

## Privacy Statement

### 1 Privacy Statement

This Privacy Statement applies to Electrosuisse.

The registered office of Electrosuisse is located in Switzerland and thus our company is primarily subject to the Swiss Federal Act on Data Protection (FADP) when handling personal data, especially the data of persons residing in Switzerland. In addition, the General Data Protection Regulation (GDPR) of the EU operates as a legal basis for the handling of personal data of citizens of the European Union.

Protecting your privacy is an important concern for us. We respect your personality and your privacy and ensure their protection as well as the processing of your personal data in compliance with applicable law.

Personal data means any information relating to an identified or identifiable natural person (also referred to as “data subject”). Alongside your contact data, such as your name, telephone number and postal or email address, this also includes further information that you provide to us, such as for example your date of birth, IP address, etc.

In this Privacy Statement we provide you with information concerning which of your data we process, why we need these data, and how you can object to the processing of your data.

When we refer to processing your personal data in this Privacy Statement, we mean any handling of your personal data. This includes storage, processing, use, erasure, etc.

### 2 Who is responsible for the data processing?

Electrosuisse is responsible for the processing of your data. You can contact our assigned data protection officer at any time with any questions or concerns relating to data protection:

Electrosuisse  
Data Protection Officer  
Luppenstrasse 1  
8320 Fehraltorf  
[Email](#)

### 3 Why do we collect personal data?

We are aware how important the careful handling of your personal data is to you. All data processing only occurs for specific purposes. These may arise, for example, from technical necessity, contractual requirements, statutory provisions, overriding interest, meaning on the basis of legitimate grounds or with your express consent. We collect, store and process personal data to the extent necessary. This may include for the management of customer relationships, the provision of our services and sale of our products, the processing of orders and contracts, sales and invoicing, responding to questions and concerns, the provision of information concerning our products and services as well as the marketing thereof, support in technical matters as well as the evaluation and ongoing development of services and products.

#### **4 Which data are collected when purchasing products or services?**

For contractual reasons, we need certain personal information in relation to orders and purchases of certain products and services in order to provide our services and perform the contract thereby concluded.

In connection with a purchase, we collect inter alia – depending on the product or service – the following data:

- gender, name, email address of the purchasing person or persons,
- further information such as postal address, date of birth
- the type of product or service purchased
- purchasing channel (internet, telephone, fax, trade fair, etc.)

#### **5 Which data are processed in connection with marketing?**

Unless you object, for marketing purposes we use your customer data (e.g. name, gender, date of birth, address, customer number, email address), data relating to your contracts and subscriptions, information about other services purchased, your interests and your browsing habits on our website or in emails.

We analyse these data in order to provide you with or display to you information and offers that are as relevant for you as possible (by email, letter, push messages within the app). For this purpose, we only use those data that we can unequivocally attribute to you, for example because you signed in or identified yourself on [www.electrosuisse.ch](http://www.electrosuisse.ch) with your login under myElectrosuisse.

Whenever you receive information and offers for marketing purposes, you have the opportunity to unsubscribe from future communications. Thus, for example, each email contains a link for unsubscribing, which you can click on to unsubscribe from future communications.

#### **6 Registration on myElectrosuisse**

If you wish to use the functions of our website and apps to the fullest extent, you need to set up a user account. For this purpose, the provision of the following data is required:

- first name, surname
- address
- email address
- if a member, date of birth

#### **7 Which data are processed when using our website?**

As a general matter, you can visit our website without having to provide any personal data. Our website is accessed using transport encryption (SSL), although some microsites may also be accessed without transport encryption.

Whenever our website is visited, our servers temporarily log each access in a log file. The following technical data are collected in the process and stored by us until their automatic erasure after a maximum period of seven months:

- IP address of the requesting computer
- date and time of access
- website/source from which access is made, along with the search term used, as applicable
- name and URL of any downloaded file
- any search queries
- operating system of your computer (made available by the user agent)
- browser used by you (made available by the user agent)

- device type if accessing by mobile phone
- transfer protocol used

These data are collected and processed for the purpose of ensuring system security and stability, for error and performance analysis, as well as for internal statistical purposes and they enable us to optimise our online content.

The IP address is further used to pre-set the default language of the website. In addition, it is analysed together with other data for the purpose of clarification of and defence against attacks on the network infrastructure or other unauthorised use or misuse of the website and may be used for identifying and for the civil and criminal prosecution of the user concerned.

