

Bataillard AG
Hasenmoosstrasse 33
Postfach 158
CH-6023 Rothenburg

Telefon +41 (0)41 289 61 61
Fax +41 (0)41 289 61 00
info@bataillard.ch
www.bataillard.ch

Privacy Statement by Bataillard AG

Who we are

The party responsible for processing your data is Bataillard AG, Hasenmoosstrasse 33, 6023 Rothenburg, Switzerland, hereafter "Bataillard AG", "we" or "us".

For queries or comments on data protection matters, please contact info@bataillard.ch.

Why we collect and process personal data

We collect and process your personal data for the following purposes:

- To fulfil a contract and maintain a business relationship;
- To enable us to sell our products through our online store;
- To operate, test and optimise our website;
- To send you our newsletter if you have registered to receive it;
- For marketing purposes and to publicise ourselves and our products;
- To organise and manage events;
- To communicate with you, for example when answering enquiries received via contact forms;
- To meet our legal obligations, pursue claims or defend claims made against us.
- To protect our business and protect it from harm, such as hacking attacks.

We process such data because it is necessary to do so for the purpose of fulfilling our contract with you. In certain cases, our processing of the data is founded on legitimate interests of our own. If you have expressly consented to the processing of your data, e.g. when registering for the Newsletter, this consent provides the legal basis for the activity. Any consent may at any time be revoked with future effect.

What personal data we collect and process

Primarily we collect personal data that we require in order to fulfil our contract with you personally or where relevant with another person or company with whom we have made a contract. This refers in particular to your contact information, which we receive either directly from you or from our business partners. When you register for the webshop we process login data, and in the case of registration for the Newsletter we process your email address. We may require additional personal data from you or from the person on whose behalf you are acting in order to supply other services or to process enquiries.

When you visit our website, we use cookies to collect data on your usage of the site (see also "How we use cookies"). When you use our contact form, the time of transmission is provided and stored in addition to the details provided by you.

How we use cookies

If the settings of your device allow, we use cookies and similar tools in order to optimise your experience of surfing on our site. Cookies are small text files stored on your computer or mobile device that help us to analyse your usage of the website and make it possible for you to log in or populate forms in the webshop automatically.

They contain information such as the IP address, the website from which you arrived at our site, the type of device that you are using, how you use our search function (the "search log") and other settings.

Cookies also record what actions you take when you receive the Newsletter. You can find further information on our use of cookies in the section on use of web analysis tools.



It is also possible to visit our site completely anonymously. You can use your browser settings to prevent cookies from being stored. In some circumstances, however, this may affect your ability to use some aspects of the website.

Web analytics used by us

This website uses "Google Analytics", a web analysis service supplied by Google LLC, Mountain View, California, USA; in Switzerland, the company responsible is Google Ireland Limited ("Google"). Google Analytics uses cookies – text files that are stored on your computer and allow an analysis of your use of the website. The information generated by cookies about your use of this website is usually sent to a Google server in the USA and stored there. Where IP anonymisation has been activated for this website, however, your user IP address will be first be shortened by Google in Switzerland, in member states of the European Union or in other states that are parties to the Agreement on the European Economic Area.

Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. 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 activities, and to provide us with other services related to use of the website and of the internet.

We would advise you that on this website, Google Analytics has been augmented by use of the code "anonymizeip();" which ensures that IP addresses are collected in an anonymised form (also known as "IP masking").

The IP address transmitted by your browser in the Google Analytics process is not linked to other data held by Google. You can prevent cookies from being stored on your device by making the appropriate settings in your browser software; we would advise you, however, that in this instance you may not be able to use all of the website's functions to their full extent. In addition, you can prevent Google from collecting data generated by the cookie (including your IP address) relating to your use of the website, and from processing such data, by downloading and installing the browser plugin available through the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

You can also prevent Google Analytics from collecting data by clicking on the following link, which will place an opt-out cookie on your device to prevent future collection of your data when you visit this website: <https://tools.google.com/dlpage/gaoptout?hl=en>.

More information about Terms of Use and data protection is available at https://marketingplatform.google.com/intl/en_uk/about/analytics/.

Google Tag Manager

This website uses Google Tag Manager as a component of Google Analytics. Tags are small pieces of code on our website that are used for purposes such as measuring traffic and visitor behaviour, collecting data on the effectiveness of online advertising and social media, initiating re-marketing and targeting, and testing and optimising the website. Google Tag Manager provides an interface for managing these tags. The Tag Manager itself (which implements the tags) is a cookie-less domain. The tool handles the triggering of other tags which themselves will in some cases also collect data. Google Tag Manager itself does not have access to this data. If disabled at the domain or cookie level, this deactivation will remain in effect for all tracking tags implemented with Google Tag Manager.

For more information about Google Tag Manager, see <https://www.google.de/tagmanager/use-policy.html>

Use of Hotjar

For our website, we use the Hotjar web analytics service provided by Hotjar Ltd (“Hotjar”). Hotjar is a European company based in Malta. Its analysis services help us to understand visitor movements on our website. It can identify, for example, how far down the screen users scroll and what buttons they press. This provides us with useful information that helps us to improve our website and make it even more customer-friendly.

We take particular care to protect your personal information when using Hotjar. All that we can identify is which buttons have been clicked, the path of the mouse, scrolling behaviour, the screen resolution of the device, the type of device, browser information, time spent on the page and browser language.

Hotjar offers all users a “Do Not Track” header, allowing them to prevent the application from recording any data about their visit to the relevant website. You can find instructions with information for your browser at <https://www.hotjar.com/opt-out>.

How we share personal data

Within the scope of the specified purposes, we transfer data to third parties who are contracted by us or who require the data for their own purposes. These include specifically:

- Sub-contractors, e.g. IT service providers, financial and insurance service providers;
- Business partners, e.g. suppliers;
- Official authorities, e.g. the courts;
- Our parent company and sister companies.

Such third parties may be based in Switzerland or abroad, including in countries that do not offer the same level of data protection as is guaranteed under Swiss law. When we employ subcontractors, they are contractually obliged to follow our rules on data protection. Where your data are transferred to countries that do not have adequate data protection laws, we have obtained appropriate additional warranties to ensure that your personal data are protected.

For your protection, all data that you transfer to us or that we transfer to others is encrypted.

How we retain personal data

We retain your personal data processed by us for as long as is considered necessary for the purpose for which it was collected, or for as long as we have a legitimate interest in retaining it, such as for evidential purposes or to ensure data security (backups). Personal data may similarly be retained where there is a statutory obligation to do so.

Your rights

You have the right to require information from us on the personal data that we hold about you and how we process it. You may also require us to correct or delete such data or to restrict or prevent the processing of such data. You may also revoke any consent previously given. For such purposes, please use the address specified above or the contact form on our website.

In addition, you may file a complaint with a local regulatory authority, in Switzerland with the Swiss Federal Data Protection and Information Commissioner (FDPIC).

Changes to this Privacy Statement

We reserve the right to change this Privacy Statement from time to time. The version applying at any given time will be the one published on our website.

Current version 1/2019