

# PIX4D GENERAL PRIVACY NOTICE

## 1. What is this Privacy Notice about?

This Privacy Notice informs You on how the Pix4D Group collects, processes and shares Your Personal Data and Personal Data that concerns other individuals when You visit our Website [www.pix4d.com](http://www.pix4d.com) and our other websites and apps, including our cloud platform at [cloud.pix4d.com](http://cloud.pix4d.com) (collectively the "**Website**"), when You or our customers use our software solutions, products, applications, web and cloud services (each a "**Service**", collectively the "**Services**") and when You interact with us in relation to a contract, communicate with us or otherwise deal with us. This Privacy Notice explains in particular what Personal Data we collect and why we collect it, how and for how long we use it and Your rights in relation to such Personal Data.

If You disclose Personal Data to us or share data with us about other individuals, such as co-workers, we assume that You are authorized to do so and that the relevant Personal Data is accurate. When You share Personal Data about others with us, You confirm that. Please make sure that these individuals have been informed about this Privacy Notice.

For the purpose of this Privacy Notice, "**Personal Data**" means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. We use the word "**Data**" here interchangeably with "**Personal Data**".

In this Privacy Notice, the terms "**we**", "**us**", "**our(s)**" and "**Pix4D**" refer to the Pix4D Group. "**You**" or "**Your**" means any natural person (i.e. the individual who reads this Privacy Notice or accesses our Services on behalf of a corporation or other legal entity).

This Privacy Notice is aligned with the current and revised Swiss Federal Act on Data Protection (together "**DPA**") and the EU General Data Protection Regulation ("**GDPR**"). However, the application of these laws depends on each individual case.

## 2. Who is the controller for processing Your Personal Data?

Pix4D SA, Route de Renens 24, 1008 Prilly, Switzerland ("**Pix4D SA**") is the controller for the Pix4D Group's processing under this Privacy Notice, unless we tell You otherwise in an individual case, for example in additional privacy notices, on a form or in a contract. However, unless we tell You otherwise, this Privacy Notice also applies where a group company of the Pix4D Group is the controller, instead of the Pix4D SA. This applies, in particular, where Your Personal Data is processed by a group company in relation with legal obligations or contracts with such a group company or where Personal Data is exchanged with a group company. In these cases, this group company is the controller and only if it shares Your Personal Data with other group companies for their own processing (see Section 6), will these other group companies also become controllers.

You may contact our Data Protection Officer for data protection concerns and to exercise Your rights under Section 13 as follows:

**Pix4D SA**  
**Data Protection Officer**  
**Route de Renens 24**  
**1008 Prilly**  
**Switzerland**  
**E: [data\\_protection@pix4d.com](mailto:data_protection@pix4d.com)**

### 3. What Personal Data do we collect and how?

The following Section describes the Personal Data that we collect and how we collect it. There are multiple ways in which we collect Personal Data, which can be broadly categorized into:

- (a) Personal Data that You freely choose to share with us,
- (b) Personal Data that is automatically collected when You use our Website or Services, and
- (c) Personal Data we receive or collect from third parties (including public sources) about You in accordance with applicable law.
- (d) If you are a member of an organization, your organization may decide to share input photos or photogrammetry data and metadata with Pix4D for internal R&D projects

#### (a) Personal Data that You freely choose to share with us

We collect the Personal Data that You directly provide to us with, such as when You set up an account on the Website or when You send us an e-mail.

This type of collection often occurs through our business support processes, such as:

- Registration data: When You sign up for, and open, an account on the Website, or sign up for content or offers, we may then ask You to provide us with Personal Data such as: Your contact information (name, e-mail or mailing addresses, phone number etc.), Your account administration information (user name, password, and security question), Your billing information (bank account, credit and debit card number, billing address) and Your profile information (profile photo, language);

Please note that You may deactivate Your Pix4D account and/or unsubscribe from receiving content or offers from us at any time with effect for the future. Following the termination of Your account, we may retain Your Personal Data (in part or in whole) to comply with legal or contractual requirements, or for technical reasons. We generally keep Your account data 5 years of inactivity (i.e. no trial activation, no log-in, no license purchases). For contacts used only for marketing and advertising (without user account), the period is usually no more than 5 years from the last contact;

