will use the data supplied by you exclusively for the purpose of continuing to send you newsletters. Subscribers can also be sent information via email on special circumstances relevant for the service or registration (for example, changes in the newsletter offering or technical conditions).

We require a valid email address to complete the registration. In order to verify that an application is being made by the person actually associated with an email address we use the "double-opt-in" process. To this end, we create a record of the subscription request for the newsletter, the dispatch of a confirmation email and the receipt of the corresponding reply. No other data will be collected. The data will be used exclusively for sending the newsletter and will not be passed to third parties.

You can at any time revoke the consent to store your personal data and the use of the data for sending the newsletter. A corresponding link for this purpose is included in every newsletter. You can also notify us of your corresponding request by using the contact details given at the end of this privacy policy.

**12. Contact form**

If you contact us by email or via the contact form, the details you provide will be stored for the purpose of processing the enquiry as well as for any follow-up questions.

**13. Use of social media plugins, website analysis services as well as advertising and marketing services**

When using social media plugins, personal data on the user will be forwarded to social networking providers. Website analysis services (e.g. Google Analytics or Adobe Analytics) which are used for increasing the efficiency of the proprietary website and are operated by third party providers, also require data on visitors to the website to be forwarded to the third party providers. Any advertisements placed on the website will normally entail the involvement of third party providers (e.g. Google AdSense or AdWords). As a general rule, personal data on the user will be forwarded to the intermediary in the form of the IP address.

- This website uses Google Analytics, a web analysis service from Google Inc. (referred to below as: Google). Google Analytics uses so-called "cookies", in other words text files which are stored on your computer and provide for an analysis of your use of the website. The information generated by the cookie on your use of this website is normally sent to and stored on a Google server in the USA. However, as IP address anonymization is activated on these websites, your IP address will first be truncated by Google within Member States of the European Union or in other treaty states of the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA where it will then be truncated. Google will utilise this information on behalf of the operator of this website in order to analyse your use of the website, to compile reports on the activities on the website and to render other services for the website operator in connection with the use of the website and the Internet. The IP address transmitted from your browser within the framework of Google Analytics, will not be combined with other Google data.
- You can prevent the storage of cookies through a corresponding setting in your browser software; however, we would point out that in this case you will not be able to use all the functions of this website to their full extent. You can also prevent the data generated by the cookie and relating to your use of the website (incl. your IP address) from being sent to and processed by Google by downloading and installing the browser plugin which is available under the following link: [Browser add-on for the deactivation of Google Analytics.](#)
- In addition, or as an alternative to the browser add-on, you can prevent tracking by Google Analytics on our web pages by clicking on [this link](#). This will install an opt-out cookie on your device. This will prevent Google Analytics from collecting data for this website and for this browser in future, as long as the cookie remains installed in your browser.

**14. Use of Google Maps**

This website uses Google Maps API for the visual display of geographic information. When using Google Maps, data on the use of the map function by visitors to the site will also be collected, processed and used by Google. More detailed information on data processing by Google can be obtained from the [Google data data privacy notices](#). You can also change your personal data privacy settings there in the Data Centre.

You will find detailed instructions on managing your own data in connection with Google products [here](#).

## 15. Embedded YouTube videos

RIBAG Licht AG embeds YouTube videos on this website. The operator of the corresponding plugins is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you visit a site with the YouTube plugin, a link to YouTube servers will be created. This will notify YouTube which sites you are visiting. If you are logged into your YouTube account, YouTube can assign your surfing behaviour personally to you. You can prevent this by logging out of your YouTube account beforehand.

Once a YouTube video is started the provider uses cookies which collect information on the pattern of use.

If you have deactivated cookies for the Google Ad programme, you also won't expect to see them when watching YouTube videos. However, YouTube does store non-personal user information in other cookies. If you would like to prevent this then you must block the storage of cookies in the browser.

You will find further information on data privacy at "YouTube" in the provider's privacy policy under: <https://www.google.de/intl/de/policies/privacy/>

## 16. Social media tools (Facebook, Instagram, LinkedIn, Twitter)

RIBAG Licht AG implements the following social media offerings:

### • Facebook

- RIBAG Licht AG has integrated components of the company Facebook on this Internet site. The Facebook operating company is Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. The controller responsible for processing personal data when a data subject lives outside the USA or Canada is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. For every visit to one of the individual pages of this website which is operated by RIBAG Licht AG and on which a Facebook component (Facebook plugin) has been integrated, the Internet browser on the data subject's IT system is automatically prompted by the corresponding Facebook component to download a display of the corresponding Facebook component from Facebook. A full list of all the Facebook plugins can be called up under [https://developers.facebook.com/docs/plugins/?locale=de\\_DE](https://developers.facebook.com/docs/plugins/?locale=de_DE).

