

Privacy policy for hypt GmbH

hypt is a marketing solution that generates digital feedback on analogue processes and products and allows satisfied users to send structured personal recommendations.

For this purpose, numerical ratings and text-based feedback from users are collected anonymously via a web-based chatbot. Only negative feedback is personalised, or the customer/user is asked to provide contact details for the purpose of subsequent contact.

In the event of any problems of interpretation, the German version shall take precedence over the others.

Type of personal data

General personal data	Financial data	Location data
We process general personal data about you.	We process your financial data.	We may process your location data.

Source of the personal data

Surrendered data	Data collected	Received data
We process general personal data about you.	We process personal data that we collect about you.	We process personal data about you that we receive from third parties.

Purpose of the processing

Marketing	Product development	Other purposes
We use your personal data for marketing and advertising.	We use your personal data to develop and improve products and services.	We may use your personal data for other purposes not related to the core service.

Special machining

Profiling	Automatic decisions
We analyse your behaviour and make assumptions about your interests and preferences.	We make essential decisions fully automatically.

Disclosure to third parties

Data sharing
We may share your personal information with other companies.

Place of processing

World wide
We may process your personal data outside of Switzerland and the EU

1. General notes

We know that building a long-term business relationship with you depends on trust. This trust begins with the protection of your data.

Our website complies with the requirements of the European Data Protection Regulation (DSGVO) and the Swiss Data Protection Act (DSG). Every user who visits the hypt website must give their consent (opt-in) for their behaviour on the website to be recorded for analysis purposes. All data is treated anonymously and cannot be traced. All IP addresses are also anonymised in accordance with the DSGVO.

In this privacy policy, we describe what we do with your data when you contact, communicate or otherwise deal with us.

If you disclose data about other persons to us, we assume that you are authorised to do so and that this data is correct. By submitting data about third parties, you confirm this.

As far as possible, their data will be **anonymised** and **pseudonymised**.

2. Responsibility

For the data processing of **hypt GmbH** described in this data protection declaration, the following body is responsible under data protection law for concerns and the exercise of their rights in connection with their data:

Name: hypt GmbH

Address: Worblaufenstrasse 147

Postcode/Place: 3048 Worblaufen

E-mail: hello@hypt.ch

3. Data collection, data processing and purpose

We process different categories of data about you. The main categories are as follows:

Data for the construction of the website:

When you use our website or other electronic offerings, we collect the IP address of your terminal device and other technical data to ensure the functionality and security of these offerings. This data also includes logs recording the use of our systems. We generally retain technical data for one month. To ensure the functionality of these offers, we may also assign an individual code to you or your end device.

Data when registering:

Certain offers and services (e.g. online shop) can only be used with registration, which can take place directly with us or via our external login service providers. In doing so, you must provide us with certain data and we collect data on the use of the offer or service. We generally retain registration data for 24 months after the end of the use of the service or the termination of the user account.

Communication data:

If you are in contact with us via the contact form, by e-mail, telephone or chat or via other means of communication, we record the data exchanged between you and us. We generally keep this data for 12 months from the last exchange with you. This period may be longer where this is necessary for reasons of proof or to comply with legal or contractual requirements or for technical reasons. E-mails in personal mailboxes and written correspondence are generally kept for at least 10 years.

Data at the conclusion of the contract:

This is data that arises in connection with the conclusion of a contract. We usually collect this data from you, from contractual partners and from third parties involved in the processing of the contract. We generally keep this data for 10 years from the last contractual activity, but at least from the end of the contract. This period may be longer if this is necessary for reasons of evidence or to comply with legal or contractual requirements or for technical reasons.

Data that collects their behaviour:

We obtain this data from your use of our products and services and from our own research. The data is used to better target our products and services to you. We anonymise or delete this data when it is no longer meaningful for the purposes pursued, which may be between 3 weeks and 24 months (for product and service preferences) depending on the nature of the data. This period may be longer insofar as this is necessary for reasons of proof or to comply with legal or contractual requirements or is technically required.