- Contract and master data: When You purchase, subscribe or otherwise obtain a license to access and use our Services, we may ask You to provide us with Your contact and billing information (and other contract master data for example, Your role and function, powers of attorney, signature authorizations and declarations of consent). Further we will keep Personal Data that is collected in relation with the conclusion or performance of a contract, for example information about the contracts and the services provided or to be provided, as well as Personal Data from the period leading up to the conclusion of a contract, information required or used for performing a contract and information about feedback (for example complaints, feedback about satisfaction, etc.). We generally keep this Personal Data for 10 years from the end of the contract. This period may be longer if required for evidentiary purposes, to comply with legal or contractual requirements, or for technical reasons;
- Communication data: When You ask us a question via the contact form or request technical assistance and/or customer support, we may ask You to provide us with Your contact information as well as information related to the issue You are contacting us about. We collect the Personal Data exchanged between You and us, including Your contact details and the metadata of the communication. E-mails in personal mailboxes and written correspondence are generally kept for at least 10 years;

Notwithstanding the above, please note that You may also choose to submit information to us via other methods, including: (i) in response to marketing or other communications, (ii) through social media or online forums, (iii) through participation in an offer, program or promotion, (iv) in

connection with an actual or potential business relationship with us, or (v) by giving us Your business card or contact details at trade shows or other events. Further, You may provide us with Your Personal Data when communicating with us via (video) conference applications. We may have (video) conferences being recorded for quality assurance purposes and trainings. Such recordings may only be made and used in accordance with our relevant internal policies. You will be informed if and when such recordings take place, including by an indication during the video conference in question. If You do not wish to be recorded, please notify us or leave the (video) conference. If You simply do not want Your image to be recorded, please turn off Your camera. Recordings of (video) conferences we will usually keep for 36 months.

- **Behavioral and preference data:** Depending on our relationship with You, we try to get to know You better and to tailor our Services to You. For this purpose, we collect and process data about Your behavior and preferences. We do so by evaluating information about Your behavior in our domain. Based on this data, we can for example determine the likelihood that You will use certain services or behave in a certain way. The data processed for this purpose is already known to us (for example where and when You use our Services), or we collect it by recording Your behavior (for example how You navigate our Website). We anonymize or delete this data when it is no longer relevant for the purposes pursued, which usually is after 14 months. This period may be longer as for evidentiary purposes, to comply with legal or contractual requirements, or for technical reasons. We describe how tracking works on our Website in Section 12;
- **Other data:** We also collect data from You in other situations. For example, data that may relate to You (such as files, evidence, etc.) is processed in relation with administrative or judicial proceedings. We may obtain or create photos, videos and sound recordings in which You may be identifiable (for example at events, with security cameras, etc.). We may also collect data about who enters certain buildings, and when or who has access rights (including in relation with access controls, based on registration data or lists of visitors, etc.), who participates in events or campaigns (for example competitions) and who uses our infrastructure and systems and when. The retention period for this data depends on the processing purpose and is limited to what is necessary. This ranges from a few days for many of the security cameras, 36 months for photos taken in relation to customer training and to several years or longer for reports about events with images.

#### **(b) Personal Data that is automatically collected when using our Services**

Besides the Personal Data that You freely choose to share with us, we collect technical data when You use our Services and the Website. While information collected in this manner is not typically Personal Data, we may combine it in ways that make it personally identifiable. When we do so, we will treat the combined information as Personal Data.

Information collected in this manner may include:

- **Browser and device data:** The Website uses various technologies to function effectively and to record information about You, such as IP address, device type, operating system and Internet browser type, screen resolution, operating system name and version, device manufacturer and model, language, plug-ins, add-ons and the language version of the Website, if any, You are visiting. We also may collect information about Your online activities on websites and connected devices over time and across third-party websites, devices, apps and other online features and services;
- **Physical or geographic location data:** When You access and use the Services, visit the Website, we may collect information about Your country, region, city, or latitude or longitude;
- **Cookies:** Pix4D uses necessary cookies to process information including standard internet log information. For more information about necessary cookies, see Section 12. We also use other cookies (e.g., to process behavioral and preference data), but only with your prior consent (cf. Section 12).

