

Privacy Policy Website

1. Responsibility for data processing

- 1 Responsible for the processing of your personal data:
MBW Calibration AG, Seminarstrasse 55/57, 5430 Wettingen, UID: CHE-107.144.008 (hereinafter "MBW").

2. General information

- 2 MBW presents the company and its products and services on its website www.mbw.ch (hereinafter "Website"). In principle, it is possible to visit or use the website without providing personal data. However, MBW (inevitably) collects and processes certain technical data necessary for the operation of the website during the user's visit to this website. This Privacy Policy states and describes the nature, the scope and the purpose of the collection and processing of data by MBW, as well as the rights of Website users.
- 3 MBW processes personal data in full compliance with the Swiss Data Protection Act (DSG) and the European Data Protection Ordinance (GDPR). MBW takes all necessary and appropriate technical and organizational security measures to protect the personal data of its Website users.

3. Data categories

- 4 On our website we provide users with the opportunity to learn about MBW and its products and services. Within the scope of a visit to its website, MBW collects and stores the following data in particular:
 - The Internet protocol address (IP address) of the computer requesting access
 - Date and time of access
 - Name and URL of the retrieved file
 - Browser type and version used, mobile device used and, where applicable, operating system used, as well as the name of the access provider

4. Legal basis and purpose of the processing

- 5 MBW processes personal data in full compliance with the law. The legal basis for the processing of visitor data is the protection of MBW's own legitimate interests (Art.6 para.1 lit.f GDPR). These interests essentially consist in ensuring a secure and functional website as well as the integrity, confidentiality and availability of the data processed via the website. Furthermore, MBW has a legitimate interest, within the scope of its business activities, in an efficient usage and quality analysis of the website's operation.

5. Transfer of data to third parties

- 6 MBW does not transfer any data to third parties. Within the scope of operating the website, however, MBW uses certain technology service providers (e.g. Google, cf. section 8 below). Some of these providers are domiciled outside the European Economic Area. In these cases MBW guarantees that the transfer of the data is subject to appropriate guarantees. In particular, MBW guarantees that providers based in the USA are certified under the Privacy Shield. If not, MBW will enter into standard, EU-approved safeguard clauses with such service providers (Art.44ff. GDPR).

6. Duration of storage

- 7 In principle, MBW stores the processed personal data only until such time as is required for any specific processing purpose. For pure visitors to the website, the data processed in the context of their visit will be stored for as long as this data is necessary for the proper display of the website. The processed personal data will then be deleted. In general, longer storage may be effected in individual cases where this is required by law.

7. Cookies

- 8 MBW uses cookies on its website. Cookies are small files which are sent to and stored on the browser of the user's device for the purpose of the visit. The use of some cookies is necessary in order to operate the website. Other types of cookies essentially serve to analyze the surfing behavior of the respective user. For example, such cookies help to recognize users during navigation and during later visits. They remember a visitor's preferred settings and make a visit more relevant. MBW may also use cookies to make the website more user-friendly and optimize it according to the user's needs. Cookies do not cause any damage to the user's device.
- 9 Within the operation of its website, MBW uses technology service providers. If these service providers use cookies as external third parties, they collect and process the corresponding information directly via the user's browser (cf. Section 8 below).
- 10 Users have the possibility, at any time, to restrict, block or delete the use of cookies by MBW and third parties in the settings of their respective browsers. Under certain circumstances, this may lead to a restriction of the functionality of the MBW Website.

8. Tracking and Analysis Tools

8.1. Google Analytic

- 11 On its Website, MBW uses Google Analytics, a web analysis service from Google (operating company: Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). Through Web analysis data about the surf behavior of users or visitors to websites are collected, specifically from which website a particular user has accessed a website, which subpages of a website are accessed, and how frequently and how long a visitor uses a webpage. Google Analytics uses cookies which are stored on the user's computer and enable the MBW website to be analyzed and used. Any such information generated by these cookies and other personal data such as the IP address may be transmitted to a Google server in the USA. Users can block the use of cookies by adjusting their browser settings accordingly. Under certain circumstances, this may lead to a restriction of the functionality of the MBW website.
- 12 Further information on the collection, processing and use of personal data by Google can be found at <https://policies.google.com/privacy>.

8.2. Google AdWords

- 13 MBW has integrated Google AdWords, an Internet advertising service, on its website (operating company: Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). As part of this service, MBW uses Google Conversion Tracking. If a user accesses the MBW website via a Google advertisement, Google places a so-called conversion cookie on the user's computer. This cookie is used to collect information about the user, in particular about the visit to certain subpages of the website or the frequency with which the MBW website is accessed. This data is used by Google to compile statistics for AdWords customers who use conversion tracking. MBW does not receive any information which would allow personal identification of the respective user.
- 14 Affected users can block the setting of cookies, including conversion cookies, at any time by adjusting the appropriate settings in their browser. Furthermore, users have the option of objecting to interest-based advertising by Google by making the appropriate settings at www.google.de/settings/ads.

8.3. Hyperlinks

- 15 Under certain circumstances, MBW provides a direct link on its website to the website of another provider. By clicking on such a hyperlink, the user is forwarded directly to the website of that provider. MBW has no influence on whether this provider complies with the relevant data protection regulations. MBW therefore accepts no responsibility for this. For information on the data collection, processing and storage practices of such providers, the user must contact the relevant provider or the person who is responsible for the operation of the website directly.

9. Contact via Website

- 16 Via the MBW Website, users can electronically contact MBW and its group or affiliated companies, such as dealers of MBW products. For this purpose, the MBW Website lists the respective e-mail addresses. In the event that a user contacts MBW by e-mail, the personal data transmitted by the person concerned (in particular name and e-mail address) will be stored. The purpose of the storage and processing of this data is described in Section 4 above.

10. Rights of Users

- 17 Users have the right to request information about the processing of their personal data (Art.15 GDPR). In accordance with the statutory provisions, they may request to have their data corrected, deleted or the processing thereof restricted (Art.16, Art.17 and Art.18 GDPR) and - if relevant - to change or revoke their consent to data processing at any time. Users have the right to object to the processing of their data within the statutory provisions (Art. 21 GDPR). Finally, affected users are entitled, subject to the conditions set out in Art. 20 GDPR, to receiving their personal data in a structured and common, machine-readable format and to transfer this data to another responsible person without any obstruction by MBW. Users who deem the processing of their personal data by MBW unlawful with regard to the GDPR and/or other relevant national data protection legislation, have the right to file a complaint with a supervisory authority in the member state of the place of residence or the place of the assumed violation.