- During this technical process, Facebook learns which specific sub-pages of our website are being visited by the data subject. Providing the data subject is simultaneously logged into Facebook, with each visit to our website by the data subject and throughout the entire period in which the data subject remains on our website, Facebook identifies which specific sub-pages of our site are being visited by the data subject. This information is collected by the Facebook component and assigned by Facebook to the data subject's corresponding Facebook account. If the data subject clicks on one of the Facebook buttons integrated on our website, for example the "Like" button, or if the data subject makes a comment, Facebook will assign this information to the data subject's personal Facebook user account and save this personal data.

- If the data subject is simultaneously logged into Facebook when visiting our website, Facebook will then always be informed via the Facebook component that the data subject has visited our website; regardless as to whether or not the data subject clicks on the Facebook component. If the data subject does not wish this information to be sent in this way to Facebook he/she can prevent this transmission by logging out from his/her Facebook account before visiting our website.

- The data guideline published by Facebook, which can be called up under <https://de-de.facebook.com/about/privacy/>, provides information on the collection, processing and use of personal data by Facebook. The site also explains what setting options are offered by Facebook for protecting the privacy of the data subject. Various applications are also available for enabling the transmission of data to Facebook to be blocked, for example the Facebook blocker from the provider Webgraph which can be purchased by going to <http://webgraph.com/resources/facebookblocker/>. Applications such as these can be used by the data subject to block the transmission of data to Facebook.

### • Instagram

- RIBAG Licht AG has integrated components of the Instagram service on this website. Instagram is a service that qualifies as an audio-visual platform and enables users to share photos and videos as well as for the dissemination of this kind of data in other social networks. The operating company of the Instagram service is Instagram LLC, 1 Hacker Way, Building 14 First Floor, Menlo Park, CA, USA.

- For every visit to one of the individual pages of this website which is operated by RIBAG Licht AG and on which an Instagram component (Insta button) has been integrated, the Internet browser on the IT system of the data subject is automatically prompted by the corresponding Instagram component to download a display of the corresponding Instagram component from Instagram. During this technical process, Instagram learns which specific sub-pages of our website are being visited by the data subject. Providing the data subject is simultaneously logged into Instagram, with each visit to our website by the data subject and throughout the entire period in which the data subject remains on our website, Instagram identifies which specific sub-pages of our site are being visited by the data subject. This information is collected by the Instagram component and assigned by Instagram to the data subject's corresponding Instagram account. If the data subject clicks on one of the Instagram buttons integrated on our website, the resultant data and information transmitted will be assigned to the data subject's personal Instagram user account and saved and processed by Instagram.

- If the data subject is simultaneously logged into Instagram when visiting our website, Instagram will then always be informed via the Instagram component that the data subject has visited our website; regardless as to whether or not the data subject clicks on the Instagram component. If the data subject does not wish information to be sent to Instagram in this way, he/she can prevent the transmission by logging out from his/her Instagram account before visiting our website.

- Further information and the applicable data protection provisions of Instagram can be called up by going to <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

### • LinkedIn

- RIBAG Licht AG has integrated components of the LinkedIn Corporation on this website. LinkedIn is an Internet-based social network that enables the users to connect to existing business contacts as well as to establish new business contacts. The operating company of LinkedIn is the LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043,

USA. Responsibility for data privacy issues outside the USA lies with LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland.