#### **(c) Personal Data we gather from third parties (including public sources) about You**

As far as it is not unlawful, we also collect Personal Data from public sources (for example debt collection registers, commercial registers, the media, or the internet including social media) or receive data from other companies within our Group, from public authorities and from other third parties (such as our contractual or business partners, including our customers, credit agencies, address brokers, internet analytics services, etc.).

We receive the following categories of Personal Data from third parties:

- Personal Data of third parties: People who communicate with us, may disclose Personal Data of third parties to us, such as name and contact details of co-workers or family members;
- Contract and master data: We receive such Personal Data also from parties You work for (e.g., Your function within Your company, information about superiors, co-workers and subordinates and information about interactions with these persons), or from third parties such as contractual partners, address brokers, and from public sources such as public registers or the internet;
- Behavioral and preference data: We may supplement the information we collect ourselves with third-party information insofar as we have your consent, where applicable (e.g., information about how You navigate across the Website or when You open Your e-mails), including from public sources (e.g., social media, anonymous information from statistical offices);
- Personal Data in connection with legal proceedings: We may receive Personal Data about You from public authorities (e.g., court records), representatives of the opposing party, professional investigators (e.g., Your address), public sources, etc.;
- Drone images made by our contractual partners: Insofar as agreed with our contractual partners, we may use their drone images, which they process with our Services, for the purpose of machine learning and research and development projects in our own interest. These images may potentially contain Personal Data of data subjects which happen to be there or pass by when the drone images are, such as their faces or their license plate. Insofar as we process drone images as a data processor on behalf of our customers, the respective customer acts as data controller and the processing of Personal Data is therefore not covered by this Privacy Notice. In such case we ask You to direct Your requests regarding Your Personal Data directly to the respective data controller.

#### **4. For what purposes do we collect and process Personal Data?**

We will mainly process Personal Data for the conclusion, administration and performance of our contractual and business relationships and the provision of the Website and our Services as well as for otherwise interacting and communicating with You or with third parties.

We further process Personal Data for the following purposes:

- Communicating with you, in particular in relation to responding to inquiries and the exercise of your rights (see Section 13) and to enable us to contact you in case of queries.
- facilitating and improving Your access to and use of the Website and Services (e.g., to adjust the Services to the device You are using) and providing support of the same (e.g., to troubleshooting and or resolution of software bugs);
- improving the Services and the Website;
- improving and personalizing the Services so as to better meet Your expectations;
- quality assurance and analysis for the purpose of improvement of machine learning and computer vision algorithms include in current or future versions of Pix4D products
- conducting demographic or aggregate studies for marketing, sales, market research, planning, and business product development (e.g., to improve our training Services);

- performing marketing measures and relationship management (e.g., sending newsletters, offers, promotions, surveys and other regular contacts electronically, by e-mail, by telephone or through other channels for which we have contact information from You, carrying out marketing campaigns like events, contests, etc. and providing free services, like events). With Your consent, we can target our online advertising on the internet more specifically to You (see Section 12). Finally, we also want to enable our contractual partners to contact our customers and other contractual partners for marketing purposes (see Section 6). You can object to such contacts at any time or refuse or withdraw consent to be contacted for marketing purposes with effect for the future;
- recognizing and ceasing any misuse of the Website and Services;
- ensuring security and access control;
- executing risk management and corporate governance, including business organization and development;
- complying with laws, directives and recommendations from authorities and internal regulations;
- protecting our rights (for example to enforce claims in or out of court);
- enabling and administering our business;
- answering Your queries and providing You with effective assistance;
- enabling quality assurance purposes and trainings;
- gauging the effectiveness of our communications and marketing campaigns;
- further purposes, for example as part of our internal processes and administration.

