

PRIVACY POLICY

Last revised on 28.05.2021

We take your privacy seriously. This Privacy Policy applies to users (hereinafter 'you') of this website and contains information that we collect through this webpage and what we do with that information.

As part of our commitment to protect your personal data we want to inform you in a transparent manner why and how we collect, use, and store your personal data.

This Privacy Policy applies to any information obtained by us through your use of this website. It is not applicable to websites controlled by third parties not affiliated with us; please note that our website may contain links to other websites and services. Please review the privacy statements of third party sites as we are not responsible for and have no influence on the content or the privacy practices of third party sites.

1. Definitions

For the purposes of this Privacy Policy:

'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.

'processing' means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

'third party' means a natural or legal person, public authority, agency or body other than you and other identified or identifiable natural person.

'consent' means any freely given, specific, informed and unambiguous indication of your wishes by which you, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to you.

2. General Information

In principle, we process personal data only as necessary to provide a functioning website, as well as our content and services. We regularly only process personal data with the consent of the users. An exception applies to cases in which prior consent cannot be obtained for

factual reasons and the processing of the data is permitted by law.

The personal data of the concerned person will be deleted or blocked as soon as the purpose of the storage is omitted. A blocking or deletion of the data takes place, if the mandatory storage period expires, unless there is a need for further storage of the data for a contract conclusion or a contract fulfilment.

3. Provision of the Website and Creation of Log Files

Each time our website is accessed, our system automatically collects data and information from the computer system of the calling computer. The following data is collected:

- a) Your browser type and version
 - b) Your operating system
 - c) Your internet service provider
 - d) Your IP address
 - e) Date and time of access
 - f) Websites from which your system comes to our website
 - g) Websites you accessed through our website
- The data is also stored in the log files of our system. A storage of this data together with your other personal data does not take place.

The temporary storage of the IP address by the system is necessary to allow provision of the website to your computer. To do this, your IP address must be kept for the duration of the session.

Storage in log files is done to ensure the functionality of the website. In addition, the data is used to optimize the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.

The data will be deleted as soon as it is no longer necessary for the purposes stated above. In the event of collecting data to provide the website, this is the case when the respective session is completed.

In the event of storing the data in log files, this is the case after no more than seven days. An additional storage is possible. In this case, your IP addresses are deleted or alienated, so that an assignment of the calling client is no longer possible.

The collection of data for the provision of the website and the storage of the data in log files is essential for the operation of the website. Consequently, there is no contradiction possible on your part.

4. Cookies

We use cookies on our site. A cookie is a small file that your browser automatically creates and that is stored on your device (laptop, tablet, smartphone, etc.). You can use your web browser's settings to refuse cookies if you wish.

When you visit our website, the following categories of cookies may be stored:

4.1 Strictly necessary cookies: These cookies enable you to move around a site and use its features. Without these cookies services you have asked for cannot be provided. The cookies, which are a technical necessity, are generally deleted when the browser is closed.

4.2 Performance cookies: These cookies collect information so that we can analyse how our visitors use our site. These cookies do not collect information that identifies you. All information these cookies collect is anonymous and is only used to improve how our site works.

4.3 Functional cookies: These cookies allow websites and applications to remember choices you make and provide enhanced, more personal features. We may use information collected from functional cookies to identify user behaviour and to serve content based on the user profile. These cookies cannot track your browsing activity on other websites. They do not gather any information about you that could be used for advertising or to record where you have been on the Internet outside our site.

4.4 Analytics cookies: To keep our website services relevant, easy to use and up to date, we use web analytics services to help us understand how people use the site. Cookies allow web analytics services to recognise your browser or device and, for example, identify whether you have visited our website before, what you have previously viewed or clicked on, and how you found us. The information is anonymous and only used for statistical purposes, and it helps us to analyse patterns of user activity and to develop a better user experience.

Persistent cookies have a lifespan which varies between a few minutes and several years.

Most browsers accept cookies automatically. Should you not wish these cookies to be stored, please deactivate the acceptance of these cookies in your internet browser. However, this may limit the functionality of our website. You can also delete persistent cookies via your browser at any time.

