

## Data protection statement of Intervinum AG

We, Intervinum AG and Burda Direct GmbH, as our service provider for the subscription service, take the protection of your data very seriously. We would like you to know what data we store and how we use them. Of course, we thus observe the statutory provisions on data protection.

Personal data are collected and processed by us only in accordance with these provisions. The following regulations provide information about the type, the scope and the purpose of collection, processing and use of personal data and put the handling of your data in concrete terms. This data protection statement applies only to our web pages. In case you are routed through links to other pages, please find out there about the actual handling of your data.

### Contact person for data protection

In case of any questions regarding the collection, processing or use of your personal data, for information, correction, blocking or deletion of data, as well as withdrawal of granted consent, please contact:

**Intervinum AG**  
**Thurgauerstrasse 66**  
**8050 Zürich**

**Phone +41 (0)44 268 52 40**  
**Fax +41 (0)44 268 52 05**  
**Email: [datenschutz@vinum.ch](mailto:datenschutz@vinum.ch)**

*Representative in the EU:*

**VINUM-Redaktion Deutschland**  
**Frau Claudia Stern**  
**Beethovenstraße 12**  
**D-50674 Köln**

**Tel. +49 (0)221 42338 438**  
**Fax +49 (0)221 42338 804**  
**Email: [datenschutz@vinum.de](mailto:datenschutz@vinum.de)**

### Log files

Each time our website is called, our system automatically captures data and information from the computer system of the calling computer. The following data are collected here:

- (1) Information about the browser type and the version used
- (2) The user's operating system
- (3) The user's Internet service provider
- (4) The user's IP address
- (5) Date and time of access
- (6) Websites, from where the user's system arrives at our Internet page
- (7) Websites, which are called by the user's system via our website

The data are also stored in the log files of our system. These data are not stored together with user's other personal data.

Log files are used for storing, in order to ensure the functionality of the website. In addition, the data are used by us to optimise the website and to ensure the security of our information technology systems. In this context, the data are not analysed for marketing purposes.

The data will be deleted, when they are no longer necessary for achieving the purpose of their collection. This is the case when the given session is finished, in case the data were collected for making the website available.

For the operation of the internet page, it is mandatory to collect the data for making the website available and to store the data in log files. Thus, there is no possibility of objection on the part of the user.

### Website-specific cookies

Our website uses cookies. Cookies are text files that are automatically stored locally in the visitor's browser while calling a web page. They allow a clear identification of the browser when the website is called again.

This website uses cookies in order to make the offer user-friendly and more functional, as well as to provide us an analysis of the surfing behaviour of users. Therefore, the cookies store and transmit the following data: Language settings, items in a shopping cart, log-in information, entered search terms, frequency of page views, utilisation of website functions.

Thanks to these files, it is possible, for example, to display information tailored to individual interests on a single page. Also security-relevant functions to protect your privacy are made possible by the use of cookies. So the sole purpose is to adapt our offer to our customer's requirements as best as possible and to make the use of pages as convenient as possible. The analysis cookies are used for the purpose of improving the quality of our website and its contents. Through the analysis cookies, we will learn how to use the website and can thus constantly optimise our offer.

Cookies are stored in the user's computer and transmitted from it to our page. Therefore, you, as a user, will have full control of the use of cookies. By changing the settings in your Internet browser, you can disable or restrict the transmission of cookies. Cookies already stored can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to fully use all functions of the website.

### Orders

When ordering, personal data are collected to the extent you voluntarily provide us as part of your subscription order. This includes the following data: Title, surname, first name and postal address, date of birth, telephone and email, selected means of payment, as well as other subscription-specific data (e.g. subscription type, start of delivery). In addition, the user's IP address as well as the date and time of registration are stored.

These details are necessary for concluding a contract with the user or the implementation of pre-contractual measures. We use them exclusively for executing and administering your order, unless an additional use is allowed by law or you separately give consent. As part of executing and administering the order, your data will be passed on to the extent required to the shipping company engaged for delivery and to the credit institution responsible for processing payments.

You may object at any time to use of your data for the purposes of advertising or market/opinion research, for example by sending an email to [info@vinum.ch](mailto:info@vinum.ch) or in writing.