Other data that we collect:

In connection with official or judicial proceedings, for example, data is collected that may also relate to you. We may also collect data for health protection reasons. We may obtain or make photographs, videos and sound recordings in which you may be identifiable. We may also collect data about who enters certain buildings or has relevant access rights and when (including in the case of access control, based on registration data or visitor lists etc.), who participates in events or campaigns and when, or who uses our infrastructure and systems and when. The retention period of this data depends on the purpose and is limited to what is necessary. This ranges from a few days for many of the security cameras and usually a few weeks for contact tracing data, to visitor data that is usually kept for 3 months, to reports on events with pictures that can be kept for a few years or longer.

The processing of the data has the following purposes:

We process your data for purposes related to communication with you, in particular to respond to enquiries and assert your rights and to contact you in the event of queries. In particular, we use communication data for this purpose. We keep this data to document our communication with you, for training purposes, for quality assurance and for follow-up enquiries. We process data for the purpose of establishing, managing and processing contractual relationships.

We process data for marketing purposes and to maintain relationships, e.g. to send our customers and other contractual partners personalised advertising on products and services from us and from third parties. This can take place, for example, in the form of regular contacts, via other channels for which we have contact information from you, but also as part of individual marketing campaigns. You can refuse such contacts at any time or refuse or revoke your consent to be contacted for advertising purposes.

We continue to process your data for market research, to improve our services and operations and for product development. We may also process your data for security and access control purposes. We process personal data to comply with laws, directives and recommendations from authorities and internal regulations.

We also process data for the purposes of our risk management and prudent corporate governance, including business organisation and development.

We may process your data for other purposes.

4. Legal basis of the processing

Insofar as we ask for your consent for certain processing, we will inform you separately about the corresponding purposes of the processing. Consent may be withdrawn at any time with future effect by written notice or, where not otherwise stated or agreed, by email to us. Once we have received notice of your withdrawal of consent, we will no longer process your data for the purposes to which you originally consented unless we have another legal basis for doing so.

Where we do not ask for your consent for processing, we will base the processing of your personal data on the fact that the processing is necessary for the initiation or performance of a contract with you or that we or third parties have a legitimate interest in doing so, so in particular to pursue the purposes and related objectives described above and to be able to take appropriate measures. Our legitimate interests also include compliance with legal regulations, insofar as these are not already recognised as a legal basis by the respective applicable data protection law.

5. Profiling and automated individual decisions

We may automatically assess certain of your personal characteristics based on your data for the purposes mentioned above ("profiling"), if we want to determine preference data, but also to determine abuse and security risks, to carry out statistical evaluations or for operational planning purposes. For the same purposes, we can also create profiles, i.e. we can combine behavioural and preference data, but also master and contract data and technical data assigned to you, in order to better understand you as a person with your different interests and other characteristics.

In both cases, we pay attention to the proportionality and reliability of the results and take measures against misuse of these profiles or profiling. If these can have legal effects or significant disadvantages for you, we generally provide for a manual review.

6. Data transfer to third parties

In connection with our contracts, the website, our services and products, our legal obligations or otherwise to protect our legitimate interests and the other purposes listed, we also transfer your personal data to third parties, in particular to the following categories of recipients:

Service provider:

We work with service providers in Germany and abroad who process data about you on our behalf or in joint responsibility with us or receive data about you from us in their own responsibility (e.g. IT providers, cloud services, shipping companies, advertising service providers, login service providers, cleaning companies, security companies, banks, insurance companies, debt collection companies, credit reference agencies, or address checkers). This may also include health data.

Contractual partner:

First of all, this refers to our customers and other contractual partners, because this data transfer results from these contracts. This may also include health data. Recipients include other contractual partners with whom we cooperate or who advertise for us and to whom we therefore transfer data about you for analysis and marketing purposes.

Authorities:

We may disclose personal data to offices, courts and other authorities in Switzerland and abroad if we are legally obliged or entitled to do so or if this appears necessary to protect our interests.

Other persons:

This refers to other cases where the inclusion of third parties results from the purposes.

All these categories of recipients may in turn involve third parties, so that your data may also become accessible to them. We can restrict processing by certain third parties (e.g. IT providers), but not by other third parties (e.g. authorities, banks, etc.).

7. Data exchange abroad

As explained, we also disclose data to other bodies. These are not only located in Switzerland. Your data may therefore be processed in Europe as well as in the USA; in exceptional cases, however, in any country in the world.

