

# Privacy notice statement

## Introduction

Kindly read this statement carefully and please do not hesitate to contact us if you shall have any questions. You can contact us on: [info@mdmdreyer.ch](mailto:info@mdmdreyer.ch).

We take the protection of your personal information very seriously. We treat your personal data with confidence, complying with data protection legislation and this privacy statement.

It is normally possible to browse our website without divulging any personal data. Where it is possible to enter personal data (for instance, name, address or email addresses), this is always voluntary, as far as possible. This privacy policy does also cover newsletter subscription and contact form process as well as automated serial email marketing.

We would like to point out that data transmissions through the Internet (e.g. communication by email) can be subject to security breaches. It is not possible to ensure the seamless protection of data against third party access via this channel.

The following provisions are intended to inform you about the kind of personal data we collect, process and use, the extent of those data and the purposes for which they are used, how long we process them for and the legal grounds for the processing, provided we are able to decide alone or with others on the purpose and means for the processing. We also inform you about the third-party elements we use to optimise our website and to increase its functionality, wherever third parties are responsible for processing the data.

This privacy notice statement consists of the following three sections:

1. Information about us and the data controller
2. Rights of users and data subjects
3. Information on data processing

## **1. Information about us and the data controller**

The entity responsible for the data protection aspects of this website:

MDM Dreyer AG  
Internationaler Lebensmittelhandel  
Thorackerstrasse 3  
3074 Muri b. Bern  
Switzerland

+41 31 950 26 66  
[info@mdmdreyer.ch](mailto:info@mdmdreyer.ch)  
[www.mdmdreyer.ch](http://www.mdmdreyer.ch)

You can contact our data protection officer:

Mirjam Oesterle-Dreyer  
+41 31 950 26 66  
[mirjam.oesterle@mdmdreyer.ch](mailto:mirjam.oesterle@mdmdreyer.ch)

## **2. Rights of user and data subjects**

### **Data storage duration**

We store your data only for the period necessary for processing them or in compliance with a legal obligation. In the case of analyses, we only store your data until the analysis has been concluded. We transfer the data through specifically protected cloud servers. If we store your data in connection with a contractual relationship, this data will be stored for the purpose of potential claim, statutory obligations or contractual storage requirements.

### **Legal basis**

We process your data within the restriction of data processing principles and possible legal regulations. Our goal is to improve our offerings continuously to match them to your needs. This necessity enables us to develop our services to finance them and to guarantee the safety of the offerings. We presume that our legitimate interests are overriding. If you have consented to data processing, our interests shall apply.

## Your rights

You have the right to information, and to rectify, erase and restrict your data, you have the right to data portability, and to the objection and withdrawal of consent. We only process your data within the restrictions of data processing principles and where there is a legal basis.

### 3. Information on data processing

#### Server log files

The provider of this website automatically records and stores information in server log files that are automatically transmitted to us by your browser. That information includes:

- IP-address
- Date and time of browser request
- General information about your operating system and browser version

This data is processed for the purpose of statistical evaluation, improving our offerings and improving our website. The provider reserves the right to assess server log files if there are indications of unlawful use.

#### Cookies

Our websites use cookies. Cookies are small text files that are stored on your computer by your browser. Cookies will not damage your computer.

We use cookies to make our website more user-friendly. Some cookies will remain on your device until you delete them. These cookies enable us to recognise your browser next time you visit our site.

You can set your browser to notify you about cookies that are stored on your system and only allow individual cookies to be stored. If you deactivate cookies, the functionality of our website may be impaired.

## **Use of data for marketing purposes**

We use your contact details after you have contacted us, registered to our newsletter or given us your opt-in to notify you by email of similar services and for marketing and optimization purposes that enable us to offer you better services. We may be using lead tracking possibilities on our website in order to offer you tailored services.

You can withdraw your consent to mailings at any time, either by email to: [info@mdmdreyer.ch](mailto:info@mdmdreyer.ch) or by a click on the link at the end of our mailings.

## **Newsletter subscription and unsubscription**

If you register for our free newsletter, the data requested for the registration, i.e. your email address and, as an option, your name and address, will be transmitted to us. At the same time, we store the IP address of the internet connection you used to access our website, the date and time of your registration. As part of the remaining registration process, we will ask for your consent to send you the newsletter, will describe the content unambiguously and make reference to this privacy statement.

You can withdraw your consent to receiving the newsletter at any time with effect for the future. You simply have to communicate your withdrawal of consent or click the cancellation link in any newsletter.

## **Mailing software**

We use ActiveCampaign software to send our newsletter - a service provided by: Active Campaign LLC, 1 North Dearborn Street, 5th Floor, Chicago, IL 60602, by means of its certification under the EU-US Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnH6AAK&status=Active>

Active Campaign LLC guarantees that EU data protection legislation is also applied to the processing of data in the USA. In addition, Active Campaign LLC, through their link:

<https://www.activecampaign.com/legal/privacy-policy>

provides further privacy details.

