

Privacy policy

Prismium GmbH, Spielwiesenstrasse 19, 8050 Zurich, registered in the Commercial Register of the Canton of Zurich under the number CHE-429.212.298, as operator of the website prismium.ch with webshop, as well as the Apps PRISM™ and PRISM™LITE, is responsible for the collection, processing and use of your personal data and the compatibility of the data processing with the applicable data protection law.

Your trust is important to us, which is why we take the issue of data protection seriously and ensure appropriate security. It goes without saying that we comply with the legal provisions of the Federal Data Protection Act (FADP), the Ordinance to the Federal Data Protection Act (FADP), the Telecommunications Act (TCA) and other data protection regulations that may be applicable. In order for you to know what personal data we collect from you and for what purposes we use it, please take note of the information below.

A. Data processing in connection with the website

The prismium.ch website is hosted by checkdomain GmbH, Grosse Burgstrasse 27/299, D-23552 Lübeck, which guarantees data protection and data security in accordance with current EU law and always adapts it to current requirements. Any data subject may contact the data protection officer directly with any questions or suggestions regarding data protection: datenschutz@checkdomain.de.

1. Visit of the website prismium.ch

When visiting our website, the server temporarily stores each access in a log file. The following technical data is collected and stored by us without your intervention, as is generally the case with any connection to a web server:

- the IP address of the requesting computer,
- the name of the owner of the IP address range (usually your Internet access provider),
- the date and time of the access,
- the website from which the access was made (referrer URL), if applicable with the search word used,
- the name and URL of the file accessed,



- the status code (e.g. error message),
- the operating system of your computer
- the browser you use (type, version and language),
- the transmission protocol used (e.g. HTTP/1.1) and
- if applicable, your user name from a registration/authentication.

The collection and processing of this data is done for the purpose of enabling the use of our website (connection establishment), to ensure system security and stability on a permanent basis and to enable the optimization of our Internet offering, as well as for internal statistical purposes. This is our legitimate interest in data processing.

The IP address is also evaluated together with the other data in the event of attacks on the network infrastructure or other unauthorized or abusive website use for the purpose of clarification and defense and, if necessary, used in the context of criminal proceedings for identification and civil and criminal action against the users concerned. This is our legitimate interest in data processing.

2. Purchase in the webshop

The prismium online store is hosted by checkdomain GmbH, Grosse Burgstrasse 27/299, D-23552 Lübeck, which guarantees data protection and data security in accordance with current EU law and always adapts to current requirements.

When you make a purchase in the webshop, you transmit to us

- title
- First and last name
- Company name
- postal address
- delivery address
- E-mail address
- Phone number
- Order information



This data is processed for the purpose of processing your order. The legal basis of the processing of the data for this purpose is the consent given by you through the order and the fulfillment of the contract. The data is stored in accordance with the security standards of Checkdomain.de secure and not available for search engines on our server.

3. Registration to the newsletter

On our website you have the possibility to subscribe to our newsletter with information about new services and products, special offers and promotions. This requires a registration for the newsletter or - on our website - a registration. For the newsletter, the following data is used for personalization of the newsletter:

- Salutation;
- First and last name;
- e-mail address;

We process this data exclusively to personalize the information and offers sent to you and to better align them with your interests.

With the newsletter registration, you give us your consent to process the data provided for the regular dispatch of the newsletter to the address you have provided, for the evaluation of user behavior and the optimization of the newsletter. This consent constitutes our legal basis for processing your e-mail address. We are entitled to commission third parties with the technical processing of advertising measures and are entitled to pass on your data for this purpose.

At the end of each newsletter, you will find a link that allows you to unsubscribe at any time. You can also unsubscribe from the newsletter at any time via the website or in the customer account.

The legal basis for processing the data for this purpose is the consent you have given.

5 Google Analytics Tracking

We use the web analytics service Google Analytics on our website. We use Google Analytics to optimize our offer and tailor it to the needs of users. For this purpose, Google Analytics uses cookies (cf. section 3), which are stored on your computer and enable an analysis of the use of the website. The information generated by the cookie about your use of this website, in particular

- the navigation path that a visitor takes on the site



- the length of time spent on the website or sub-page
- the next website accessed after visiting the website
- the country, region or city from which access is made
- the terminal device (type, version, color depth, resolution, width and height of the browser window)
- returning or new visitors
- the type and version of the Internet browser used
- the operating system used
- the website from which the access is made (so-called referrer URL)
- the IP address of the accessing computer (anonymized)
- the time of the server request
- the actions on the website (clicks, downloads, purchases)

are transferred to Google servers in the USA and stored there.

The legal basis for processing the data for this purpose is our legitimate interest in the specified functions and their objectives.

The preceding tools are services of Google LLC, Amphitheatre Parkway, Mountain View, CA 94043, USA, and of Google Ireland Ltd, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. You have the option to prevent your data from being evaluated by Google Analytics. If you wish to do so, please follow this link to download and install a browser plugin.

B. Data processing in connection with online presences.

We may operate company pages, fan pages and other online presences on social networks. We process your personal data (your name or the identification data you provide and the content and time of your comments or interactions) in this context to communicate with you, comment on your content where appropriate and manage it in accordance with the applicable usage policies (ours and those of the platform provider). For example, we and the provider may delete content that violates usage policies, applicable law or morality. The legal basis for our processing is legitimate interest. For information on data processing by the provider of the relevant platform, please refer to its separate data protection notice. Furthermore, your data is usually processed by the providers of social networks for market research and advertising purposes, including in the USA, e.g. to create usage profiles. These can in turn be used, for example, to place



advertisements that are intended to correspond to the interests of the users. Cookies are usually stored on the user's computer for this purpose. For more information on this processing and on the possibility to object, please refer to the data protection declarations and information provided by the operators of the respective networks. Requests for information and other data subject rights can also be asserted directly with the providers.

C. Data processing in connection with the Apps

The data stored in the PRISM App is processed by the Google service Firebase and is protected against access by third parties in accordance with Firebase's privacy policy. Prismium does not have access to the data stored in the user account.

D. Right to information

Upon request, we will inform you as soon as possible in writing, in accordance with applicable law, whether and what personal data we have stored about you. If, despite our efforts to ensure that the data is correct and up to date, incorrect information is stored, we will correct it at your request. All inquiries should be directed to info@prismium.ch.

Status: June 1, 2021/hwi