Finally, we use cookies along with other cookie-based applications and tools whenever our website is visited. Please see Section 8 "What are cookies and when are they used?" for further information.

No warranty is provided that websites that are linked to from the Electrosuisse website, but not operated by Electrosuisse, comply with data protection provisions.

## **8 What are cookies and when are they used?**

The Electrosuisse website uses cookies and tracking pixels (web beacons). Cookies are text files that are set and stored on a computer system via an internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique cookie identifier. It is comprised of a string of characters by which websites and servers can be attributed to the specific web browser in which the cookie was stored. This enables the websites and servers visited to distinguish between the individual browser of the data subject and other web browsers containing other cookies. A particular web browser can be recognised and identified through the unique cookie ID.

By using cookies and tracking pixels, we are able to provide more user-friendly services to users of this website, which would not be possible without setting cookies.

Cookies and tracking pixels enable the information and content on our website to be optimised in line with the user's interests. Cookies enable us, as mentioned above, to recognise the users of our website. The purpose of this recognition is to make it easier for the users to use our website. For example, the user of a website that uses cookies does not have to re-enter his/her access data for every visit to the website as this is done by the cookie saved by the website on the user's computer system.

The data subject can prevent our website from using cookies at any time by adjusting the corresponding settings on the web browser used and can thus permanently object to cookies being set. Further, any cookies that have previously been set can be deleted at any time using a web browser or other software. Tracking pixels can be blocked at any time in the web browser settings or through corresponding browser add-ons. This is possible in all customary web browsers. If the data subject disables cookies and blocks tracking pixels, it may not be possible in some circumstances to use all the functions of our website to the fullest extent.

## **9 How are tracking tools used?**

For the purpose of ensuring that our website, apps and emails are tailored to demand and continuously optimised, we use the web analytics services Google Analytics and of other third parties.

In connection with our website pseudonymised user profiles are generated and small text files are used that are saved on your computer (see above "What are cookies and when are they used?"). The information

generated by the cookies regarding your use of this website is transferred to the server of the provider of these services, stored there and prepared for our use. In addition to the data indicated above (see "Which data are processed when using our website?"), this provides us the following information:

- navigation path followed by a user on the website
- duration of the visit to the website or sub-page
- sub-page from which the website was left
- country, region or city from which access occurred
- end device (type, version, colour depth, resolution, width and height of the browser window)
- recurring or new visitor

The information is used for the purpose of assessing the use of the website.

When sending emails, we use third party email marketing services. For this reason, our emails may contain a so-called web beacon (tracking pixel) or similar technical instruments. A web beacon is an invisible graphic element with the size of an individual pixel, which is associated with the user ID of the individual email subscriber.

The use of these services enables us to assess whether our emails were opened by the recipients. In addition, they make it possible to track and assess a user's browsing habits. We use these data for statistical purposes and to optimise the content of our messages. This enables us to better tailor the information and offers contained in our emails to the individual interests of each recipient. The tracking pixel is deleted when you delete the email.

In order to prevent the deployment of web beacons in our emails, adjust the settings in your email program so that no HTML is displayed in the messages.

See below for more information about our most important tracking tools.

## 10 Google Analytics

The provider of Google Analytics is Google Inc., a company owned by the holding company Alphabet Inc., which is based in the USA. The anonymised IP address transmitted from your browser in connection with Google Analytics is not combined with other data held by Google. Only in exceptional cases will the full IP address be transferred to one of Google's servers in the USA and abbreviated there. According to Google Inc., the IP address will not under any circumstances be associated with any other data about the user.

Further information about the web analytics service used is available on the website of Google Analytics. You can find instructions on how to prevent data processing by the web analytics service under <http://tools.google.com/dlpage/gaoptout?hl=en> .

You can object at any time to the collection of data by Google Analytics. In order to do so, you must download and install a browser add-on, which is available through the link <https://tools.google.com/dlpage/gaoptout?hl=en>.

This browser add-on instructs Google Analytics using JavaScript that no data or information concerning website visits may be transmitted to Google Analytics. If the browser add-on is removed or deactivated, it can always be reinstalled or reactivate anew.

As an alternative to the browser add-on, particularly in the case of browsers on mobile devices, you can also prevent your data from being collected by Google Analytics by clicking [this link](#) (note: the click does not result in any visible action), and thereby setting an opt-out cookie. The opt-out cookie only applies in this browser and only to our website. It is set on your end device. If you delete the cookies in this browser, you must also reset the opt-out cookie anew.