## **5. On what basis do we process Your Personal Data?**

Where we ask for Your consent for certain processing activities (for example for the processing of sensitive Personal Data, for marketing mailings, for advertising management and behavior analysis on the Website), we will inform You separately about the relevant processing purposes. You may withdraw Your consent at any time with effect for the future by providing us written notice (by mail) or, unless otherwise noted or agreed, by sending an e-mail to us or, for marketing mailings, by unsubscribing from receiving marketing mailings on the link provided in these mailings; see our contact details in Section 2. For withdrawing consent for online tracking, see Section 12. Where You have a user account, You may also withdraw consent or contact us also through the Website or other Service, as applicable. Once we have received notification of withdrawal of consent, we will no longer process Your Personal Data for the purpose(s) You consented to, unless we have another legal basis to do so. Withdrawal of consent does not, however, affect the lawfulness of the processing based on the consent prior to withdrawal.

Where we do not ask for consent for processing, the processing of Your Personal Data relies on the requirement of the processing for initiating or performing a contract with You (or the entity You represent) or on our or a third-party legitimate interest in particular in pursuing the purposes and objectives set out in Section 4 and in implementing related measures. Our legitimate interests also include compliance with legal regulations, insofar this is not already recognized as a legal basis by applicable data protection law (for example in the case of the GDPR, the laws in the EEA and in the case of the DPA, Swiss law). This also includes the marketing of our products and services, the interest in better understanding our markets and in managing and further developing our company, including its operations, safely and efficiently.

Where we receive sensitive Personal Data, we may process Your Personal Data on other legal basis, for example, in the event of a dispute, as required in relation with a potential litigation or for the

enforcement or defense of legal claims. In some cases, other legal basis may apply, which we will communicate to You separately as necessary.

## 6. With whom do we share Your Personal Data?

Pix4D does not sell or rent Personal Data to marketers or unaffiliated Third Parties. We share Your Personal Data with trusted entities, as outlined below:

- Pix4D group companies: We share Personal Data with other Pix4D group companies and affiliates in order to provide the Services and for internal administration purposes. A list of group companies can be found here: <https://www.pix4d.com/about-us#locations>. These group companies may use the data according this Privacy Notice for the same purposes as we use it (see Section 4);
- Service providers: We work with service providers in Switzerland and abroad who process Your data on our behalf or as joint controllers with us or who receive data about You from us as separate controllers. We use a selected number of trusted external service providers for certain technical data analysis, processing and/or storage offerings, advertising service providers, cleaning companies, banks, debt collection companies, credit information agencies, address verification providers, etc.). Our key service providers are mentioned on the following list “Pix4D sub-processors”, which may be updated from time to time and accessible at: <https://www.pix4d.com/legal/> ;
- Contractual partners including customers: This refers to customers (for example Service recipients) and our other contractual partners as this data disclosure results from these contracts. These recipients also include contractual partners with whom we cooperate or who carry out advertising for us and to whom we may therefore disclose data about You for analysis and marketing purposes (e.g., online advertising providers). We require these partners to send You or display advertising based on Your data only with Your consent. You can object to such contacts at any time or refuse or withdraw consent to be contacted for marketing purposes with effect for the future ;
- Third parties authorized or used by You: When You are using third-party services (Google Maps™, YouTube™, Facebook™ or Twitter™ buttons, etc.) and/or products (i.e. manufactured by senseFly SA or Parrot Drones SAS etc.) through our Services, the providers of such services and/or products may also collect and process Personal Data through their services (Your localization, Your user preferences, Your flight data, accompanying services, etc.) independently of the data processing conducted by Pix4D in the provision of the Services;
- Parties to corporate transactions: In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, sale, joint venture, assignment, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, we may share Personal Data with third parties for the purpose of facilitating and completing the transaction;
- Authorities: We share Personal Data as we believe necessary (i) to comply with applicable law, or payment method rules; (ii) to enforce our contractual rights; (iii) to protect the rights, privacy, safety and property of Pix4D, You or others; and (iv) to respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, which may include authorities outside Your country of residence;
- Other persons: This means other cases where interactions with third parties follows from the purposes set out in Section 4, for example the media or if You are included in one of our publications.