The data will be deleted, when they are no longer necessary for executing the contract. Even after the conclusion of contract, a necessity may arise to store personal data of the contract partner, in order to fulfil contractual or statutory obligations.

### Newsletter

While signing up for the newsletter, the data are transmitted to us from the respective input mask. In addition, the user's IP address as well as the date and time of registration are stored. These data will be used by us for sending a newsletter. In connection with data processing for sending newsletters, there is no transfer of data to third parties. We collect data in order to optimise our contents in the future. In particular, we collect user-specific data on when and whether our newsletter was opened and if the links it contains were clicked (performance assessment through open and click-through rates). The duration of the storage of collected data is measured on the basis of the respective statutory retention period and/or fulfilment of the defined service. After expiry of the period, the corresponding data is routinely deleted if it is no longer required for the fulfilment of the contract or the initiation of the contract and/or there is no further justified interest on our part in the continued storage.

The subscription to the newsletter can be cancelled at any time by the user concerned. For this purpose, a link can be found in every newsletter.

### Lotteries

When participating in a lottery, personal data are collected, to the extent you provide us voluntarily. In addition, the user's IP address as well as the date and time of registration are stored. These details are used by us for the implementation of the lottery (draw), unless an additional use is allowed by law or you separately give consent.

You may object at any time to use of your data for the purposes of advertising or market/opinion research, for example by sending an email to [info@vinum.ch](mailto:info@vinum.ch) or in writing.

The data stored by the lottery participants are stored up to the draw, and that of the winners as long as they are necessary for the fulfilment of our contractual or statutory obligations.

### Google Analytics

This offer also uses the web analysis service Google Analytics, a program of Google Inc. ("Google, USA"). The information collected by tracking your use of this website will be stored on a server by Google in the United States. Through the

so-called IP anonymisation, your IP address will be abbreviated by Google within the Member States of the European Union or in other states party to the Treaty on the European Economic Area. Thus the location of your browser is just regionally assignable, but not to you personally. Google may analyse visitor's behaviour, in order to compile reports about the website activities.

Further services related to the website usage and the Internet usage can be provided as for the website operator. Information about the use of data by Google Inc. can be found on the link:

<https://support.google.com/analytics/answer/6004245?hl=de>.

You can prevent the storage of cookies by suitably configuring your browser. There is no guarantee that you will be able to access all functions of this website without any restrictions, if, in general, your browser does not allow any cookies. Still, you can prevent through a browser plug-in the details collected through cookies (including your IP address) from being sent to Google Inc. and used by it. The plug-in is available at the following address:

<https://tools.google.com/dlpage/gaoptout?hl=de>

### YouTube (videos)

Our page uses the provider YouTube LLC, USA, owned by Google Inc., to integrate videos. When pages with embedded videos are viewed, the user's IP address is sent to YouTube and cookies are stored on their computer system. In this way YouTube knows that our website was visited and whether the video was viewed. If the user was logged on in YouTube during the time of their visit, then this information can be traced to their account. This can be prevented if the user logs off from YouTube before watching the video. For more detailed information on the collection and processing of data through YouTube, refer to the Privacy Policy of Google Inc. (YouTube) at the following address:

<https://policies.google.com/privacy>.

### Facebook

Like buttons of the social network Facebook (Facebook Inc., 1601 Willow Road, Menlo Park, California, 94025, USA) are used on this website. When you visit our pages, a connection is established between the browser and Facebook through the social sharing plug-in. By this, it is transmitted to Facebook as to which pages of our website you have visited. If you have logged in to your Facebook account, this information may be linked to your Facebook profile. This also applies to information resulting from the use of the plug-in functions (clicking on the "Like" button, sending a comment).

You can find notes on the use of this information by Facebook on the following link: <https://de-de.facebook.com/policy.php>

The operator of this website can in no way access the data transmitted to Facebook and has no knowledge of their use by Facebook. If you do not want Facebook to link to your Facebook account

your visit to our pages, please log out of your Facebook account.

**Reservation of right to change**

Intervinum AG reserves its right to change this declaration on data protection at any time in accordance with the statutory requirements.