If a recipient is located in a country without adequate legal data protection, we contractually oblige the recipient to comply with the applicable data protection (for this purpose, we use the revised standard contractual clauses of the European Commission, which can be accessed here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?), insofar as it is not already subject to a legally recognised set of rules to ensure data protection and we cannot rely on an exemption clause.

8. Retention period

We process your data for as long as our processing purposes, the statutory retention periods and our legitimate interests in processing for documentation and evidence purposes require or storage is technically necessary.

9. Database and data security

We take reasonable security measures to maintain the confidentiality, integrity and availability of your personal data, to protect it against unauthorised or unlawful processing and to protect against the risks of loss, accidental alteration, unauthorised disclosure or access. hypt's chatbot solutions run on subpages of its own website <https://join-hypt.com>. The site is protected using TLS and uses up-to-date server infrastructure.

In order to facilitate your control over the processing of your personal data, you also have the following rights in connection with our data processing, depending on the applicable data protection law:

- The right to request information from us as to whether and what data we are processing from you;
- The right to have us correct data if it is inaccurate;
- the right to request that we delete data;
- the right to request that we provide certain personal data in a commonly used electronic format or transfer it to another data controller;
- the right to withdraw consent where our processing is based on your consent;
- the right to obtain, on request, further information necessary for the exercise of these rights;

- the right to express your point of view in the case of automated individual decisions and to request that the decision be reviewed by a natural person.

If you wish to exercise any of the above rights, please contact us in writing, at our premises or, unless otherwise stated or agreed, by email.

If you do not agree with our handling of your rights or data protection, please let us know. In particular, if you are in the EEA, the UK or Switzerland, you also have the right to complain to the data protection supervisory authority in your country.

10. Online tracking and online advertising tools

We use various techniques on our website which enable us and third parties engaged by us to recognise you when you use our website and, in some circumstances, to track you across multiple visits.

We do not want to infer your identity, even if we can do so if we or third parties we involve can identify you through a combination with registration data. Even without registration data, however, the technologies used are designed in such a way that you are recognised as an individual visitor each time you visit the site, for example by our server (or the servers of the third parties) assigning you or your browser a specific identification number (a so-called "cookie").

We use such techniques on our website and allow certain third parties to do so as well. However, depending on the purpose of these techniques, we may ask for your consent before they are used. You can access your current settings here https://join-hypt.com/#gdpr_cookie_modal.

The following cookies are distinguished:

- **Necessary cookies:** Some cookies are necessary for the website to function as such or for certain functions. For example, they ensure that you can switch between pages without losing information entered in a form. They also ensure that you remain logged in. These cookies are only temporary ("session cookies"). If you block them, the website may not work. Other cookies are necessary so that the server can save decisions or entries made by you beyond one session (i.e. one visit to the website) if you use this function (e.g. language selected, consent given, the function for automatic login etc.). These cookies have an expiry date of up to 24 months.

- **Performance cookies:** In order to optimise our website and corresponding offers and to better adapt them to the needs of users, we use cookies to record and analyse the use of our website, possibly even beyond the session. We do this through the use of third-party analytics services. We have listed these below. Before we use such cookies, we ask for your consent. You can revoke this at any time via the cookie settings here https://join-hypt.com/#gdpr_cookie_modal. Performance cookies also have an expiry date of up to 24 months. Details can be found on the websites of the third-party providers.

We may also integrate further third-party offers on our website, in particular from social media providers. These offers are deactivated by default. As soon as you activate them (e.g. by clicking a button), the corresponding providers can determine that you are on our website. If you have an account with the social media provider, they can assign this information to you and thus track your use of online offers. These social media providers process this data on their own responsibility.

- **Google Analytics:** hypt uses Google Analytics to track the behaviour of anonymised website visitors. This provides us with information about how hypt is used and how it can be optimised to improve user experience. Page impressions, scrolling behaviour and clicks on links or forms are evaluated. The recording only takes place after consent has been given by opt-in.

