

Privacy Policy of ASI - ACTIVE SERVICES INTERNATIONAL GMBH

Version from **01.01.2023**

In this privacy policy, we, ASI - ACTIVE SERVICES INTERNATIONAL GMBH (hereinafter [all together] ASI, we or us), explain how we collect and otherwise process personal data. This is not an exhaustive description; other data protection declarations [or general terms and conditions, conditions of participation and similar documents] may regulate specific matters. Personal data means any information relating to a specific individual or a group of individuals. identifiable person.

If you provide us with personal data of other persons (e.g. family members, data of 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 meet 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.

1. Person responsible / data protection officer / representative

Responsible for the data processing/data protection we operate here is Peter Schaffflützel, unless otherwise stated in individual cases]. If you have any data protection concerns, you can send them to us at the following contact address[, for all companies of the ASI Group (but if possible, specify which one you are referring to):

ASI - ACTIVE SERVICES INTERNATIONAL GMBH, In Stierwisen 36, CH - 8602 Wangen (Switzerland), p.schaffluetzel@gmail.com, Tel. + 41 (0) 44 833 39 32

2. Collection and processing of personal data

We primarily process 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 when operating our websites, apps and other applications.

To the extent permitted, we also take information from publicly available sources (e.g. debt collection records).

-registers, land registers, commercial registers, the press, the Internet) or receive such data from other companies within the ASI Group, from public authorities and other third parties (such as, e.g.

.e. [credit reporting agencies,] [address traders]).

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 that we learn in connection with official and legal proceedings, information in connection with your professional functions and activities (so that we can, for example, conclude and process transactions with your employer with your help), information about you in correspondence and meetings with third parties, credit reports (insofar as we conduct business with you personally), and information about you that we obtain from third parties. (e.g. so that we can conclude and process transactions with your employer with your help), information about you in correspondence and meetings with third parties, credit rating information (insofar as we process transactions with you personally), information about you that people close to you (family, advisors, legal representatives, etc.) give us so that we can conclude or process contracts with you or involving you (e.g. references, your address for deliveries, etc.).(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, distributors and other contractual partners of ours on the use or provision of services by you (e.g. payments made, purchases made), information on the use or provision of services by you (e.g. information on the use or provision of services by us). payments made, purchases made), personal data from the media and the Internet (where this is appropriate in a specific case, e.g. as part of an advertisement, press review, marketing/sales, etc.), your addresses and, where applicable, interests and other sociodemographic data (for marketing), data relating to the use of the website (e.g. IP address, MAC address of the smartphone or computer, information about your

Device and settings, cookies, date and time of visit, pages and content viewed, features used, referring website, location information).

3. Purposes of data processing and legal basis

We use the personal data collected by us primarily to conclude and process our contracts with our customers and business partners, so in particular in the context of the [INFORMATION ON CORE BUSINESS] 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 about you and other individuals, as permitted and as we deem appropriate, for the following purposes in which we (and sometimes third parties) have a legitimate interest consistent with the purpose:

Offer and further develop our offers, services and websites, apps and other platforms on which we are present;

Communication with third parties and processing of their requests (e.g. applications, media requests);

Examination and optimization of procedures for needs analysis for the purpose of direct customer contact as well as collection of personal data from publicly accessible 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, you can object at any time, we will then put you on a blacklist 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 analysis to combat fraud); ensuring our operations, especially IT, our websites, apps, and other platforms;

Video surveillance to maintain house rules and other measures for IT, building and facility security and protection of our employees and other persons and assets belonging to or entrusted to us (such as access controls, visitor lists, network and mail scanners, telephone records);

Purchase and sale of business units, companies or parts of companies and other transactions under company law and related transfers

If you have given us consent to process your personal data for certain purposes (for example, when you register to receive newsletters or carry out a background check), we process your personal data within the scope of and based on this consent, unless we have another 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.

