



enhantz

PRIVACY POLICY

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Enhazz AG

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Privacy Statement

This Privacy Statement applies to Enhazz AG.

In case of discrepancies between this Privacy Statement and the otherwise applicable contractual or general terms and conditions of Enhazz AG, the provisions of this Privacy Statement shall take precedence.

Privacy is a matter of trust, and your trust is important to us. We respect your person and your privacy. We also want to ensure that your personal data are protected and processed lawfully. Therefore, we process your data exclusively on the basis of applicable laws (GDPR, FADP).

It is important to us that you consent to the processing of your personal data. The purpose of this Privacy Statement is to provide you with complete information about our data-processing methods. And you decide if you wish to have your personal data processed.

This Privacy Statement covers both historical and future personal data. If you agree to the processing of your personal data, then not only will we process the personal data collected from you in future in accordance with this Privacy Statement, but also your personal data that we already store. This also applies in particular to personal data that we have collected and processed as part of bonus programmes of the ENHANZZ Group.

In this Privacy Statement, when we refer to processing your personal data, we mean any handling of your personal data. This includes, for example:

- collection,
- storage,
- management,
- use,
- transmission,
- disclosure or
- deletion of your personal data.

We collect personal data in order to offer better services to our customers. We are convinced that aligning our activities with our customers' wishes and needs will simplify your daily tasks. Better services may include:

- Aligning our range of products with our customers' needs;
- Personalising customer communication so that you can find offers that meet your wishes and receive less advertising overall;
- Simplifying processes, such as purchases or reservations, so that you can reach your destination faster.

1. How do we protect your personal data?

We have technical and organisational security processes in place to ensure the safety of your personal data and to protect your session data and personal data from unauthorised or unlawful processing and/or against unintentional loss, alteration, disclosure or access. Nevertheless, you should always be aware that transmitting information over the Internet and other electronic media carries certain security risks and that we cannot guarantee the security of information transmitted in this manner.

2. How long do we retain data?

We keep your personal data for as long as we deem it necessary in order to comply with applicable laws or for as long as the data are needed for the purposes for which they were collected. We delete your personal data as soon as they are no longer needed and, at any rate, upon expiration of the maximum retention period required by law.

3. What rights do you have regarding your personal data?

You have the right at all times to assert your privacy rights and to obtain information about your stored personal data, to correct and add to your personal data, to object to the processing of your personal data or to request the deletion of your personal data. You will find our contact information in Section 4 below. We reserve the right to correspond with you electronically in this regard (particularly by e-mail).

4. How can you contact us?

If you wish to assert your rights regarding your personal data or have questions or concerns regarding the processing of your personal data, please e-mail us at privacy@enhanzz.com. We will attempt to respond to your questions or concerns promptly upon receipt.

5. Who is the owner of the data file?

We are required by law to inform you of the owner of the data file containing your personal data. The owner of the data file is Enhazz AG.

6. When do we collect personal data?

We collect your personal data whenever we are in contact with you. There are a variety of situations in which we are in contact with you. For example, we collect your personal data under the following circumstances:

- You receive a newsletter or other advertising about our products and services;
- You purchase our products or services via our websites;
- You participate in our courses, seminars or training sessions;
- You register a product or service purchased from us;
- You participate in a contest or sweepstakes;
- You participate in one of our customer programmes;
- You take part in one of our market research campaigns or opinion polls;

- You use or communicate with us or third parties via our websites, apps for mobile devices, or offers available on Internet platforms, multimedia portals or social networks, as the case may be;
- You communicate with us by telephone, fax, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging;
- You come into contact with us at special events, such as promotional and sponsoring events, or cultural or sporting events.

You have the option to subscribe to our newsletter via our website. To do this, we need your e-mail address and your statement that you agree to receive the newsletter.

Once you have registered for the newsletter, we will send you a confirmation e-mail including a link to confirm your registration.

You may cancel your subscription to the newsletter at any time. Please send your cancellation request to the following e-mail address: service@enhanzz.com. We will then promptly delete your data related to sending you the newsletter.

