

PRIVERA AG

Cookie Policy

1. Cookies

¹ Cookies are used on PRIVERA websites to make it easier for you to consult the web pages. Cookies are small data files that are saved by your web browser on your computer or mobile device. Cookies enable the same user or his or her computer or mobile device to be recognized again when changing from one website to another or when revisiting PRIVERA websites.

² The cookies used by us retrieve no information about you previously saved on your computer or mobile device nor do they retrieve your own data files. No personal data are saved in the cookies used by us.

³ Cookies are also used by the Google Analytics service which is incorporated into the PRIVERA websites. For further details, please refer to Section 4 below and to the Google website.

2. Types of cookies

¹ Some cookies used by PRIVERA are automatically deleted from your computer or mobile device after the particular Internet session has ended (these are known as “session cookies”). Session cookies are used for instance to save your country and language presets across different websites during an Internet session.

² PRIVERA also uses temporary or permanent cookies. These are saved on your computer or mobile device after the Internet session has ended. When you revisit our websites, we automatically detect which entries and settings you prefer. These temporary or permanent cookies are saved on your computer or mobile device for a varying length of time, depending on the type of cookie and are automatically deactivated at the end of the programmed time. Their purpose is to make our websites more user-friendly, efficient and secure.

3. Rejection/deletion of cookies

¹ Most browsers are set to accept cookies automatically. You can set your browser in such a way that it calls your attention to cookies before they are saved. You can deactivate the saving of cookies in your browser; in that case you may not see some information on the PRIVERA websites and may not be able to make full use of all the website functions. You may use your appropriate browser function to delete cookies from your computer or mobile device at any time.

4. Web tracking with Google Analytics

Google Analytics

¹ PRIVERA uses Google Analytics, a web analysis service of Google LLC, on its websites. The service provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). PRIVERA has signed a commissioned data processing contract with Google for this purpose. Google LLC with registered office in California, USA, and possibly also US authorities, may access data saved by Google.

Scope of data processing

² Google Analytics uses cookies and similar resources such as tracking pixels which enable your PRIVERA website use to be analysed. The information about your use of these websites obtained in this way is generally transferred to, and saved on, a Google server in the USA.

³ PRIVERA uses the ‘anonymizeIP’ (IP-Masking) function: because the IP anonymization function has been activated on PRIVERA websites, the IP address of users in Switzerland, the EU and EEA is abbreviated by several digits. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and then abbreviated there. Google has assured PRIVERA that the IP address transferred by your browser to Google Analytics will not be associated with other Google data.

⁴ When you visit PRIVERA websites, data that are collected include the following:

- the websites consulted by you
- your user behaviour (for example clicks, dwell time, bounce rates)
- your approximate location (region)
- your IP address (in abbreviated form)
- technical information about your browser and the terminal devices used by you (e.g. language setting, screen resolution)
- your Internet provider.

⁵ Cookies and similar resources, such as tracking pixels, enable users to be recognized again; various actions and visits can also be associated with them across several devices and sessions. This is done by means of anonymous features, such as random identification numbers.

Purposes for which data are processed

⁶ Google uses this information to evaluate your use of the PRIVERA websites – on a pseudonymized basis – and to compile reports about PRIVERA website use and services. Google may also transfer this information to third parties if that is required by law or if third parties process these data on behalf of Google.

Storage time

⁷ The data sent to Google and linked to cookies will be erased automatically after 14 months. Data for which the storage time has expired are erased automatically once each month.

Rejection of Google cookies

⁸ You may prevent the collection of data generated by the cookie and referring to the use of PRIVERA websites (including your IP address), as well as the processing of such data by Google, by

- withholding your consent to the placing of the cookie or configuring your browser in such a way that cookies are declined (see Section 3 above). However, you may then be unable to see some information on the PRIVERA website and likewise unable to make full use of all the website functions or
- downloading and installing the browser add-on to deactivate Google Analytics at the following link: (<https://tools.google.com/dlpage/gaoptout?hl=de>).

5. Google Maps

¹ If you make use of the “Journey” function, PRIVERA websites use the Google Maps service to display maps and compile travel plans. The service provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (“Google”).

² By using these websites, you signify your consent to the collection, processing and use by Google of the data collected automatically or entered by you.

³ You will find Google’s terms and conditions of use for Google Maps [here](#). Information about data protection by Google will be found in the Google data protection declaration [here](#).

6. Updates

¹ PRIVERA may update this cookie policy at any time. You will find the date of the last update at the end of this cookie policy.

Last update: 11.05.2021