Further information about data protection at Google is available at the following link: [https://www.google.com/intl/de\\_DE/analytics/learn/privacy.html](https://www.google.com/intl/de_DE/analytics/learn/privacy.html).

## 11 Incorporation of social plugins and how are they used?

Our website uses social plugins, such as from LinkedIn. The plugins bear the provider's logo and may consist of, for example, "Like" buttons.

If you consult any pages on our website that contain such a plugin, the provider will be informed through the plugin that you have visited our website. If you are logged into the provider's system at the same time, the provider can associate the visit with your profile. If you interact with the plugins, the corresponding information is transmitted directly from your browser to the provider's system and stored there.

If you do not want the providers to collect data about you, you can select the "block cookies from third-party providers" option in your browser settings. Then, in the event that content from other providers is embedded, the browser will not send any such information to the server of the provider. However, if this setting is selected, in some cases it is possible that other content on our website will also no longer function.

### Google Adwords

We use the online web program "Google AdWords" on our website, a service provided by Google Inc., which is based in the USA, along with the possibility of conversion tracking contained in this program. If you visit our website via a Google advert, Google AdWords will store a conversion cookie in your browser, which enables us to generate statistics relating to the use of our website. This conversion cookie is deactivated after 90 days at the latest and will not be used for identifying the user.

Further information about conversion tracking, including in particular how you can prevent data from being collected by the cookie set by Google, is available at the following link:

<http://services.google.com/sitestats/en.html>

In your browser, you can partially or fully deactivate the setting of cookies by our website at any time. However, if cookies are deactivated, you may no longer be able to use all of the functions of our website.

### LinkedIn

Our website uses the "in" button from the social network LinkedIn, which is operated by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. The button can be recognised by the "in" symbol on a white or grey background.

If you visit a page on our website containing such a button, your browser will establish a direct link with the LinkedIn servers, provided that you have enabled social plugins. The content of the "in" button is transferred by LinkedIn directly to your browser and incorporated by it into the website. We therefore do not have any influence over the amount of data collected by LinkedIn through the button.

For information concerning the purpose and scope of the data collection and the further processing and use of the data by LinkedIn, as well as about your related rights and configuration options for protecting your privacy, please consult LinkedIn's privacy policy:

[https://www.linkedin.com/legal/privacy-policy?\\_l=en\\_UK](https://www.linkedin.com/legal/privacy-policy?_l=en_UK)

### Xing

The website uses functions from the XING network. The provider is XING AG, Dammtorstrasse 29-32, 20354 Hamburg, Germany. Each time you access one of the pages of our website containing features of XING, a connection with XING's servers is established. As far as we are aware, no personal data are stored as a result. In particular, no IP addresses are stored and no assessment of user behaviour is made. Further information about data protection and the XING Share button can be found in XING's privacy statement at [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection).

### Twitter

Our website uses so-called social plugins of the micro-blogging service Twitter, which is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). The plugins are identified by a

Twitter logo, for example in the form of a blue "Twitter bird". An overview of Twitter plugins and their appearance may be found here:

[https://about.twitter.com/en\\_us/company/brand-resources.html](https://about.twitter.com/en_us/company/brand-resources.html).

If you open a page on our website that contains such a plugin, your browser will establish a direct connection with the servers of Twitter. The content of the plugin is sent directly by Twitter to your browser and incorporated into the web page. As a result of this incorporation, Twitter receives the information that your browser has opened the corresponding page on our website even if you do not have a Twitter profile or are not logged into Twitter at the time. This information (including your IP address) is transmitted by your browser directly to a Twitter server in the USA and stored there.

If you are logged into Twitter, Twitter can directly associate the visit to our website with your Twitter account. If you interact with the plugins, for example, by clicking on the "tweet" button, the corresponding information is likewise transmitted directly to a Twitter server and stored there. Furthermore, the information is published on your Twitter account and displayed there to your contacts.

For more information concerning the purpose and scope of the data collection and the further processing and use of the data by Twitter as well as your related rights and configuration options for the protection of your privacy, please consult Twitter's privacy policy:

<https://twitter.com/privacy>

### **Instagram**

Our website uses so-called social plugins from Instagram, which is operated by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). The plugins are identified by an Instagram logo, for example in the form of an "Instagram camera". An overview of Instagram plugins and their appearance may be found here: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>.

