

Privacy policy of Stadtlandkind GmbH

Version from 01.09.2023

1. General

This privacy policy covers both historical and future personal data. It applies to data processing by Stadtlandkind GmbH and to the following websites: "www.stadtlandkind.ch". This privacy policy covers not only the personal data collected from you in the future in accordance with this privacy policy, but also your personal data already stored by us; if necessary, other privacy policies or general terms and conditions regulate specific matters.

If you provide us with personal data of other persons (e.g. family members, data of work colleagues), please make sure that these persons are aware of this Privacy Policy and only share their personal data with us if you are allowed to do so and if this personal data is correct.

This Privacy Policy is designed to comply with the requirements of the EU General Data Protection Regulation ("GDPR"), the Swiss Data Protection Act ("DPA") and the revised Swiss Data Protection Act ("revDSG"). However, whether and to what extent these laws are applicable depends on the individual case.

The EU General Data Protection Regulation as well as the Swiss Data Protection Law protect the fundamental rights and freedoms of natural persons and in particular their right to the protection of personal data. Personal data or personal information means any information relating to an identified or identifiable individual. When we talk about processing your personal data in this privacy policy, we mean any handling of your personal data. This includes, for example:

- The collection
- Storage
- Management
- Utilization
- Transmission
- Disclosure
- Deletion of your personal data

We collect personal data that is required for the specific purchase and to provide better services to our customers. This data is used exclusively within Stadtlandkind GmbH and is not passed on to third parties.

2. Who is responsible and how can you reach us?

Responsible for the data processing we describe here is Stadtlandkind GmbH, Unterstrasse 4, 9000 St. Gallen. If you have any data protection concerns, you can send them to us at the following contact address: Stadtlandkind GmbH, Unterstrasse 4, 9000 St. Gallen datenschutz@stadtlandkind.ch

3. How do we protect your personal data?

We have technical and organizational security procedures in place to maintain the security of your personal data and to protect your session data and personal data against unauthorized or unlawful processing and/or accidental loss, alteration, disclosure or access. Our online store is encrypted using SSL (Secure Socket Layer), which means that all data of the offer as well as your payment and customer data are transmitted securely. However, you should always be aware that the transmission of information via the Internet and other electronic means involves certain security risks and that we cannot guarantee the security of information transmitted in this way.

4. How long do we keep data and where do we store it?

We process and store your personal data as long as it is necessary for the fulfillment of our contractual and legal obligations or otherwise for the purposes pursued with the processing, i.e., for example, for the duration of the entire business relationship (from the initiation, processing to the termination of a contract) and beyond that in accordance with the statutory retention and documentation obligations. In this context, it is possible that personal data will be retained for the time during which claims can be asserted against our company and insofar as we are otherwise legally obligated to do so or legitimate business interests require this (e.g. for evidence and documentation purposes). As soon as your personal data is no longer required for the above-mentioned purposes, it will be deleted or anonymized as a matter of principle and to the extent possible. For operational data (e.g. system logs, logs), generally shorter retention periods of twelve months or less apply. Inactive customer accounts are systematically deleted after one year of inactivity and failure to respond to the 30-day reactivation period. The personal data we collect is stored exclusively on servers in Switzerland.

5. What rights do you have with regard to your data?

You have the right to access, rectify, erase, restrict data processing and otherwise object to our data processing activities, in particular those for direct marketing purposes, direct marketing profiling and other legitimate interests in processing, as well as to the release of certain personal data for the purpose of transfer to another entity (so-called data portability), within the framework of the data protection law applicable to you and to the extent provided therein (such as in the case of the GDPR). Please note, however, that we reserve the right to enforce the restrictions provided for by law, for example if we are obliged to retain or process certain data, have an overriding interest in doing so (insofar as we are entitled to rely on this) or require it for the assertion of claims. If costs are incurred

for you, we will inform you in advance. You have the right to revoke your consent at any time. Please note that the exercise of these rights may conflict with contractual agreements and this may have consequences such as the premature termination of the contract or cost consequences. We will inform you in advance if this is not already contractually regulated.

The exercise of such rights usually requires that you clearly prove your identity (e.g. by means of a copy of your ID card, where your identity is otherwise not clear or cannot be verified). To exercise your rights, you may contact us at the address provided in Section 16.

Every data subject also has the right to enforce his or her claims in court or to file a complaint with the competent data protection authority. The competent data protection authority in Switzerland is the Federal Data Protection and Information Commissioner (<http://www.edoeb.admin.ch>).

6. When do we collect personal data?

We primarily process the personal data that we receive from our customers and other business partners in the course of our business relationship with them and other persons involved in it, or that we collect from their users in the operation of our websites, apps and other applications.

