

Privacy Policy LPP Equipment AG

1. INTRODUCTION

LPP Equipment AG ("we", "us") collects and processes personal data. In this Privacy Policy, we describe what we do with your data when you visit our website www.lpp-group.com ("website") and interact or communicate with us via the website.

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

Please note that we can change this Privacy Notice at any time. The version published on this website is the current version.

2. INFORMATION ABOUT THE CONTROLLER

LPP Equipment AG, Uster, Switzerland is the controller for the processing under this Privacy Policy, unless we tell you otherwise in an individual case.

You may contact us for data protection concerns and to exercise your rights under Section 10 as follows:

LPP Equipment AG, Strickstrasse 15, 8610 Uster

info@lpp-equipment.com

3. PROCESSING OF PERSONAL DATA

We process various categories of data about you. The main categories of data are the following:

- **Technical data:** When you use our website, we collect the IP address of your terminal device and other technical data in order to ensure the functionality and security of these offerings. This data includes logs with records of the use of our systems. We generally keep technical data for 12 months. In order to ensure the functionality of these offerings, we may also assign an individual code to you or your terminal device (for example as a cookie, see Section 11). Technical data as such does not permit us to draw conclusions about your identity. However, technical data may be linked with other categories of data (and potentially with your person) in relation to user accounts, registrations, access controls or the performance of a contract.
- **Communication data:** When you are in contact with us via the contact form, by e-mail, telephone, or by letter or other means of communication, we collect the data exchanged between you and us, including your contact details and the metadata of the communication. If we have to determine your identity, for example in relation to a request for information, we collect data to identify you (for example a copy of an ID document). We generally keep this data for 12 months from the last exchange between us. This period may be longer where required for evidentiary purposes, to comply with legal or contractual requirements, or for technical reasons.

- **Master data:** With master data we mean the basic data that we need for example for marketing and promotional purposes, such as name and contact details. We process your master data because we may wish to address you for our own purposes. For contacts used for marketing and advertising, the retention period is usually no more than 3 years from the last contact. This period may be longer if required for evidentiary purposes, to comply with legal or contractual requirements, or for technical reasons.
- **Behavioral and preference data:** Depending on our relationship with you, we try to get to know you better and to tailor our products, services and offers 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, and we may also supplement this information with third-party information. We anonymize or delete this data when it is no longer relevant for the purposes pursued, which may be – depending on the nature of the data – between 2-3 weeks and 24 months. This period may be longer where necessary for evidentiary purposes, to comply with legal or contractual requirements, or for technical reasons. We describe how tracking works on our website in Section 11.

4. PURPOSES OF DATA PROCESSING

We process your data for the purposes explained below. Further information is set out in Sections 11 and 12 for online services. These purposes and their objectives represent interests of us and potentially of third parties. You can find further information on the legal basis of our processing in Section 5.

We process your data for purposes related to communication with you, in particular in relation to responding to inquiries and the exercise of your rights (Section 10) and to enable us to contact you in case of queries. For this purpose, we use in particular communication data and master data. We keep this data to document our communication with you, for training purposes, for quality assurance and for follow-up inquiries.

We process data for marketing purposes, for example to send our customers and other contractual partners personalized advertising for products and services from us. This may happen in the form of newsletters and as part of marketing campaigns. You can object to such contacts at any time or refuse or withdraw consent to be contacted for marketing purposes. With your consent, we can target our online advertising on the internet more specifically to you (see Section 11).

We further process your data for market research, to improve our services and operations, and for product development.

We may also process your data for security and access control purposes.

We process personal data to comply with laws, directives and recommendations from authorities and internal regulations ("Compliance").

5. LEGAL BASIS OF DATA PROCESSING

Where we ask for your consent for certain processing activities (for example for marketing mailings), we will inform you separately about the relevant processing purposes. You may

withdraw your consent at any time with effect for the future; see our contact details in Section 2. For withdrawing consent for online tracking, see Section 11. Once we have received notification of withdrawal of consent, we will no longer process your information 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 the particular processing, 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 as 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).

6. RECIPIENTS OF YOUR DATA

We may disclose your personal data to third parties, in particular to the following categories of recipients:

- **Group companies:** These group companies may use the data according to 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.
- **Authorities:** We may disclose personal data to agencies, courts and other authorities in Switzerland and abroad if we are legally obliged or entitled to make such disclosures or if it appears necessary to protect our interests.

The 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).

7. DATA EXPORT

As explained in Section 6, we disclose data to other parties. These are not all located in Switzerland. Your data may therefore be processed in Europe; in exceptional cases also in the US or in any country in the world.

If a recipient is located in a country without adequate statutory data protection, we require the recipient to undertake to comply with data protection (for this purpose, we use the revised European Commission's standard contractual clauses, which can be accessed here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?), unless the recipient is subject to a legally accepted set of rules to ensure data protection and unless we cannot rely on an exception. An exception may apply for example in case of legal proceedings abroad, but also in cases of overriding public interest or if the performance of a contract requires disclosure, if you have consented or if data has been made available generally by you and you have not objected against the processing.

