

# **PRIVACY POLICY**

## **within the BIBUS companies**

Data protection is a matter of trust and your trust is important to us. We respect your privacy and personal data rights. The protection and the lawful collection, processing and use of your personal data is therefore an important concern for us. To make you feel safe with us, we strictly observe the legal regulations when processing your personal data and would like to inform you about our data collection and data use.

The following data protection declaration explains which data is collected on our websites, within our business and which data we process and use and how.

## **1. RESPONSIBLE OFFICE**

BIBUS (UK) Ltd, Unit 20 Soho Mills, Wooburn Green, Bucks, HP10 0PF is responsible for the collection, processing and use of your personal data within the meaning of the GDPR. If you wish to object to the collection, processing or use of your data by BIBUS (UK) Ltd in accordance with these data protection regulations as a whole or for individual measures, you can send your objection by e-mail or letter to the following contact data: BIBUS (UK) Ltd, Unit 20 Soho Mills, Wooburn Green, Bucks, HP10 0PF E-Mail: [dpo@bibus.ch](mailto:dpo@bibus.ch). In addition, you can of course also receive information about the data stored by us free of charge at any time (please also refer to item 7).

## **2. COLLECTION, PROCESSING AND USE OF PERSONAL DATA**

### **2.1 PERSONAL DATA**

Personal data is information about the factual or personal circumstances of a specific or identifiable natural person. This includes, for example, your name, your telephone number, your address, as well as all inventory data that you provide to us when concluding the contract, registering and creating your customer account. Statistical data that we collect, for example, when you visit our websites and our web shop and that cannot be directly linked to you, do not fall under this category. For example, these are statistics about which sites are particularly popular or how many users visit certain sites online.

In our daily business we only collect the data required for order processing and by the law.

### **2.2 CUSTOMER ACCOUNT**

The data necessary for the processing of traditional business (name, telephone number, e-mail) will be provided by you for the fulfilment of the contract or for the implementation of pre-contractual measures like offers. Without them we cannot conclude the contract with you. You are managed in the ERP hosted by us and you cannot manage this directly yourself. In the event of adjustments or requests for information, please contact either your contact person or the information centre referred to in point 1.

### **2.3 WEBSHOP CUSTOMER ACCOUNT**

For every shop customer who registers accordingly, we set up a password-protected direct access to his stored inventory data (customer account). Here you can view data about your completed, open and recently sent shop orders and manage your shop data. Please treat the

personal access data confidentially and don't make them accessible to any unauthorised third parties. We cannot accept liability for misused passwords, unless we are responsible for the misuse. If you do not log out, you will remain logged in automatically. This function allows you to use some of our services (e.g. 'MyBIBUS') without having to log in again each time.

## **2.4 COLLECTION, PROCESSING AND USE OF YOUR PERSONAL DATA**

Data protection is very important to us. Therefore, we strictly adhere to the legal regulations when collecting, processing and using your personal data. We collect, store and process your data for the entire processing of your purchase or sale, including any subsequent warranties, for our services, technical administration and our own marketing purposes. Your personal data will only be passed on or otherwise transmitted to third parties if this is necessary for the purpose of contract processing or invoicing or if you have given your prior consent. Within the framework of order processing, for example, the service providers (such as transport companies, logistics companies, banks) used by us receive the necessary data for order and order processing. The data passed on in this way may only be used by our service providers for the fulfilment of their tasks. Any other use of the information is not permitted and will not be made by any of the service providers entrusted by us. For your order we need your correct name, address and payment data. We need your e-mail address so that we can confirm receipt of your order and communicate with you. Your personal data will be deleted if there are no legal storage obligations to the contrary and if you have asserted a claim for deletion, if the data is no longer required to fulfil the purpose for which it was stored or if its storage is inadmissible for other legal reasons.

## **2.5 USE OF YOUR DATA FOR ADVERTISING PURPOSES**

In addition to processing your data to process your purchase or sale at BIBUS, we also use your data to communicate with you about your orders, certain products or marketing campaigns and to recommend products or services that might be of interest to you. You can object to the use of your personal data for advertising purposes at any time, either as a whole or for individual measures. A message in text form to the contact data specified under number 1 (e.g. e-mail, letter) is sufficient for this. Of course you will also find a unsubscribe link in every newsletter.

### **2.5.1 NEWSLETTER**

For the dispatch of the newsletter we use the following procedures: written registration of our trade fairs, registration by e-mail to a contact person or the double opt-in procedure, i.e. you receive an inquiry due to an order or a visit to a trade fair and we will only send you a newsletter by e-mail if you have expressly confirmed to us in advance that we should activate the newsletter service. We will then send you a notification e-mail and ask you to confirm that you would like to receive our newsletter by clicking on a link contained in this e-mail. If you no longer wish to receive newsletters from us, you can unsubscribe at any time. A message in text form to the contact data specified under number 1 (e.g. e-mail, letter) is sufficient for this. Of course you will also find a unsubscribe link in every newsletter.