To the extent permitted, we also take certain data from publicly accessible sources (e.g. debt collection registers, land registers, commercial registers, press, Internet) or receive such data from branches of Stadtlandkind GmbH, public authorities and other third parties (such as credit agencies, address dealers).

In addition to the data about you that you give us directly, the categories of personal data that we receive about you from third parties include in particular:

- Information from public registers
- Information we obtain in connection with governmental and legal proceedings
- Information related to your professional functions and activities (e.g., so that we can conduct business with your employer with your assistance)
- Information about you in correspondence and meetings with third parties,
- credit information (to the extent that we do business with you personally)
- Information about you provided by people close to you (family, advisors, legal representatives, etc.) so that we can conclude or process contracts with you or involving you (e.g. references, your address for deliveries, powers of attorney, information on compliance with legal requirements such as anti-money laundering and export restrictions, information from banks,

insurance companies, sales and other contractual partners of ours on the use or provision of services by you (e.g. payments made, purchases made))

- Information from the media and the Internet about you (if this is indicated in the specific case, e.g. in the context of an application, press review, marketing/sales, etc.)
- Your addresses and, if applicable, interests and other socio-demographic data (for marketing)
- Data in connection with the use of the website (e.g. IP address, MAC address of the smartphone or computer, details of your device and settings, cookies, date and time of visit, pages and content accessed, functions used, referring website, location details)

In particular, for the purpose of creditworthiness checks for purchases on account, creditworthiness information based on mathematical-statistical methods is retrieved from Creditreform Switzerland, Teufener Strasse 36, 9001 St. Gallen, retrieved.

7. What personal data do we collect?

We need the collected personal data for the handling of the sales process. On the one hand, we collect personal data that you provide to us. On the other hand, we collect personal data that is automatically or manually recorded during your contact with us, such as for example:

7.1 Personal data

- Name and first name
- Delivery address
- Billing address
- Language preferences
- Phone number(s)
- E-mail address(es)
- Customer number
- Information about subscribed newsletters or other advertising
- Consent to receive advertising
- Online customer account information (including opening date, user name)
- If requested, name and birthday of children

7.2 Customer activity data

- Contract data (including date of contract, type of contract, content of contract; party to contract; term of contract; value of contract; claims made under contract);
- Purchasing information (including date of purchase, type, quantity and value of goods and services purchased; shopping cart; abandoned shopping cart; means of payment used; purchase history);
- Customer service information (including returns of goods, complaints, warranty claims, delivery information);
- Session data related to visits to our Internet sites.

- Communications via telephone, facsimile, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging;

8. Why do we process personal data (purpose and legal basis)?

We process your personal data for different purposes. These purposes can be grouped into different categories. We use the personal data we collect primarily to conclude and process our contracts with our customers and business partners, so in particular in the context of our goods and services offers with our customers and the purchase of products and services from our suppliers and subcontractors, as well as to comply with our legal obligations at home and abroad. If you work for such a customer or business partner, your personal data may of course also be affected in this capacity.

In addition, we also process personal data of you and other persons, to the extent permitted and deemed appropriate, for the following purposes, in which we (and sometimes third parties) have a legitimate interest commensurate with the purpose:

- Offer and further development of our offers, services and websites, apps and other platforms on which we are present;
- Communicating with third parties and processing their inquiries (e.g. applications, media inquiries);
- Testing and optimizing procedures for needs analysis for the purpose of directly addressing customers as well as collecting personal data from publicly available sources for the purpose of customer acquisition;
- Advertising and marketing (including the organization of events), insofar as you have not objected to the use of your data (if we send you advertising as an existing customer of ours, you can object to this at any time; we will then place you on a blocking list against further advertising mailings);
- Market and opinion research, media monitoring;
- Assertion of legal claims and defense in connection with legal disputes and official proceedings;
- Prevention and investigation of criminal offenses and other misconduct (e.g., conducting internal investigations, data analyses to combat fraud);
- Guarantees of our operations, in particular IT, our websites, apps and other platforms;
- Acquisition and sale of business units, companies or parts of companies and other transactions under company law and the associated transfer of personal data, as well as measures for business management and, to the extent necessary, for compliance with legal and regulatory obligations and internal regulations

In particular, we may process all or part of your personal data in the following areas for one or more of the purposes in which we have a legitimate interest appropriate to the purpose:

8.1 Processing purposes in connection with our goods and services offers

- Provision and sale of our goods and services
- Processing orders and contracts, including sending order and shipment confirmations, delivery confirmations, delivery and invoicing
- Organization and execution of customer service activities
- Organization and implementation of customer card or loyalty card programs
- Organization and implementation of market research and opinion surveys

8.2 Processing purposes in connection with customer communication

- Provision, administration and execution of customer communication by mail and via electronic means of communication.
- business communication by mail and via telephone, fax, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging

8.3 Processing purposes in connection with direct marketing

- Simplification of processes - such as purchases or bookings - and use of insights from the analysis of customer behavior for continuous improvement of all goods and service offerings.
- Avoiding unnecessary advertising by using insights from the analysis of customer behavior for individualized and personalized direct marketing
- Sending individualized and personalized advertising by mail or via telephone, fax, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages, or instant messaging
- Individualized and personalized customization of offers and advertising on our websites, apps for mobile devices, or on our channels on Internet platforms, multimedia portals, or social networks.