8. RETENTION OF DATA

We process your 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. If there are no contrary legal or contractual obligations, we will delete or anonymize your data once the storage or processing period has expired as part of our usual processes.

9. DATA SECURITY

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.

10. YOUR RIGHTS

To help you control the processing of your personal data, you have the following rights in relation to 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 object to the processing of your data in some circumstances;
- 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 to us, 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).

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 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. You can reach the Swiss supervisory authority here: <https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html>.

11. COOKIES

We use various techniques on our website that allow us and third parties engaged by us to recognize you during your use of our website, and possibly to track you across several visits. This Section informs you about this.

In essence, we wish to distinguish access by you (through your system) from access by other users, so that we can ensure the functionality of the website and carry out analysis and personalization. We do not intend to determine your identity, even if that is possible where we or third parties engaged by us can identify you by combination with registration data. However, even without registration data, the technologies we use are designed in such a way that you are recognized as an individual visitor each time you access the website, for example by our server (or third-party servers) that assign a specific identification number to you or your browser (so-called "cookie").

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 access your current settings via the cookie bar displayed on the website. You can also 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 such as fingerprinting):

- **Necessary cookies:** Some cookies are necessary for the functioning of the website or for certain features. For example, they ensure that you can move between pages without losing information that was entered in a form. 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 24 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. We use third-party analytics services for this purpose. Before we use such cookies, we ask for your consent. You can withdraw consent at any time through the cookie settings via the cookie bar on the website. Performance cookies also have an expiration date of up to 24 months. Details can be found on the websites of the third-party providers.
- **Marketing Cookies:** We and our advertising partners have an interest in targeting advertising as precisely as possible, i.e. only showing it to those we wish to address. For this purpose, we and our advertising partners – if you consent – use cookies that can record 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 or our advertising partners. 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.

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), these providers can determine that you are using our website. If you have an account with that social media provider, it can assign this information to you and thereby track your use of online offers. These social media providers process this data as separate controllers.

We use in particular offers from the following service providers and advertising partners (where they use data from you or cookies set on your computer for advertising purposes):

- **Google Analytics:** Google Ireland Ltd. (located in Ireland) is the provider of the service "Google Analytics" and acts as our processor. Google Ireland relies on Google LLC (located in the United States) as its sub-processor (both "**Google**"). Google collects information about 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. We have turned off the "Data sharing" option and the "Signals option". Although we can assume that the information we share with Google is not personal data for Google, it may be possible that 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 for its own purposes. In any event, if you consent to the use of Google Analytics, you expressly consent to any such processing, including the transfer of your personal data (in particular website, device information and unique IDs) to the United States and other countries. 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>.
- **Google Ads Conversion:** We use Google Ads Conversion from Google Ireland Ltd. (located in Ireland) to draw attention to our offers by means of advertising material (Google Ads) on external websites. We can determine how successful the individual advertising measures are by analyzing the advertising campaign data. In doing so, we pursue the interest of displaying advertising that is of interest to you, making our website more interesting for you and achieving a fair calculation of advertising costs. These advertising media are delivered by Google via so-called ad servers. For this purpose, we use ad server cookies, which can be used to measure success through certain parameters, such as the display of ads or clicks by users. If you access our website via a Google ad, Google Ads will store a cookie on your device. These cookies

usually expire after 30 days and are not intended to identify you personally. For this cookie, the unique cookie ID, number of ad impressions per placement (frequency), the last impression (relevant for post-view conversions) and opt-out information (indication that the user no longer wishes to be addressed) are usually stored as analysis values. These cookies enable Google to recognize your internet browser. If a user visits certain pages of an Ads client's website and the cookie stored on their computer has not expired, Google and the client may recognize that the user clicked on the ad and was redirected to that page. Each Ads customer is assigned a different cookie. Cookies can therefore not be tracked via the websites of Ads customers. We ourselves do not collect and process any personal data within the context of the advertising measures referred to above. We only receive statistical analyses from Google. These analyses enable us to identify which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising material: in particular, we cannot identify the users on the basis of this information. Due to the marketing tools used, your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and further use of the data collected by Google through the use of this tool and therefore inform you according to our state of knowledge. Through the integration of Ads Conversion, Google receives the information that you have called up the corresponding part of our website or clicked on an advertisement from us. If you are registered with one of Google's services, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, it is possible that the provider will be able to identify and store your IP address. If you consent to the use of Google Ads, you expressly consent to any such processing, including the transfer of your personal data to the United States and other countries. Further information on data protection at Google can be found here: <https://policies.google.com/technologies/ads> and <https://policies.google.com/technologies/partner-sites?hl=en>.

12. SOCIAL MEDIA / YOUTUBE

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 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.

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:

- **YouTube:** On YouTube we operate the page <https://www.youtube.com/c/buchilabequipment>. The controller for the operation of the platform for users from Europe is Google Ireland Ltd. (located in Ireland). You can learn more about data processing by YouTube and your rights and settings options to protect your data at <http://www.google.com/intl/en/policies/privacy> and you can also change your settings there.