All these categories of recipients may involve third parties, so that your data may also be disclosed to them. We can restrict the processing by certain third parties (for example IT providers), but not by others (for example authorities, etc.).

In addition, we enable certain third parties to collect personal data from you on our website and at events organized by us (for example press photographers, providers of tools on our website, etc.). Where we have no control over these data collections, these third parties are sole controllers. If you have concerns or wish to exercise your data protection rights, please contact these third parties directly. See Section 12 for the website.

Finally, please remember that when You publicly share Personal Data, this information may be seen and used by other people, as well as indexed by search engines.

## **7. Is Your Personal Data disclosed abroad?**

We process and store Personal Data primarily in Switzerland and the European Economic Area (EEA). In some cases, however, we may also disclose Personal Data to service providers and other recipients (see Section 6) who are located outside this area or who process Personal Data outside this area, in principle in any country in the world. These countries may not have laws that protect Your Personal Data to the same extent as in Switzerland or the EEA. If we transfer Your Personal Data to such a country, we will ensure the protection of Your Personal Data in an appropriate manner. In particular, we use the European Commission's standard contractual clauses for this purpose, available at [https://eur-lex.europa.eu/eli/dec\\_impl/2021/914/oj?](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?) unless the recipient is already subject to a legally accepted set of rules to ensure data protection or we can invoke an exception. We would like to emphasize that these contractual measures partly compensate for less or no legal protection, but do not completely exclude all risks (e.g. the risk of data being accessed by governments abroad). In exceptional cases, we may allow the transfer of Your Personal Data to countries without adequate protection in other cases, for example if You consent, in the context of legal proceedings abroad or if it is necessary for the performance of a contract.

Note that data exchanged via the internet is often routed through third countries. Your data may therefore be sent abroad even if the sender and recipient are in the same country.

## **8. How long do we process Your Personal Data?**

We process Your Personal Data for as long as our processing purposes, the legal retention periods and our legitimate interests in documentation and keeping evidence require it or storage is a technical requirement. You will find further information on the respective storage and processing periods for the individual data categories in Section 3, and for cookies in Section 12. If there are no contrary legal or contractual obligations, we will delete or anonymize Your Personal Data once the storage or processing period has expired as part of our usual processes.

## **9. How do we protect Your Personal Data?**

We take appropriate security measures in order to maintain the required security of Your Personal Data and ensure its confidentiality, integrity and availability, and to protect it against unauthorized or unlawful processing, and to mitigate the risk of loss, accidental alteration, unauthorized disclosure or access. Technical and organizational security measures may include encryption and pseudonymization of data, logging, access restrictions, keeping backup copies, giving instructions to our employees, entering confidentiality agreements, and monitoring. We protect Your Personal Data that is sent through our Website in transit by appropriate encryption. However, we can only secure areas in our control. We also require our data processors to take appropriate security measures. However, security risks can never be excluded completely; residual risks are unavoidable.

If You have reason to believe that Your interaction with us is no longer secure (for example, if You feel that the security of Your account has been compromised), please contact [data\\_protection@pix4d.com](mailto:data_protection@pix4d.com) immediately.

## **10. What Personal Data do we process on our social network pages?**

We may operate pages and other online presences ("fan pages", "channels", "profiles", etc.) on social networks and other platforms operated by third parties and collect the Personal Data about You described in Section 3 and below. We receive this data from You and from the platforms when You interact with us through our online presence (for example when You communicate with us, comment

on our content or visit our online presence). At the same time, the platforms analyze Your use of our online presences and combine this data with other data they have about You (for example about Your behavior and preferences). They also process this data for their own purposes, in particular for marketing and market research purposes (for example to personalize advertising) and to manage their platforms (for example what content they show You) and, to that end, they act as separate controllers.

We process this data for the purposes set out in Section 4, in particular for communication, for marketing purposes (including advertising on these platforms) and for market research. You will find information about the applicable legal basis in Section 5. We may disseminate content published by You (for example comments on an announcement), for example as part of our advertising on the platform or elsewhere. We or the operators of the platforms may also delete or restrict content from or about You in accordance with their terms of use (for example inappropriate comments).