If you open a page on our website that contains such a plugin, your browser will establish a direct connection with the servers of Instagram. The content of the plugin is sent directly by Instagram to your browser and incorporated into the web page. As a result of this incorporation, Instagram receives the information that your browser has opened the corresponding page on our website even if you do not have an Instagram profile or are not logged into Instagram at the time. This information (including your IP address) is transmitted by your browser directly to an Instagram server in the USA and stored there.

If you are logged into Instagram, Instagram can directly associate the visit to our website with your Instagram account. If you interact with the plugins, for example, by clicking on the "Instagram" button, this information is also transmitted directly to an Instagram server and stored there. Furthermore, the information is published on your Instagram account and displayed there to your contacts.

For more information concerning the purpose and scope of the data collection and the further processing and use of the data by Instagram as well as your related rights and configuration options for the protection of your privacy, please consult Instagram's privacy policy:

<https://help.instagram.com/155833707900388/>.

If you do not want Instagram to associate the data collected on our website directly with your Instagram account, you must log out of Instagram before visiting our website. You can also prevent the downloading of the Instagram plugins completely by using add-ons for your browser, e.g., using the script blocker "NoScript" (<http://noscript.net/>).

## **YouTube**

Our website uses so-called social plugins from YouTube, which is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA ("YouTube"). YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. The plugins are identified by a YouTube logo, for example in the form of a "YouTube button".

With each visit of one of the individual pages on this website, which is operated by the controller and which incorporates a YouTube component (YouTube video), the web browser on the data subject's IT system is automatically instructed by the relevant YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information concerning YouTube is available at <https://www.youtube.com/intl/en/yt/about/>. As part of this technical process, YouTube and Google receive information about the specific sub-pages of our website that are visited by the data subject.

If the data subject is also logged into YouTube at the same time, YouTube recognises with each visit of a sub-page that contains a YouTube video which specific sub-page of our website was visited by the data subject. This information is collected by YouTube and Google and allocated to the applicable YouTube account of the data subject.

YouTube and Google are always informed by the YouTube component that the data subject has visited our website if the data subject is also logged into YouTube at the time our website is visited; this occurs irrespective of whether or not the data subject clicks on a YouTube video. If the data subject does not wish such information to be transmitted to YouTube and Google, he/she can prevent the transmission by logging out of his/her YouTube account before visiting our website.

The privacy policy published by YouTube, which is available at <https://www.google.com/intl/en/policies/privacy/>, provides information concerning the collection, processing and use of personal data by YouTube and Google.

## **Use of Google Maps**

This website uses Google Maps API to display geographical information visually and for calculating travel times using the travel planner. When Google Maps is used, Google also collects, processes and uses data about the visitor's use of the map function. Further information concerning data processing by Google is specified in Google's privacy policy. There you can also make changes your personal privacy settings in the data safety centre.

## **12 Newsletter tracking**

The Electrosuisse newsletters contain so-called tracking pixels. A tracking pixel is a miniature graphic element embedded into such emails, which are sent in HTML format, in order to enable log files to be recorded and analysed. This permits a statistical assessment of whether or not online marketing campaigns have been successful. Using the embedded tracking pixel, Electrosuisse is able to recognise if and when an email was opened by a data subject and which of the links within the email were clicked on by the data subject.

Such personal data collected through the tracking pixels contained in the newsletter are stored and assessed by the controller in order to optimise the dispatch of the newsletter and ensure that the contents of future newsletters are even better tailored to the interests of the data subject. These personal data are not disclosed to third parties. Data subjects have the right at any time to withdraw their declaration of consent related thereto, provided separately through the double opt-in procedure. After such a withdrawal of consent, these personal data will be erased by the controller. Electrosuisse will automatically construe the cancellation of a subscription to the newsletter as a withdrawal of consent.

Electrosuisse uses the services of Newsletter2go for the management of newsletter contacts as well as for sending and tracking the newsletter. The privacy statement published by Newsletter2go is available at: [https://www.newsletter2go.co.uk/data-protection/?\\_ga=2.95188444.1592866932.1542209653-414631515.1542209653](https://www.newsletter2go.co.uk/data-protection/?_ga=2.95188444.1592866932.1542209653-414631515.1542209653).

