

Privacy Policy

Online Privacy Notice Alpiq Group

Part I: When do we collect personal data? What sort of personal data?

Alpiq Digital AG believes in fair and transparent processing of personal data. We deem it important that our visitors and customers understand when and what sort of personal data we collect. Personal data is any information relating to an identified or identifiable person, as defined by the GDPR in Article 4. We collect personal data of people visiting our website, using our web shop, creating an account or subscribing to our newsletter.

When you visit our website: See our Cookie Policy.

When you use our web shop: We collect your IP address, information on the purchased product and price, your order number, the specific site on our website from which you purchased our product, your email, your first and second name, your billing address, your shipping address, your phone number, the currency used as well as the type of shipment and credit details.

When you create an account on our website: We collect your first and second name, your email address, your phone number as well as your assigned account number and your chosen password.

When you subscribe to our newsletter: We collect your email address, your first and second name and information on the purchased product.

Part II: Who controls your personal data, for which purpose and on which legal basis?

We want that our visitors and customers can effectively exercise their rights as data subjects. You have a right to know who is in control of your data and to whom you can address requests in your country. We also deem it important that you know the purpose of collecting and processing your personal data as well as the legal basis. As the controller of your personal data we are responsible for the processing of your personal data on our side.

Finally, Alpiq Digital AG collaborates with other companies to provide you an outstanding customer experience. For that reason we share your data with third parties. You have a right to know who those third parties are and how we safeguard your data privacy rights when transferring your personal data.

The responsible Controller of your data is:

Alpiq Digital AG
Bahnhofquai 12
4601 Olten
Schweiz
E-Mail Adress: xamax@alpiq.com

As the controller Alpiq Digital AG determines the purpose and means of the processing of your personal data.

What is the purpose and legal basis for processing your personal data?

When you visit our website

See our Cookie Policy

When you use our web shop

Purpose: The personal data we collect allows us to process your order in our web shop located on our website. Collecting this information is essential to allow you, as our client, to place orders and purchase products from us.

Legal basis: Based on the relationship between you as our client and us, as a seller, processing is lawful as it is necessary to perform your order.

When you create an account on our website:

Purpose: The personal data we collect allows us to create and operating an account for you on our website. It makes using our web shop and purchasing goods with us more convenient for you.

Legal basis: As we require your consent prior to creating an account, the processing of your personal data, in the course of creating and operating an account for you, takes place on the basis your consent given to us when creating an account (i.e. registration). You can delete your account at any time.

When you subscribe to our newsletter

Purpose: The personal data we collect allows us to send you newsletters and keep you updated on our products and services.

Legal basis: As we require your consent prior to sending you a newsletter, the processing of your personal data, in the course of serving you with our newsletter, takes place on the basis of your consent given to us when subscribing to our newsletter. This service can be unsubscribed at any time.

Note: We do not intend to further process your personal data for purposes other as the ones stated above.

Part III: Who are recipients of personal data?

Our partners, other recipients of your personal data (third parties)

To provide you with a smooth and first-rate experience we collaborate with trusted third parties which are recipients of your personal data. Our partners take confidentiality and integrity of your personal data very seriously.

Part IV: How long do we store your personal data? What are your rights and how can you exercise them?

How long will my personal data be stored?

We will not retain any personal data longer than necessary to meet a lawful purpose such as the performance of a contract with you or the compliance with mandatory retention periods.

In order to ensure that personal data is not kept longer than necessary, we established time limits for erasure as well as a periodic review process.

What are your rights and how can you exercise them?

Right to withdraw consent: You have the right to withdraw your consent for data processing at any time. By contacting Alpiq Digital AG contact details etc.

Right to object to processing: You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning including profiling. Alpiq Digital AG will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims.

Direct marketing: The right to object concerns, in particular, direct marketing. You have the right to object at any time to processing of personal data for such marketing, which includes profiling to the extent it is related to such direct marketing

Right of access: You have the right to obtain from us confirmation as to whether or not personal data concerning you is being processed. Where that is the case, you have the right to request access to your personal data and information related to the processing.

Right to rectification: You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you. Taking into account the purposes of the processing, you have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

Right to erasure (“right to be forgotten”): You have the right to obtain from us the erasure of your personal data without undue delay.

Right to restriction of processing: You have the right to obtain from us restriction of processing where one of the following applies: accuracy is contested by you, processing is unlawful and you request restriction instead of erasure; we no longer need your personal data but you require the data for the exercise of defense or legal claims or you have objected processing pending the verification whether the legitimate grounds of the controller override those of the data subject.

Right to data portability: You have the right to receive the personal data concerning you, which you provided to Alpiq Digital AG, in a structured, commonly used and machine-readable format and you have the right to transmit those data to another controller without hindrance from Alpiq Digital AG to which the personal data has been provided.

Exercising your rights: You can exercise your rights simply by using our form: [CLICK HERE](#).

What will we do with regard to third parties to which it has disclosed my personal data?

Note: *Alpiq Digital AG* will communicate any rectification or erasure of personal data or restriction of processing of your personal data to each recipient to whom your personal data has been disclosed, unless this proves impossible or involves disproportionate effort. We will inform you about those recipients upon your request.

Part V: Which safeguards we apply to protect your personal data?

No internet transmission is fully secure or error-free, nor is stored data free from vulnerabilities. However, the technical and organizational measures that we and our partners apply ensure appropriate security and confidentiality of your personal data, including for preventing unauthorized access to or use of your personal data as well as the equipment used for processing.

We use a variety of security measures, including sophisticated encryption and authentication tools to maintain the safety of your personal data. Your personal information is contained behind secure networks and is only accessible to a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. All information you provide to us is stored on secure servers.

When you place orders or access your personal data, we offer the use of a secure server. All credit card information you supply is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our databases to be accessed only as stated above (see Part II.).

Part VI; How do you lodge a complaint?

Right to lodge a complaint with our Local Privacy Partner:

In case of complains you can first contact our Local Privacy Partner:

Alpiq Digital AG
Bahnhofquai 12
CH-4601 Olten, Schweiz
E-Mail: privacy@alpiq.com

Right to lodge a complaint with our supervisory authority: In case if you couldn't find satisfying solution with our internal Data Privacy Partner you have the right to lodge a complaint with the supervisory authority: .

Switzerland

Eidgenössischer Datenschutz- und Öffentlichkeitsbeauftragter
Feldeggweg 1
CH - 3003 Bern

Part VI. Miscellaneous

Links to other websites

Our website may contain links to other websites of third parties. We are not responsible for the privacy policies of those websites.

Policy changes

We may revise our privacy policy from time to time. In that case, we will post a notice on our website for 30 days.

Questions and feedback

We welcome your questions and comments on our privacy policy. Feel free to contact us (see Part II.)

Last updated: *January, 2018*