To provide you with appropriate information, we also collect and process details you furnish voluntarily about your areas of interest, birthday and postal code [...].

7. What personal data do we collect?

The personal data collected are just as diverse. For one, we collect personal data that you provide to us. For another, we collect personal data that is recorded automatically or manually when you have contact with us, such as:

Data regarding the person

- Surname and first name;
- Birthday and age;
- Gender;
- Home address;
- Size of household;
- Shopping habits;
- Information about purchasing power;
- Customer and shopping preferences;
- Delivery address;
- Billing address;
- Credit card and account information;
- Language preferences;
- Telephone number(s);
- E-mail address(es);

- Customer number(s);
- Information about subscribed newsletters or other advertising;
- Consent to the receipt of advertising;
- Online customer account information (including opening date, user name, profile pictures);
- Data regarding customer activity
- Contractual data (including contract date, type of contract, content of the contract; contracting partners; contractual term; contractual value; claims asserted under the contract);
- Purchasing information (including purchase date; location of purchase; time of purchase; type, quantity and value of the purchased products and services; shopping basket; abandoned shopping basket; means of payment used; point of payment; purchase history);
- Customer service information (including product returns, complaints, warranty claims and delivery information);
- Session data regarding visits to our websites, apps for mobile devices or offers on Internet platforms, multimedia portals or social networks, as the case may be (including duration and frequency of visits, default language and country settings, information about the browser and computer operating system, Internet protocol addresses, search terms and results; ratings submitted);
- Location-specific data when using mobile devices;
- Communication by telephone, fax, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging;

8. Why do we process personal data?

We process your personal data for a variety of purposes. These purposes can be classified into different groups. In particular, we may process your personal data in whole or in part for one or more of the following purposes:

8.1 Purposes of processing in connection with our products and services

- Providing and selling our products and services;
- Processing orders and contracts, including sending order and shipment confirmations, delivery confirmations, delivery and invoicing;
- Organising and conducting courses, seminars or training sessions;
- Organising and conducting customer support services;
- Organising and conducting market research and opinion polls;
- Verifying customer creditworthiness.

8.2 Purposes of processing in connection with customer communication

- Providing, administering and conducting customer communication via mail and electronic media;

- Business communication via mail and telephone, fax, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging;
- Evaluating the use of our offers via telephone, fax, e-mail, voice messages, text messages (SMS), picture messages (MMS) or instant messaging, such as: type of use, frequency and duration of use, specific location of use.

8.3 Purposes of processing in connection with special activities and events

- Organising and conducting contests or sweepstakes, including notification and publication of the winners via our websites, apps for mobile devices and our offers on Internet platforms, multimedia portals or social networks;
- Organising and conducting special events, such as promotional and sponsoring events, and cultural and sporting events

8.4 Purposes of processing in connection with analysing customer behaviour

- Individualised and personal or anonymous and group-based recording and evaluation of historical and current customer and purchasing behaviour when using the offers on our websites, apps for mobile devices or on Internet platforms, multimedia portals or social networks, as the case may be;
- Individualised and personal or anonymous and group-based identification, classification and analysis of current and potential customer needs and interests;
- Individualised and personal or anonymous and group-based classification and analysis of customer behaviour and customer potential;
- Statistical evaluation of customer behaviour based on anonymised customer data;
- Linking new personal data collected about you with personal data previously collected by us or other member companies of the ENHANZZ Group;
- Linking of the personal data collected by us about you with the personal data collected by other member companies of the ENHANZZ Group regarding you or with publicly available data, as well as data acquired from third parties outside the ENHANZZ Group, for improving our database and our customer behaviour analysis. The enhancement of profiles with data from third parties includes, for example: Data of the Federal Statistical Office, calendar data or geodata.