Google Ireland (based in Ireland) is the provider of the "Google Analytics" service and acts as our order processor. Google Ireland relies on Google LLC (based in the USA) as its order processor (both "Google") for this purpose. Google uses performance cookies (see above) to track the behaviour of visitors to our website (duration, frequency of pages viewed, geographical origin of access, etc.) and compiles reports for us on the use of our website on this basis. We have configured the service in such a way that the IP addresses of visitors are shortened by Google in Europe before being forwarded to the USA and thus cannot be traced. We have switched off the "Data sharing" and "Signals" settings. Although we can assume that the information we share with Google is not personal data for Google, it is possible that Google can draw conclusions about the identity of visitors from this data for its own purposes, create personal profiles and link this data to the Google accounts of these individuals. If you consent to the use of Google Analytics, you explicitly agree to such processing, which also includes the transfer of personal data (in particular usage data for the website and app, device information and individual IDs) to the USA and other countries. Information on the data protection of Google Analytics can be found here <https://support.google.com/analytics/answer/6004245> and if you have a Google account, you can find further details on processing by Google here <https://policies.google.com/technologies/partner-sites?hl=de>.

- **Facebook:** Our website uses so-called social plug-ins ("plug-ins") of the social network Facebook, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plugins are marked with a Facebook logo or the addition "Social Plug-in from Facebook" or "Facebook Social Plugin". You can find an overview of the Facebook plug-ins and their appearance here: <https://developers.facebook.com/docs/plugins>. When you call up a page of our website that contains such a plug-in, your browser establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to your browser and integrated into the page. Through this integration, Facebook receives the information that your browser has called up the corresponding page of our website, even if you do not have a Facebook profile or are not currently logged in to Facebook. This information (including your IP address) is transmitted by your browser directly to a Facebook server in the USA and stored there. If you are logged in to Facebook, Facebook can directly assign your visit to our website to your Facebook profile. If you interact with the plugins, for example by clicking the "Like" button or posting a comment, this information is also transmitted directly to a Facebook server and stored there. The information is also published on your Facebook profile and displayed to your Facebook friends. The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights in this regard and setting options for protecting your privacy, can be found in Facebook's privacy policy: <http://www.facebook.com/policy.php>.
- **Instagram:** Functions of the Instagram service are integrated on our pages. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA. Instagram has been a subsidiary of Facebook Inc. since 2012 and is one of the Facebook products. Embedding Instagram content on our website is called embedding. This allows us to show you content such as buttons, photos or videos from Instagram directly on our website. When you call up web pages on our website that have an Instagram function integrated, data is transmitted to Instagram, stored and processed. Instagram uses the same systems and technologies as Facebook. Your data can therefore also be processed across other Facebook companies. If you are logged into your Instagram account, you can link the content of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate the visit to our pages with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Instagram. For more information, please see Instagram's privacy policy: <https://instagram.com/about/legal/privacy/>.
- **LinkedIn:** We use the plug-in of the social network LinkedIn on our website. LinkedIn is an internet service of LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA, hereinafter referred to as "LinkedIn". For data protection matters outside the USA, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible. If the plug-in is stored on one of the pages of our website that you visit, your internet browser downloads a representation of the plug-in from the

LinkedIn servers in the USA. For technical reasons, it is necessary for LinkedIn to process your IP address. In addition, the date and time of your visit to our website are also recorded. If you are logged in to LinkedIn when you visit one of our websites with the plug-in, the information collected by the plug-in from your specific visit will be recognised by LinkedIn. LinkedIn may assign the information collected in this way to your personal user account there. If, for example, you use the LinkedIn "Share" button, this information is stored in your LinkedIn user account and may be published via the LinkedIn platform. If you wish to prevent this, you must either log out of LinkedIn before visiting our website or make the appropriate settings in your LinkedIn user account. LinkedIn provides further information on the collection and use of data as well as your rights and protection options in this regard in the privacy notices available at <https://www.linkedin.com/legal/privacy-policy>. LinkedIn is certified under the Privacy Shield agreement and thus offers a guarantee of compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active>).
Opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

- **Maatoo:** We use maatoo.io as a platform for marketing automation. By registering for an information event or a counselling session, you consent to BWZ using your data to send emails in connection with the respective information event or counselling session. By clicking "Register" and thus submitting the form, you confirm that the information you have provided will be passed on to maatoo.io - in accordance with their data protection guidelines and conditions - for processing. The following emails will be sent in advance for information purposes: Sign-up confirmation, reminder and a follow-up email. If you do not sign up for the newsletter, your data will not be used for any further information purposes.