5. Analytics and Adds

We may use third party Service Providers to monitor and analyse the use of our service and for advertising purposes.

5.1 Google Analytics: Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google

Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms website: <https://policies.google.com/privacy>

5.2 Google AdSense: Google AdSense is a program that allows website publishers to earn money via targeted ads provided by Google and its partners.

Google AdSense uses cookies to help it display ads that are relevant to your website's visitors. Because of the information that these particular cookies provide about your visitors, they constitute personal data.

You can opt out of showing ads that are based on users' interests, demographics, and Google Account information. In turn, Google will not use visitation information from your site to help infer interests and demographics and will not add visitation information from your site to users' Google Accounts. However, you cannot opt out of showing ads to users based on their previous interactions with the advertiser, such as visits to an advertiser's website, known as remarketing.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms website: <https://policies.google.com/privacy>

6. Newsletter and Email Marketing

We may provide you with the opportunity to sign-up for a periodic email newsletter by entering in your email address and confirming it by clicking on a confirmation link sent to you by us by email (double opt-in).

In some cases, we may ask you for further information, such as name, occupation, address, or telephone number. Regarding the processing of this personal data, you will be asked to grant your explicit consent.

If you subscribe for our periodic email newsletter your IP address as well as data and time of subscription will be collected and stored by us. This allows us to prevent misuse of our services or your email address.

This data is only used for the distribution of the newsletter. The subscription may be terminated by you at any time by following the unsubscribe instructions included in each newsletter. We will delete the relevant personal data promptly upon your unsubscribe instruction.

In addition, we may use the following third party service providers named below to process and store your data:

Mailchimp: We use Mailchimp to manage email marketing subscriber lists and send emails to our subscribers. Read their privacy policy at <https://mailchimp.com/legal/privacy>

Stripe: We offer stripe as a payment service. Read their privacy policy at <https://stripe.com/de/privacy>

WIX: Our website was built with WIX. Read their privacy policy at <https://www.wix.com/about/privacy>

We will not share your personal information with any other third party unless we have your permission, or the law requires us to.

7. Contact Form and Email Contact

On our website is a contact form available, which can be used for electronic contact. If you use this option, the data entered in the input mask will be transmitted to us and saved. This includes:

- a) Name
- b) Email

At the time of transmitting the data entered in the input mask the date and time of sending will also be transmitted.

Before transmitting your data via the contact form, you need to consent to the processing of the data. You will also find a reference to this Privacy Policy.

Alternatively, you can contact us via the provided email address. In this case, your personal data transmitted by email will be stored.

In this context, we will not disclose the data to third parties. The data is used exclusively for processing the conversation.

The processing of the personal data from the input mask serves us solely to process the contact. In case of a contact via email, this also includes the required legitimate interest in the processing of the data.

The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems. The data will be deleted as soon as it is no longer necessary for the purpose of its collection. For the personal data from the input mask of the contact form and those sent by email, this is the case when the respective conversation with you has ended. The conversation has ended when it can be inferred from the circumstances that the relevant facts have been finally clarified.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

You have the possibility at any time to revoke your consent to the processing of your personal data. If you contact us by email, you may object to the storage of your personal data at any time. In this case, the conversation cannot be continued.

If you wish to revoke your consent to the processing of personal data and refuse to store it, please send an email to info@kruegerandlee.com with the subject "Revocation consent to the processing of personal data" and enter your first name, last name, and email address.

We will process your request as soon as possible.

All personal data stored in the course of contacting will be deleted in this case.

8. Contact

Krueger & Lee

Felsenstrasse 7
9422 Staad SG
Switzerland

E: info@kruegerandlee.com

W: kruegerandlee.com

9. Changes to this Privacy Policy

This Privacy Policy may change from time to time to be in line with legislation or industry developments. We will not explicitly inform you of these changes. Thus, we recommend that you check this page periodically for any policy changes and updates. These changes are effective immediately after they are posted on this page.