For further information on the processing of the platform operators, please refer to the privacy information of the relevant platforms. There You can also find out about the countries where they process Your data, Your rights of access and erasure of data and other data subjects rights and how You can exercise them or obtain further information. We currently use the following platforms:

- **Facebook:** On Facebook we operate the page <https://www.facebook.com/Pix4D/>. The controller for the operation of the platform for users from Europe is Meta Platforms Ireland Ltd., Dublin, Ireland. Their privacy notice is available at [www.facebook.com/policy](http://www.facebook.com/policy). Some of Your data will be transferred to the United States. You can object to advertising here: [www.facebook.com/settings?tab=ads](http://www.facebook.com/settings?tab=ads). With regard to the data collected and processed when visiting our site for "page insights", we are joint controllers with Facebook Ireland Ltd., Dublin, Ireland. As part of page insights, statistics are created about the actions visitors perform on our site (comment on posts, share content, etc.). This is explained at [www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](http://www.facebook.com/legal/terms/information_about_page_insights_data). It helps us understand how our page is used and how to improve it. We receive only anonymous, aggregated data. We have agreed our data protection responsibilities according to the information on [www.facebook.com/legal/terms/page\\_controller\\_addendum](http://www.facebook.com/legal/terms/page_controller_addendum);
- **Twitter:** On Twitter we operate the account <https://twitter.com/pix4d>. The controller for the operation of the platform for users from Europe is Twitter International Company, Dublin, Ireland. Its privacy notice is available at [twitter.com/en/privacy](http://twitter.com/en/privacy). Some of Your data will be transferred to the United States. You can object to advertising here: [twitter.com/settings/ads\\_preferences](http://twitter.com/settings/ads_preferences);
- **Youtube:** On YouTube we operate the page [https://www.youtube.com/channel/UCXHBqjCbv1wj\\_-itfvpVNIA](https://www.youtube.com/channel/UCXHBqjCbv1wj_-itfvpVNIA). Google LLC is the provider of the service «Youtube». The controller for users from Europe is Google Ireland Ltd. Its privacy notice is available at [policies.google.com/privacy?hl=de#infocollect](http://policies.google.com/privacy?hl=de#infocollect). Some of your data will be transferred to the United States. You can object to advertising here: <https://adssettings.google.com/authenticated?hl=en>.
- **Instagram :** On Instagram we operate the account [https://www.instagram.com/pix4d\\_official/](https://www.instagram.com/pix4d_official/). The controller for the operation of the platform for users from Europe is Meta Platforms Ireland Ltd., Dublin, Ireland. Its privacy notice is available at [https://help.instagram.com/155833707900388?cms\\_id=155833707900388](https://help.instagram.com/155833707900388?cms_id=155833707900388). Some of Your data will be transferred to the United States.
- **LinkedIn:** On LinkedIn we operate the page <https://www.linkedin.com/company/pix4d>. The controller for the operation of the platform for users from Europe is LinkedIn Ireland Unlimited Company, Dublin, Ireland. Its privacy notice is available at <https://www.linkedin.com/legal/privacy-policy?>. Some of Your data will be transferred to the United States.

## 11. What applies in case of Profiling?

We may automatically evaluate personal aspects relating to You ("**Profiling**") based on Your data (Section 3) for the purposes set out in Section 4, where we wish to determine preference data, but also in order to detect misuse and security risks, to perform statistical analysis or for operational

planning. We may also create profiles for these purposes, i.e. we may combine behavioral and preference data, but also contract and master and technical data relating to You in order to better understand You as a person with Your various interests and other characteristics.

If You are our customer, we may, for example, use Profiling to determine which other products are likely to be of interest to You based on Your purchases. We may also use profiling to assess Your creditworthiness before offering You to pay for a purchase by invoice. An automated data analysis may also determine, for Your own protection, the likelihood of a particular transaction being fraudulent. This allows us to suspend the transaction for further clarification. "**Profiles**" are to be distinguished from Profiling. "Profiles" refers to the combining of different data in order to draw conclusions on essential aspects of Your personality (for example what You like, how You behave in certain situations) from the totality of this data. Profiles may also be used for marketing, for example, or for security purposes.