Insofar as you have given us consent to process your personal data for certain purposes (for example, when you register to receive newsletters), we process your persons within the scope of and based on this consent, insofar as we have no other legal basis and we require such a basis. Consent given can be revoked at any time, but this has no effect on data processing that has already taken place.

In the context of our business relationship, you must provide those personal data that are necessary for the establishment and implementation of a business relationship and the fulfillment of the associated contractual obligations (you do not usually have a legal obligation to provide us with data). Without this data, we will generally not be able to enter into or perform a contract with you (or the entity or person you represent). Also, the website cannot be used if certain traffic-securing information (such as IP address) is not disclosed to us.

9. To whom do we pass on your personal data?

Within the scope of our business activities and the purposes set out in Section 8, we also disclose data to third parties, insofar as this is permitted and appears to us to be appropriate, either because

they process it for us or because they want to use it for their own purposes. This concerns in particular the following entities:

- Service providers of us (within Stadtlandkind GmbH as well as externally, such as banks, insurance companies), including order processors (such as IT providers).
- Dealers, suppliers, subcontractors and other business partners
- customers
- domestic and foreign authorities, official agencies or courts of law
- The media
- The public, including visitors to websites and social media
- Competitors, industry organizations, associations, organizations and other bodies
- acquirers or parties interested in acquiring business units, branches or other parts of Stadtlandkind GmbH;
- other parties in potential or actual legal proceedings;
- all joint recipients.

These recipients are partly domestic, but can be anywhere in the world. In particular, you must expect the transfer of your data to all countries in which Stadtlandkind GmbH is represented by group companies, branches or other offices currently only Switzerland, as well as to other countries in Europe and the USA, where the service providers we use are located (such as Microsoft, Meta, Dropbox, Google).

If a recipient is located in a country without adequate legal data protection, we contractually oblige the recipient to comply with the applicable data protection (for this purpose, we use the revised standard contractual clauses of the European Commission, which are available here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?), unless it is already subject to a legally recognized set of rules to ensure data protection and we cannot rely on an exception provision. An exception may apply in particular in the case of legal proceedings abroad, but also in cases of overriding public interests or if the performance of a contract requires such disclosure, if you have consented or if it is a matter of data made generally available by you, the processing of which you have not objected to.

10. How do we use cookies?

We typically use "cookies" and similar technologies on our websites to identify your browser or device. A cookie is a small file that is sent to your computer or automatically stored on your computer or mobile device by the web browser you are using when you visit our website. This allows us to recognize you when you return to this website, even if we do not know who you are.

By using our websites and agreeing to receive newsletters and other marketing emails, you consent to the use of these techniques. If you do not want this, then you must set your browser or e-mail program accordingly.

11.1 Why do we use cookies?

The use of cookies serves on the one hand to log the frequency of use, number of users and behavior patterns on our website and to increase the security of website use.

11.2 Which cookies do we use?

Most of the cookies we use are automatically deleted from your computer or mobile device at the end of the browser session (so-called session cookies). For example, we use session cookies to store your country and language preferences and your shopping cart across different pages of an Internet session.

In addition, we also use temporary or permanent cookies. These remain stored on your computer or mobile device after the end of the browser session. During a further visit to one of our Internet pages, it is then automatically recognized which inputs and settings you prefer. Depending on the type of cookie, these temporary or permanent cookies remain stored on your computer or mobile device for between one month and ten years and are automatically deactivated after the programmed time has elapsed. They serve to make our internet pages more user-friendly, effective and secure.

11.3 What data is stored in the cookies?

No personal data is stored in the cookies we use. The cookies we use cannot be assigned to a specific person. When a cookie is activated, it is assigned an identification number.

11.4 How can you prevent cookies from being stored?

Most Internet browsers automatically accept cookies. However, you can instruct your browser not to accept cookies or to prompt you each time before accepting a cookie from an Internet site you visit. You can also delete cookies on your computer or mobile device by using the appropriate function of your browser. If you choose not to accept our cookies or the cookies of our affiliates, you will not be able to see certain information on our Internet sites and use some features designed to enhance your visit.