8.5 Purposes of processing in connection with direct marketing

- Simplifying processes, such as purchases and bookings, and using information obtained from analysing customer behaviour to continuously improve our entire range of products and services;
- Avoiding unnecessary advertising using information obtained from analysing customer behaviour for individualised and personalised direct marketing;
- Delivery of individualised and personalised advertising via mail or telephone, fax, e - mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging;

- Individualised and personalised adaptation of offers and of the advertising on our websites, apps for mobile device or in our channels on Internet platforms, multimedia portals or social networks, as the case may be.

9. To whom do we disclose your personal data?

We may disclose your personal data to other member companies of the ENHANZZ Group for the purposes stated in this Privacy Statement. The other member companies of the ENHANZZ Group may use your personal data in their own interest for the same purposes as we do. The member companies of the ENHANZZ Group may process your personal data particularly for individualised and personalised customer behaviour analyses and for direct marketing activities in their own interest. Within the ENHANZZ Group, employees are only given access to your personal data to the extent required for performing their tasks.

We may also disclose your personal data to other member companies of the ENHANZZ Group or to third parties outside the ENHANZZ Group in order to utilise technical or organisational services that we need to fulfil the stated purposes or to perform our other business activities. Our service providers are contractually obligated to process the personal data exclusively on our behalf and in accordance with our instructions.

Furthermore, we require our service providers to comply with technical and organisational measures that ensure the protection of the personal data. If such service providers are located in countries with applicable laws that do not provide protection of personal data on a level comparable with that of Swiss law, we will ensure contractually that the service providers in question adhere to the Swiss level of data protection.

We may also disclose your personal data if we deem it necessary in order to comply with applicable laws and regulations, in connection with legal proceedings, at the request of the competent courts and authorities or based on other legal obligations, to safeguard and defend our rights or property, as applicable.

Data are not transmitted to third parties except for transmitting credit card data to the processing banks/payment service providers for the purpose of debiting the purchase price, to the forwarder/shipping company engaged by us to deliver the product and to our tax adviser for purposes of fulfilling our tax obligations.

10. How do we use cookies?

On our websites we also use so-called cookies. These are small files that are stored on your computer or mobile device when you use one of our websites. We also want to provide you with complete information about our use of cookies.

10.1 Why do we use cookies?

The cookies that we use serve, first, to ensure the operation of our websites' features, such as the shopping basket feature. Further, we use cookies to adapt our website content to your wishes as a customer and to make surfing our websites as convenient as possible for you. We also use cookies to optimize our advertising. By using cookies, we can present advertising and/or special products and services to you that may be of particular interest to you based on your use of our website. Our goal in doing so is to make our web content as attractive as possible to you and to present advertising to you that matches your areas of interest.

10.2 What cookies do we use?

Most of the cookies that we use are automatically deleted by your computer or mobile device at the end of your browser session (these are known as "session cookies"). For example, we use session cookies to store your default country and language settings and your shopping basket across different pages during a web session.

Apart from that, we also use temporary and permanent cookies, as applicable. These cookies remain stored on your computer or mobile device after your browser session has ended. If you visit one of our websites again, your preferred entries and settings are then automatically recognized. These temporary or permanent cookies remain stored on your computer or mobile device for a period between one month and ten years, depending on the type of cookie, and will be deactivated automatically at the end of the programmed time period. These cookies help to make our webpages more user-friendly, effective and safe. For example, thanks to these cookies, information specially tailored to your interests is displayed to you on the website.

In certain circumstances, the cookies stored on your computer or mobile device may also come from our partner companies. These may be other member companies of the ENHANZZ Group or companies outside the ENHANZZ Group. These cookies enable our partner companies to deliver advertising to you that may actually interest you. Our partner companies' cookies remain stored on your computer or mobile device for a period between one month and ten years and will be automatically deactivated at the end of the programmed time period.

10.3 What data are stored in the cookies?

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

10.4 How can you prevent cookies from being stored?

Most Internet browsers accept cookies automatically. However, you can instruct your browser not to accept cookies or to ask you each time before accepting a cookie from a website visited by you. You can also delete cookies on your computer or mobile device by using the corresponding feature in your browser. If you decide not to accept our cookies or those of our partner companies, you will not see certain information on our websites and you will not be able to use certain features intended to improve your visit.