In both cases, we pay attention to the proportionality and reliability of the results and take measures against misuse of these profiles or profiling. Where these can produce legal effects concerning You or similarly significantly affect You, we generally ensure human review.

## 12. What kind of cookies and other tracking methods do we use?

Like most websites, we may use cookies to ensure the functionality of the Website and carry out analysis and personalization. Cookies are little files that are stored on Your data storage medium and that memorize, through Your Internet browser, some configurations and data in order to exchange them with our system.

We use these technologies on our Website and may allow certain Third Parties to do so as well. However, depending on the purpose of these technologies, we may ask for consent before they are used. You can set Your browser to block or deceive certain types of cookies or alternative technologies, or to delete existing cookies. You can also add software to Your browser that blocks certain third-party tracking. You can find more information on the help pages of Your browser (usually with the keyword "Privacy") or on the websites of the Third Parties set out below.

We distinguish the following categories of "cookies" (including other technologies):

- Necessary cookies: these are cookies that are required for the operation of the Website and for You to be able to complete services You ask for. They include, for example, cookies that enable You to log into secure areas of the Website. They also ensure that You stay logged in. These cookies exist temporarily only ("session cookies"). If You block them, the Website may not work properly. Other cookies are necessary for the server to store options or information (which You have entered) beyond a session (i.e. a visit to the website) if You use this function (for example language settings, consents, automatic login functionality, etc.). These cookies have an expiration date of up to 12 months;
- Performance cookies: In order to optimize our Website and related offers and to better adapt them to the needs of the users, we use cookies to record and analyze the use of our website, potentially beyond one session. This means that Your behavioral and preference data (cf. Section 3) is being analyzed. We use third-party analytics services for this purpose. We have listed them below. Before we use such cookies, we ask for Your consent. You can withdraw consent at any time through Your internet browser settings. Performance cookies also have an expiration date of up to 14 months. Details can be found on the websites of the third-party providers;
- Marketing cookies: If You consent to them, these cookies allow us to deliver tailor-made advertisements to You on third-party websites based on the content that has been accessed or the contracts that have been concluded. This allows us (and our advertising partners) to display advertisements that we think will interest You on our Website, but also on other websites that display advertisements from us. These cookies have an expiration period of a few days to 12 months, depending on the circumstances. If You consent to the use of these cookies, You will be shown related advertisements. If You do not consent to them, You will not see less advertisements, but simply any other advertisement.

In addition to marketing cookies, we use other technologies to control online advertising on other websites and thereby reduce advertising wastage. For example, we may transmit the e-mail addresses of our users, customers and other persons to whom we wish to display advertisements to operators of advertising platforms (for example social media). If these persons are registered with them with the same e-mail address (which the advertising platforms determine by a matching process), the providers display our advertisements specifically to these persons. The providers do not receive e-mail addresses of persons who are not already known to them. In case of known e-mail addresses, however, they learn that these persons are in contact with us and the content they have accessed.

We may also integrate additional third-party offers on our website, in particular from social media providers. These offers are deactivated by default. As soon as You activate them (for example by clicking a button), their providers can determine that You are using our website. If You have an account with the provider, it can assign this information to You and thereby track Your use of online offers. The providers process this data as separate controllers.

We currently use offers from the following service providers and advertising partners (where they use data from You or cookies set on Your computer for advertising purposes):