4. Cookies / tracking and other technologies related to the use of our website

We typically use "cookies" and similar technologies on our websites [and apps] 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 use when you visit our website [or install app]. When you visit this website again [or use our app], this allows us to recognize you even if we do not know who you are. In addition to cookies that are only used during a session and deleted after your website visit ("session cookies"), cookies can also be used to store user settings and other information for a certain period of time (e.g. two years) ("permanent cookies"). However, you can set your browser to reject cookies, store them for one session only, or otherwise delete them early. Most browsers are preset to accept cookies. We use persistent cookies [so that you can save user preferences (e.g., language, autologin),][so that we can better understand how you use our offers and content,][and][so that we can show you offers and advertisements tailored to you (which may also happen on websites of other companies; however, they then do not learn from us who you are, if we ourselves know that at all, because they only see that on their website is the same user who was also with us on a certain page)]. [Certain of the cookies are set by us, and certain are also set by contractors with whom we work]. If you block cookies, certain functionalities (such as language selection, shopping cart, ordering processes) may no longer work.

[We also include visible and invisible image elements in our newsletters and other marketing emails, in part and where permitted, that allow us to determine if and when you have opened the email by retrieving them from our servers so that we can measure and better understand how you use our offers and tailor them to you here as well. You can block this in your email program; most are preset to do so].

By using our websites[, apps] and consenting 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 email program accordingly[, or uninstall the app if this cannot be adjusted via the settings]].

We sometimes use Google Analytics or similar services on our websites. This is a service provided by third parties that 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), with which we can measure and evaluate the use of the website (not on a personal basis). 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 persons. 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 is then 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).

We also use so-called plug-ins from social networks such as Facebook, Twitter, YouTube, 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 in accordance with its data protection provisions. We do not receive any information about you from them.

5. Data transfer and data transmission abroad

In the course of our business activities and for the purposes set out in Section 3, 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 applies in particular to the following entities:

- Service providers of us (within the ASI Group 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;
- Media;
- public, including visitors to websites and social media;
- Competitors, industry organizations, associations, organizations and other bodies;

all common **recipient**.

These recipients are partly domestic, but may be anywhere in the world. In particular, you must expect the transfer of your data to all countries in which the ASI Group is represented by group companies, branches or other offices, as well as to other countries in Europe and the USA where the service providers we use are located (such as [Microsoft], [SAP], [Amazon], [Salesforce.com]).

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 the recipient 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.

6. Duration of the retention of personal data

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 and processing to the termination of a contract) as well as beyond that in accordance with the statutory retention and documentation obligations. It is possible that personal data will be retained for the period during which claims are 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 far as possible. For operational data (e.g. system protocols, logs), shorter retention periods of twelve months or less generally apply.

7. Data security

We take appropriate technical and organizational security measures to protect your personal data from unauthorized access and misuse, such as the [issuance of directives][, training][, IT and network security solutions][, access controls and restrictions][, encryption of data carriers and transmissions][, pseudonymization][, controls].

8. Obligation to provide personal data

In the context of our business relationship, you must provide the personal data that is required 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 a contract with you (or the entity or person you represent) or to process such a contract. Also, the website cannot be used if certain traffic-securing information (such as IP address) is not disclosed.

9. Profiling [and automated decision making]

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 do not use any fully automated decision-making (such as regulated in Article 22 of the GDPR). Should we use such procedures in individual cases, we will inform you about this separately, insofar as this is required by law and inform you about the related rights].

10. Rights of the data subject

Within the scope of the data protection law applicable to you and insofar as provided therein (such as in the case of the GDPR), you have the right to information, correction, deletion, the right to restrict the **processing of data and otherwise to object to our data processing, in particular that for the purposes of direct marketing, direct advertising, and the right to withdraw your consent.**

We reserve the right to request the processing of personal data for the purpose of **profiling and other legitimate interests in processing**, as well as the release of certain personal data for the purpose of transferring it to another location (so-called data portability). Please note, however, that we reserve the right to assert 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 you incur costs, we will inform you in advance. We have already informed you about the possibility of revoking your consent in section 3. Please note that exercising these rights may conflict with contractual agreements and may have consequences such as 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 can contact us at the address given in section 1.

11. Changes

We may amend this privacy policy at any time without prior notice. The current version published on our website shall apply. Insofar as the data protection declaration is part of an agreement with you, we will inform you of the change by e-mail or other suitable means in the event of an update.

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