12. How do we use log files?

Every time you access our Internet pages, your Internet browser transmits certain usage data to us for technical reasons and stores it in log files. This involves the following usage data:

- IP address of the contacting device
- Date and time
- URL of the accessed page
- referrer URL
- Browser and other device information

The analysis of the log files helps us to further improve our Internet services and make them more user-friendly, to find and correct errors more quickly and to control server capacities. Based on the log files, we can determine, for example, at what time the use of our Internet services is particularly popular and provide the corresponding data volume to ensure the best possible use for you.

13. How do we use web analysis tools?

In order to constantly improve and optimize our Internet offering, we use so-called tracking technologies (Google Analytics). Web analysis tools provide us with statistics and graphics that give us information about the use of our Internet pages. In the process, data about the use of an Internet page is transmitted to the server used for this purpose. This is a service provided by a third party, which may be located in any country in the world (in the case of Google Analytics, it is Google Ireland (based in Ireland), Google Ireland relies on Google LLC (based in the USA) as an order processor (both "Google"), www.google.com), which allows us to measure and evaluate the use of the website (non-personal). Permanent cookies set by the service provider are also used for this purpose. We have configured the service so that the IP addresses of visitors are shortened by Google in Europe before being forwarded to the USA and thus cannot be traced. We have turned off the "Data Forwarding" and "Signals" settings. Although we can assume that the information we share with Google is not personal data for Google, it is possible that Google can draw conclusions about the identity of visitors from this data for its own purposes, create personal profiles and link this data to the Google accounts of these individuals. Insofar as you have registered with the service provider yourself, the service provider also knows you. The processing of your personal data by the service provider then takes place under the responsibility of the service provider in accordance with its data protection provisions. The service provider only informs us how our respective website is used (no information about you personally).

You can prevent the collection of data generated by cookies and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available under the following link

("http://tools.google.com/dlpage/gaoptout"). You can find more information about Google Analytics and data protection at "http://tools.google.com/dlpage/gaoptout" or

"<http://www.google.com/intl/de/analytics/privacyoverview.html>".

14. How do we use social plugins?

We use so-called plug-ins from social networks such as Facebook, Twitter, YouTube, Google+, Pinterest or Instagram on our websites. This is apparent to you in each case (typically via corresponding icons). We have configured these elements so that they are disabled by default. If you activate them (by clicking on them), the operators of the respective social networks can register that you are on our website and where and can use this information for their purposes. The processing of your personal data is then the responsibility of this operator according to its data protection regulations. We do not receive any information about you from him.

We process your personal data partly automatically with the aim of evaluating certain personal aspects (profiling). We use profiling in particular to be able to inform and advise you about products in a targeted manner. In doing so, we use evaluation tools that enable us to provide needs-based communication and advertising, including market and opinion research.

For the establishment and implementation of the business relationship and also otherwise, we generally do not use fully automated automatic decision-making (as regulated, for example, in Art. 22 DSGVO). Should we use such procedures in individual cases, we will inform you separately about this, insofar as this is required by law, and inform you about the associated rights.

15. Payment security

The data that is exchanged between you and us is encrypted by a 256-bit SSL certificate. This corresponds to the standard used by banks for their online transactions. You can recognize this by the URL address of Stadtlandkind GmbH which starts with <https://>, where 's' means secured. In addition, an icon in the form of a closed padlock appears. E-Payment from Postfinance is the secure e-payment solution for processing online payments over the Internet. The certified payment platform guarantees simple and secure credit and debit card payments, both for the store operator and the cardholder.

You have the possibility to contact us by e-mail. In doing so, your e-mail address, the date, the content of your e-mail and subject, as well as the contact data you have provided will be stored for the purpose of processing the request and for the case of follow-up questions with us, as long as this is necessary for the completion of your request or we are required by law to do so.

The use of e-mails is not technically secure; it may happen that e-mails are not delivered. When e-mails are transmitted, they may leave national borders, even if the sender and recipient are in Germany. The confidentiality of e-mails cannot be guaranteed if encryption is missing or insufficient. Unencrypted e-mails are therefore not suitable for sending confidential information.

By sending an e-mail, you agree to the communication via e-mail in knowledge of the described risks.

16. Contact address for questions

Person responsible:

Stadtlandkind GmbH

Unterstrasse 4

CH-9000 St. Gallen

Tel.: +41 78 899 13 19

Mail: datenschutz@stadtlandkind.ch

Supervisory Authority Switzerland:

Federal Public Information and Data Protection Commissioner, FDPIC

Feldeggweg 1

3003 Bern

Switzerland

<https://www.edoeb.admin.ch/edoeb/de/home.html>

17. Actuality and change of this privacy policy

We may change or adapt this privacy policy at any time. The current version published on our website will apply. Insofar as the data protection declaration is part of an agreement with you, in the event of an update we will inform you of the change by e-mail or by other suitable means.