### 13 Forums and chat

On the platforms operated by Electrosuisse, you can participate in interactive forums such as chats, message boards and other platforms. Please remember that any information you disclose on these forums will thereby become public. Our forums:

#### Technology Forum

"www.technikforum.ch" is a discussion forum, meaning a virtual space for exchanging and archiving opinions and experiences, and is operated by Electrosuisse. It is possible to leave contributions to the discussion (posts), which anyone who is interested can read and answer. Participation in the discussion is only possible with the myElectrosuisse login.

#### ToolBox

"www.toolbox.electrosuisse.ch" is a knowledge and learning platform of Electrosuisse. Access is only possible with the myElectrosuisse login.

#### dVent

Electrosuisse uses "www.dvent.ch" in order to be able to interact live with participants at its events. For example: holding live votes, conducting surveys, offering downloads and collecting questions for a presentation. Access via a short link is communicated to participants on the day of the event.

The privacy policy published by dVent is available at: <https://www.devent.ch>.

### 14 Cloud

Electrosuisse operates its own cloud for the exchange of data. The location of this server is in Switzerland. Electrosuisse declines any liability for the use of third party clouds (Dropbox, Apple Cloud, Google Drive, etc.).

### 15 Customer surveys

Electrosuisse uses the following platforms for conducting surveys of its members and customers:

- SurveyMonkey Europe UC, 2 Shelbourne Buildings, 2nd Floor, Shelbourne Road, Ballsbridge, Dublin 4, Ireland.

The privacy policy published by SurveyMonkey is available at: <https://www.surveymonkey.com/mp/legal/privacy-policy/>

- Edumendo, Dorfstrasse 8g, 8352 Elsau, Switzerland. The privacy policy published by edumendo is available at: <http://www.edumendo.ch>

### 16 Contact form

You have the option of using a contact form to contact us. This requires the entry of certain personal data (designated in each form).

We use these and any other data voluntarily provided (such as form of address, postal address, telephone number and company name) only to provide the best possible, personalised answer to your contact query.



If you also provide us with the additional optional information regarding how you became aware of our offerings, this will also be used for internal statistical purposes.

For all emails received by us through the contact form, the transfer of data is made via SSL encryption. These personal data are not disclosed to third parties.

## **17 How long are your data retained?**

Your data will be erased as soon as they are no longer required for the purpose for which they were collected (e.g., in relation to a contractual relationship). They may be blocked rather than erased if erasure is not possible due to legal or factual obstacles (for example, statutory retention obligations).

## **18 What rights do you have regarding your personal data?**

According to the Swiss Federal Act on Data Protection (FADP), you have the right to receive information free of charge regarding your stored data (Article 8 FADP) and a right to rectification (Article 5(2) FADP).

In order to exercise your rights, it is sufficient to send a letter by post or email to:

Electrosuisse  
Data Protection Officer  
Luppenstrasse 1  
8320 Fehraltorf  
[Email](#)

## **19 Are your data disclosed to third parties?**

Your personal data will not be disclosed, sold or otherwise transferred to third parties except a necessary for the performance of a contract or with your express consent.

External service providers (such as for example printers) that process data on our behalf are subject to a strict contractual obligations in accordance with the Swiss Federal Act on Data Protection. These external service providers from the perspective of data protection law are therefore not viewed as third parties.

## **20 Are your personal data transferred abroad?**

We have the right to also transfer your personal data to third parties (for example external service providers) abroad. These third parties are obligated to comply with data protection to the same extent as we are. If the level of data protection in a particular country is lower than that applicable in Switzerland, we will ensure under contract that the level of protection for your personal data is equivalent to that applicable in Switzerland.

## **21 Data Security**

We use appropriate technical and organisational security measures in order to protect your personal data stored with us against manipulation, full or partial loss and unauthorised third party access. We continuously enhance our security measures in line with technological progress.

We also take internal data protection very seriously. Our staff members and the external service providers engaged by us are obligated to uphold confidentiality and to comply with the requirements of data protection law.

We take appropriate precautionary measures to protect your data. However, the transmission of information over the internet and other electronic media always entails certain security risks and we are unable to guarantee the security of information transmitted in this manner.

## **22 Amendments to this Privacy Statement**

We reserve the right to amend and supplement this Privacy Statement at any time and at our discretion. Please consult this Privacy Statement regularly.

Last updated: March 2019