- Flash cookies from Adobe Flash Player™: Adobe Systems Software Ireland Limited (Adobe Ireland) is the provider of "Adobe Flash Player™" (a piece of software allowing quick development of dynamic content using "Flash" language) and acts as controller with regard to the processing of Your Personal Data . Flash (and application of the same type) memorizes the settings, the preferences and the utilization of these contents thanks to a technology, which is similar to cookies. Information about data protection with Adobe Ireland can be found here: <https://www.adobe.com/privacy/policy.html> . Adobe Flash Player™ manages this information and Your choices through an interface that is different from the one provided by Your web browser. As Your device could visualize content developed in Flash language, we invite You to access Your Flash cookies management tools, directly through the following website: <http://www.adobe.com/fr/> ;
- Google Analytics: Google LLC is the provider of the service "Google Analytics". For the purposes of the GDPR and the DPA, Google Ireland Ltd. is the controller (both "Google"). Google tracks the behavior of visitors to our website (duration, page views, geographic region of access, etc.) through performance cookies (see above) and on this basis creates reports for us about the use of our website. We have configured the service so that the IP addresses of visitors are truncated by Google in Europe before forwarding them to the United States and then cannot be traced back. Google provides us with reports and may therefore be considered our processor, but it also processes data for its own purposes. Google may be able to draw conclusions about the identity of visitors based on the data collected, create personal profiles and link this data with the Google accounts of these individuals. You should assume that this processing takes place if You consent to the use of performance cookies. Information about data protection with Google Analytics can be found here: <https://support.google.com/analytics/answer/6004245> and if You have a Google account, You can find more details about Google's processing here: <https://policies.google.com/technologies/partner-sites?hl=en>
- Mixpanel: Mixpanel, Inc. is the provider of the service Mixpanel. Mixpanel analyzes the behavior of visitors to our Website through performance cookies (see above) and on this basis creates statistical reports for us about the use of our Website. If you consent to the use of Mixpanel, you expressly consent to such processing, including the transfer of your personal data to the United States and other countries, which may not have the same level of data protection as in your country, and accept the risk that the data may potentially be accessed by foreign authorities. You can find more information about data protection on Mixpanel's privacy notice here: <https://mixpanel.com/privacy/>. You may choose to opt out of the Mixpanel cookie at any time. This information can be found at: <https://mixpanel.com/optout> .

### 13. What are Your Rights?

**Applicable data protection laws grant You the right to object to the processing of Your data in some circumstances, in particular for direct marketing purposes, to profiling carried out for direct marketing purposes and to other legitimate interests in processing.**

To help You control the processing of Your Personal Data, You have the following rights in relation with our data processing, depending on the applicable data protection law:

- The right to request information from us as to whether and what data we process from You;
- The right to have us correct data if it is inaccurate;
- The right to request erasure of data;
- The right to request that we provide certain Personal Data in a commonly used electronic format or transfer it to another controller;
- The right to withdraw consent, where our processing is based on Your consent;
- The right to receive, upon request, further information that is helpful for the exercise of these rights.

**If You wish to exercise the above-mentioned rights in relation with us** (or with one of our group companies), please contact us in writing, at our premises or, unless otherwise specified or agreed, by e-mail; You will find our contact details in Section 2. In order for us to be able to prevent misuse, we need to identify You (for example by means of a copy of Your ID card, unless identification is not possible otherwise).

You also have these rights in relation with other parties that cooperate with us as separate controllers – please contact them directly if You wish to exercise Your rights in relation with their processing. You will find information on our key partners and service providers in Section 6 and additional information in Section 10.

Please note that conditions, exceptions or restrictions apply to these rights under applicable data protection law (for example to protect Third Parties or trade secrets). We will inform You accordingly where applicable.

If You do not agree with the way we handle Your rights or with our data protection practices, please let us or our Data Protection Officer (Section 2) know. If You are located in the EEA or in Switzerland, You also have the right to lodge a complaint with the competent data protection supervisory authority in Your country. You can find a list of authorities in the EEA here: [https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en) You can reach the Swiss supervisory authority here: <https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html> .

### 14. Revision to this Privacy Notice

We may revise this Privacy Notice from time to time to reflect new services, changes in our Personal Data practices or relevant laws. The “Last updated” legend at the top of this Privacy Notice indicates when this Privacy Notice was last revised. Any changes are effective when we post the revised Privacy Notice on the Services. We may provide You with disclosures and alerts regarding the Privacy Notice or Personal Data collected by posting them on the Website.

If You have an account with us, we will notify You of any material modifications by sending You an e-mail to the e-mail address associated with Your account, unless You have unsubscribed from all e-mail communications.