If you subscribe to our newsletter, the details requested in that process, email and, optionally, your name and address, will be processed by Active Campaign LLC. In addition, your IP address and the date and time of your registration are stored. As part of the remaining registration process, we will ask for your consent to send you the newsletter, will describe the content unambiguously and make reference to this privacy statement.

The newsletters sent out through Active Campaign also include a web beacon. This web beacon allows us to see whether you have read our newsletter and when and whether you followed any of the links in the newsletter. Besides additional technical details, such as data about your IT system and your IP address, the data processed in this procedure are stored to enable us to optimise our newsletter and respond to customer suggestions. The data are used to help improve the quality and attractiveness of our newsletter.

## **External links**

Our website contains links to external websites owned by third parties. We have no influence whatsoever on content of linked sites. We cannot accept any responsibility or liability for the content of pages reached by clicking a link on our site.

## **Use of analytical service with Google Analytics**

Our website uses Google Analytics. This web analytics service is provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, referred to hereinafter as "Google".

By means of its certification under the EU-US Privacy Shield,

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that EU data protection legislation is also applied to the processing of data in the USA.

Google Analytics is a service that analyses the way visitors use our site. Our legitimate interest lies in the analysis, optimisation and economical operation of our website.

Details of the usage and users of the site, including the IP address, location, time and frequency of visits to the site are transmitted to a Google server in the USA and stored there. We apply the “Activate anonymous IP” function on our site for Google Analytics. This function causes Google to truncate the IP address within the EU or EEA. The data thus collected enable Google to provide us with an evaluation of traffic visiting our site and the way our site is used. This data can also be used to render additional services that are related to usage of our website and the Internet.

Google has confirmed that your IP address will not be linked to other data. In addition, you can visit

<https://www.google.com/intl/de/policies/privacy/partners>

to see further privacy information from Google including details of how to prevent your data being used.

In addition, you can visit

<https://tools.google.com/dlpage/gaoptout?hl=de>

to download Google's deactivation add-on and additional information. That add-on can be installed with all standard browsers and offers you further ways of controlling the data collected by Google when you access our website. The add-on communicates with Google Analytics' JavaScript (ga.js) and notifies it that information about your visits to our website are not to be transmitted to Google Analytics. However, that will not prevent information being transmitted to us or other web analytics services. This privacy statement also provides details of any other web analytics services employed by us.

Alternatively, you can prevent Google Analytics from analysing your future visits to our website by clicking the link below. Clicking this link will create an opt-out cookie on your device that will prevent your visits to our site being analysed in future:

## Disable Google Analytics

Please note that, if you delete the cookies in that browser, you will have to install the opt-out cookie again.

Under no circumstances will Google associate your IP address with any other data held by Google. You can prevent the storage of cookies on your computer. You can choose the "Block third-party cookies" setting in your browser. However, we would like to point out that if you do this, not all functions of this website may be fully available to you. By using this website, you agree to the processing of data about you by Google in the manner described above and for the aforementioned purpose.

## **Use of Google Ads**

Our website uses Google Ads (previously AdWords) in conjunction with conversion tracking. This is a service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, referred to hereinafter as "Google". By means of its certification under the EU-US Privacy Shield,

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that EU data protection legislation is also applied to the processing of data in the USA.

We use conversion tracking to market our products and services in a targeted manner. Our legitimate interest lies in the analysis, optimisation and economical operation of our website.

If you click on an advertisement placed by Google, our conversion tracking tool will store a cookie on your device. These conversion cookies become invalid after 30 days and are not used to identify you personally.

Provided the cookie is still valid, if you visit a certain page on our website, both we and Google can see that you have clicked an advertisement of ours placed with Google and that you were then forwarded to our website.

Using this data, Google can provide us with statistics relating to the use of our site. In addition, this provides us with information about the number of visitors

that have clicked on our advertisements and about the pages that were then accessed. However, this will not enable us or any other third-party user of Google Ads to identify you.

You can adjust your browser settings to prevent cookies being stored on your computer or restrict which ones are stored. At the same time, you can erase cookies stored on your computer at any time. The method and steps required to do this will depend on the type and version of browser you use. Further details can be acquired from the Help function of your browser, from the documentation provided by the manufacturer or from your browser's support service.

In addition, Google offers these links:

<https://services.google.com/sitestats/en.html>

<http://www.google.com/policies/technologies/ads/>

<http://www.google.de/policies/privacy/>

where you can find further information on this topic and in particular how to prevent data usage.

Approved, Muri b. Bern, 31 december 2019