### **2.5.2 COMPETITIONS, MARKET AND OPINION RESEARCH**

In the event of competitions, we will use your data for the purpose of notifying you of any prizes and advertising our offers. You may find detailed information in our conditions of participation for the respective competition. We also use your data for market and opinion research. Of course, we use these exclusively anonymously for statistical purposes and only for BIBUS (UK) Ltd. Your responses to surveys will not be passed on or published to third parties. BIBUS uses and processes your personal data for market and opinion research for its own purposes. You can object to the use of data for market and opinion research at any time, either in full or for specific measures. A message in text form to the contact data specified under number 1 (e.g. e-mail, letter) is sufficient for this. Of course, you will also find a unsubscribe link in every survey e-mail.

### **3. COOKIES**

Accepting cookies is not a prerequisite for visiting our website. However, we would like to point out that functions on our websites may be restricted if you do not allow us to set cookies.

**What are cookies?** Cookies are small text files which are stored on your terminal device with the help of your browser and which store certain settings and data for exchange with our system via your browser. They're not doing any damage. Some cookies remain stored on your device until you delete them. They enable us to recognize your browser the next time you visit us.

**Which cookies does BIBUS use?** Most of the cookies we use are automatically deleted from your hard drive at the end of the browser session (hence session cookies). Session cookies are required, for example, to offer you the shopping basket function across several pages. In addition, we also use cookies that remain on your hard drive. During a further visit it is then automatically recognized that you have already been with us and which entries and settings you prefer. These temporary or permanent cookies (lifetime 1 month to 10 years) are stored on your hard disk and delete themselves after the specified time. These cookies in particular serve to make our website more user-friendly, effective and secure. Thanks to these files, it is possible, for example, to display information on the site that is specifically tailored to your interests. The sole purpose of these cookies is to adapt our offer to your customer wishes in the best possible way and to make your browsing with us as comfortable as possible.

#### **What data is stored in the cookies?**

BIBUS uses cookies for Google Analytics, for Matomo (Analytics tool) to automatically log you in to pages with login and for forms to store temporary data. We try to avoid cookies. Only an identification number is stored in the cookies themselves.

This number does not contain your name or an Internet address (IP number).

As long as you are not logged in to our site, this ID will not be linked to your name or other personal information. We do not transfer any personal information to third parties, i.e. even if you register, this information will not be transferred to third parties. We use cookies from the analysis tools to see which of our pages are visited and which products arouse the greatest interest, as well as to identify any technical faults.

#### **How can you prevent the storage of cookies?**

In your browser you can set that a storage of cookies is only accepted if you agree. If you only want to accept the BIBUS cookies but not the cookies of our service providers and partners, you can select the setting in your browser "Block third party cookies". Usually, the

help function in the menu bar of your web browser shows you how you can reject new cookies and deactivate cookies already received. We recommend that you always log out completely of shared computers that are set so that they accept cookies.

## **4. DATA LOG**

With each access to the pages of BIBUS, usage data is transmitted through the respective Internet browser and stored in log files, the so-called server log files. The data records stored in this way contain the following data: Date and time of access, name of the page accessed, IP address, referrer URL (originating URL from which you accessed the website), the amount of data transferred, as well as product and version information of the browser used. We only use these log file data sets for technical diagnostic purposes in order to find and correct errors faster and to optimize server settings.

The log files of the web server service are usually deleted automatically after 4 months or after reaching a capacity limit, whichever occurs earlier. These log files can also be deleted by us at any time, e.g. for moving the server or when certain file sizes are reached.

## **5. WEB ANALYTICS**

### **5.1 GOOGLE ANALYTICS**

Google Analytics is a service of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information collected by the cookie about the use of our website (including your IP address) is usually transferred to a Google server in the USA and stored there. Google will use this information to evaluate your use of our website, to compile reports on website activities for us and to provide us with further services associated with the use of websites and the Internet. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. A transfer of this data by Google to third parties only takes place due to legal regulations or within the scope of order data processing. By using this website, you consent to the processing of data about you by Google and the manner of data processing described above as well as the named purpose. You may refuse the use of cookies by selecting the appropriate settings on your browser. You can also prevent Google from collecting the data generated by the cookie and relating to your use of this website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link. Further information on Google Analytics and data protection can be found at <http://tools.google.com/dlpage/gaoptout?hl=en>.

## **6. SECURE DATA TRANSMISSION**

Your personal data is transmitted securely by encryption. This applies to your order and also to the customer login. We use the SSL (Secure Socket Layer) coding system. Furthermore, we protect our websites and other systems by technical and organizational measures against loss, destruction, access, modification or distribution of your data by unauthorized persons.

## **7. INFORMATION RIGHTS OF THE AFFECTED PARTY**

According to the GDPR, our customers have, among other things, a right to free information about their stored data, as well as a right to correction, blocking or deletion of data, if necessary. Any inquiries can be directed to BIBUS (UK) Ltd, Unit 20 Soho Mills, Wooburn Green, Bucks, HP10 0PF or the e-mail: [dpo@bibus.ch](mailto:dpo@bibus.ch) at any time by e-mail or by post with your unique identification.