Facebook Pixel: We use the Facebook Pixel from Facebook on our website. We have implemented code on our website to do this. The Facebook pixel is a snippet of JavaScript code that loads a collection of functions that allow Facebook to track your user actions if you have come to our website via Facebook ads. For example, when you purchase a product on our website, the Facebook pixel is triggered and stores your actions on our website in one or more cookies. These cookies allow Facebook to match your user data (customer data such as IP address, user ID) with your Facebook account data. Facebook then deletes this data again. The collected data is anonymous and not visible to us and can only be used in the context of ad placements. If you are a Facebook user and are logged in, your visit to our website is automatically assigned to your Facebook user account.

We only want to show our services and products to people who are really interested in them. With the help of Facebook pixels, our advertising measures can be better tailored to your wishes and interests. In this way, Facebook users (provided they have allowed personalised advertising) see suitable advertising. Furthermore, Facebook uses the collected data for analysis purposes and its own advertisements.

In the following, we show you those cookies that were set by integrating Facebook Pixel on a test page. Please note that these are only sample cookies. Different cookies are set depending on the interaction on our website.

If you are logged in to Facebook, you can change your settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. If you are not a Facebook user, you can basically manage your usage-based online advertising at <http://www.youronlinechoices.com/de/praeferenzmanagement/>. There you have the option to deactivate or activate providers.

Google Ads: This website uses Google Ads. Ads is an online advertising programme of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google").

Within the framework of Google Ads, we use so-called conversion tracking. When you click on an ad placed by Google, a cookie is set for conversion tracking. Cookies are small text files that the internet browser stores on the user's computer. These cookies lose their validity after 30 days and do not serve to personally identify the user. If the user visits certain pages of this website and the cookie has not yet expired, Google and we will be able to recognise that the user has clicked on the ad and been redirected to this page.

Each Google Ads customer receives a different cookie. The cookies cannot be tracked via the websites of Ads customers. The information obtained using the conversion cookie is used to create conversion statistics for Ads customers who have opted in to conversion tracking. The clients learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users. If you do not wish to participate in the tracking, you can object to this use by easily deactivating the Google conversion tracking cookie via your internet browser under user settings. You will then not be included in the conversion tracking statistics.

You can find more information on Google Ads and Google conversion tracking in Google's privacy policy: <https://www.google.de/policies/privacy/>.

- **Microsoft Clarity:** We use Clarity, a web analysis tool from Microsoft <https://clarity.microsoft.com/>, to record individual visits (only with anonymised IP address). Among other things, Clarity uses cookies and a so-called tracking code. The information collected is transmitted to Clarity and stored there. See Microsoft Privacy Statements. For more information on Clarity, see Clarity's privacy policy.

- **Chatbot:** We use the service of the provider www.landbot.io. It is an offer of Hello Umi S.L, Calle Garrigues, 5, CP 46001, Valencia (Spain).

The chatbot is used without the user having to enter any personal data. However, in the course of use, for technical reasons, the IP address and the other data mentioned in the section "Collection of personal data when visiting my website" are transmitted to the provider in order to be able to provide the service. The same applies to the selections you make during use. If you do not wish such data transfer, you should refrain from using the chatbot.

You can obtain more detailed information on data processing by the provider at:

<https://landbot.io/terms-conditions/index.html>

I have concluded an order processing contract with the provider, which ensures the protection of your data.

Furthermore, as part of the integration of the chatbot, fonts and other content are downloaded from servers of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. These are accesses to the Google Fonts and Google Cloud services.

Even though this provider is based in the EU, data is transferred to group companies in the USA in the course of use. However, Google is Privacy-Shield certified and has thus committed itself to compliance with the relevant principles:

<https://www.privacyshield.gov/EU-US-Framework>

11. Changes

This Privacy Policy does not form part of any contract with you. We may amend this privacy policy at any time. The version published on this website is the current version.

July 2023