- With each individual visit to our website which contains a LinkedIn component (LinkedIn plugin), this component prompts the browser used by the data subject to download a corresponding display of the LinkedIn component. Further information on the LinkedIn plugins can be called up under <https://developer.linkedin.com/plugins>. During this technical process, LinkedIn learns which specific sub-pages of our website are being visited by the data subject. Providing the data subject is simultaneously logged into LinkedIn, with each visit to our website by the data subject and throughout the entire period in which the data subject remains on our website, LinkedIn identifies which specific sub-pages of our site are being visited by the data subject. This information is collected by the LinkedIn component and assigned by LinkedIn to the data subject's corresponding LinkedIn account. If the data subject clicks on a LinkedIn button integrated into our website, LinkedIn assigns this information to the data subject's personal LinkedIn user account and saves this personal data.
- If the data subject is simultaneously logged into LinkedIn when visiting our website, LinkedIn will then always be informed via the LinkedIn component that the data subject has visited our website; regardless as to whether or not the data subject clicks on the LinkedIn component. If the data subject does not wish this information to be sent in this way to LinkedIn he/she can prevent this transmission by logging out from his/her LinkedIn account before visiting our website.
- Under <https://www.linkedin.com/psettings/guest-controls> LinkedIn offers the option to unsubscribe to email notifications, SMS messages and targeted adverts as well as to manage advert settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame which can set cookies. Acceptance of cookies such as these can be declined by going to <https://www.linkedin.com/legal/cookie-policy>. The applicable data protection provisions of LinkedIn can be called up under <https://www.linkedin.com/legal/privacy-policy>. LinkedIn's policy on cookies can be called up under <https://www.linkedin.com/legal/cookie-policy>.
- **Twitter**
  - RIBAG Licht AG has integrated components of Twitter on this website. Twitter is a multi-lingual, publicly accessible microblogging service on which users can publish and share so-called tweets, in other words short messages limited to 140 characters. These short messages can be called up by anyone, i.e. including people who are not registered with Twitter. Furthermore, Twitter offers the facility to reach a wide audience through the use of hashtags, links or retweets. Twitter's operating company is Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.
  - For every visit to one of the individual pages of this website which is operated by the controller responsible for processing and on which a Twitter component (Twitter button) has been integrated, the Internet browser on the data subject's IT system is automatically prompted by the corresponding Twitter component to download a display of the corresponding Twitter component from Twitter. Further information on the Twitter buttons can be called up under <https://about.twitter.com/de/resources/buttons>. During this technical process, Twitter learns which specific sub-pages of our website are being visited by the data subject. The purpose of integrating the Twitter component is to enable our users to disseminate the content of this website, to publicize this site in the digital world and to increase the number of visitors to the site. Providing the data subject is simultaneously logged into Twitter, with each visit to our website by the data subject and throughout the entire period in which the data subject remains on our website, Twitter identifies which specific sub-pages of our website are being visited by the data subject. This information is collected by the Twitter component and assigned by Twitter to the data subject's corresponding Twitter account. If the data subject clicks on one of the Twitter buttons integrated on our website, the resultant data and information transmitted will be assigned to the data subject's personal Twitter user account and saved and processed by Twitter.
  - If the data subject is simultaneously logged into Twitter when visiting our website, Twitter will then always be informed via the Twitter component that the data subject has visited our website; regardless as to whether or not the data subject clicks on the Twitter component. If the data subject does not wish the information to be sent in this way to Twitter he/she can prevent this transmission by logging out from his/her Twitter account before visiting our website.
  - The applicable data protection provisions of Twitter can be called up under <https://twitter.com/privacy?lang=de>.

#### 17. Banner advertising

We also use the data collected during your visit to display so-called banner adverts for you. These are advertisements which we place on third party sites. This is normally done using so-called cookies or pixels. Our aim in this context is to create design more suitable and attractive advertising for you. That's why, with banner adverts, you will primarily see products which you have either already viewed on our site or products which are similar to those you have viewed (so-called retargeting). Within the context of the banner adverts we only work with pseudonymous data, cleartext information on you as an individual (e.g. your name or email address) is not stored in the cookies. You will find more information on cookies under Numbers 6. and 7.

#### 18. Vouchers

We use the data received within the context of an order using RIBAG vouchers for verifying and processing the order and redeeming the voucher. This includes recording and processing the data associated with the use of the voucher, in particular to prevent fraud.

#### 19. Rights to information, correction, blocking, deletion and objection

You have the right, at any time, to information on your personal data stored with us. You also have the right to correct, block or delete your personal data – with the exception of the mandatory data storage business transaction resp. other statutory requirements of RIBAG Licht AG. Please contact our Data Protection Officer for this. You will find the contact details under Number 20.

To enable data to be blocked at any time the data in question must be available on a black list for control purposes. You can also demand that the data be deleted, providing RIBAG Licht AG is not subject to any statutory obligations regarding data storage or disclosure. If there is such an obligation we will block the data on request.

You can make changes to or revoke your permission by sending us a corresponding notification. Such changes will apply to subsequent transactions.

20. **Changes to our data protection provisions**

We reserve the right to adapt this privacy policy from time to time to ensure its compliance with the current legal requirements or to implement changes in our services within the privacy policy, e.g. on the introduction new services. The new privacy policy will then apply to any future visits to our site.

21. **Questions to the data protection officer and EU data protection representative**

If you have any questions about data privacy issues please send us an email or contact our data protection officer in Switzerland direct:

*Hausherr Dominik  
c/o RIBAG Licht AG  
Kanalstrasse 18  
5745 Safenwil  
privacy@ribag.com*

On the basis of Art. 27 GDPR, RIBAG Licht AG has appointed an EU data protection representative. For all European Data Protection questions please contact our EU data protection representative:

**EU data protection representative**

ADVOVOX Rechtsanwalts GmbH Sven Krüger  
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Tax ID: DE 253207773  
Email: gdpr@advovox.de  
Website <https://advovox.de/>

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