11. How do we use log files?

Each time our websites are accessed, certain usage data from your Internet browser are transmitted to us for technical reasons and stored in log files. This concerns the following usage data: Date and time of day that our website is called up; name of the website called up; IP address of your computer or mobile device; address of the website from which you arrived on our website; volume of data transferred, as well as name and version of your browser.

Evaluating the log files helps us to further improve our website content and to make our websites more user-friendly, find and correct errors faster and manage our server

capacities. Using the log files, we can, for instance, determine the most preferred time for using our websites, and we can make a corresponding data volume available in order to ensure that you experience the best use possible.

12. How do we use web analysis tools?

In order to continuously improve and optimize our website content, we use so-called tracking technologies. Web-analysis tools provide us with statistics and graphs that give us insight regarding the use of our websites. In this process, the data concerning the use of a website are transferred to the corresponding server utilized for this purpose.

Depending on the supplier of a web-analysis tool, these servers may be located abroad. For the most frequently used web-analysis tool, Google Analytics, these data are transmitted together with abbreviated IP addresses, which prevents individual devices from being identified. Google observes the data-protection provisions of the Swiss-U.S. Privacy Shield Agreement and has registered with the U.S. Department of Commerce for the Swiss-U.S. Privacy Shield (information on the Swiss-U.S. Privacy Shield can be found at <https://www.privacyshield.gov/Swiss-US-Privacy-Shield-FAQs>). The IP address transmitted from your browser in connection with Google Analytics is not combined with other data held by Google. Google does not transfer these data to any third party except based on legal requirements or as part of the commissioned data processing.

If other web-analysis tools are used within the ENHANZZ Group, the data collection process is essentially the same.

You can prevent the data generated by cookies regarding your use of the website (including your IP address) from being acquired and processed by Google by downloading and installing the browser plugin available at the following link (<http://tools.google.com/dlpage/gaoptout>). You will find more information about Google Analytics and privacy at <http://tools.google.com/dlpage/gaoptout> or <http://www.google.com/intl/de/analytics/privacyoverview.html>.

13. How do we use social plugins?

Our websites use social plugins, e.g., from Facebook, Twitter or Google+. The plugins bear the provider's logo and may consist of, e.g., "Like" buttons, a Twitter button or a Google+ button.

If you call up our websites that include this type of plugin, your browser sets up a direct connection to the provider's computers. The plugin's content is transmitted by the provider directly to your browser and integrated into the website by your browser. By integrating the plugins, the provider receives the information that you called up our websites. If you are logged into the provider's system at the same time, the provider can match the visit with your profile. If you interact with the plugins, for example, by clicking the "Like" button or making a comment, the corresponding information is transmitted directly from your browser to the provider's system and stored there.

If you do not want the provider to collect information about you via our websites, you have to log out of the provider's system before visiting our site. Even in logged-out status, the providers collect data via the social plugins in anonymous form and set a cookie for you. These data can be matched with your profile if you subsequently log into the provider's system.

If a login is offered via a social login service such as Facebook Connect, data are exchanged between the provider and our website. In the case of Facebook Connect, this may be, for example, data contained in your public Facebook profile. By using such login services, you consent to the transmission of the data.

For the purpose and scope of the collection of the data and the further processing of your data by the provider, as well as your associated rights and configuration options for protecting your privacy, please refer to the providers' privacy notices.

Facebook Ireland Ltd., respectively Facebook Inc.: <http://de-de.facebook.com/policy.php>

Google Inc.: <http://www.google.de/intl/de/privacy/plusone/>

Twitter Inc.: <http://twitter.com/privacy>

If you do not want the providers to collect data about you via these cookies, you can select the option "Block cookies from third-party providers" in your browser settings. Then the browser will not send cookies to the server in the case of embedded content of other providers. If you select this setting, other features of our website may also cease to function.

Data Protection Officer

Stefan Mühl

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For questions about privacy please send an e-mail to privacy@enhazz.com