

PRIVACY POLICY

1. PRIVACY AT A GLANCE

Basic principles

Data protection is very important to us. Our website can in principle be used without any provision of personal data. However, if you wish to use our services through our website, or through a plugin, standalone app, stand-alone software, built-in or remotely deployed functionality, add-on, script or similar, directly submitted or via third-party software or similar which Customer downloads on Customer's computer that enables Customer to use Spherene's products and/or services (the "Client"), personal data processing may be required. Personal data is any information that relates to an identified or identifiable natural person. This includes, among other things, information about your use of our website, whereby the following data is collected using log files and cookies: the amount of data transferred, the location from which you retrieved the data on our website, as well as other connection information and sources that you accessed. If the processing of personal data is required and there is no legal basis for such processing, we generally seek your consent.

Processing of personal data

Personal data is all data with which you can be personally identified. The processing of personal data, such as your name, address, telephone number or email address, is always in accordance with the European General Data Protection Regulation (DSGVO) and in accordance with the Swiss data protection regulations that apply to us. By means of this privacy policy we would like to inform the public about the nature, purpose and extent of the personal data collected, used and processed by us. In addition, our privacy policy seeks to inform you about the rights to which you are entitled.

Security of your data

We, as the responsible party in charge of the personal data processed through this website, have implemented numerous organizational and technical measures such as access restrictions and controls, training, encryption of data carriers, pseudo-nymization, anonymization, to ensure the most complete protection possible. Nevertheless, Internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed. For this reason, you are also free to submit personal data to us in alternative ways, such as by mail or telephone.

Data collection on our website

Data collection and data processing is also carried out by the website operator. You can find our contact data in the imprint of this website.

2. GENERAL INFORMATION AND MANDATORY INFORMATION

Controller

The Controller within the meaning of the Federal Act on Data Protection (FADP), General Data Protection Regulation, other data protection laws in the Member States of the European Union and other provisions with data protection character is:

spherene AG
Seehofstrasse 16
8008 Zurich
tellmemore@spherene.ch

In addition, you have a right to lodge a complaint with a supervisory authority (e.g. with the Federal Data Protection and Information Commissioner (FDPIC)). If you have any questions, comments or inquiries regarding the collection, processing, and use of your personal data by us, please contact us at the contact details provided.

Liability for links

References and links to third-party websites are outside our area of responsibility. Any responsibility for such websites is rejected. Access to and use of such websites is at the user's own risk. Likewise, we have no knowledge of their data protection. Much in addition in the imprint.

Right to information, blocking, and erasure

You have the right to free information at any time about the personal data stored about you, including details of their origin, recipient, and purpose of the data processing. You also have the right to rectification, blocking, and erasure of this data. For further information concerning personal data you can contact us at any time at the address given in the imprint.

Revocation of your consent to data processing

Many data processing operations are only possible with your express consent. You can revoke any previously granted consent at any time. To do this, please send us a message by email. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Right to data portability

You have the right to have data that we process on the basis of your consent or in fulfillment of a contract automatically, transferred to yourself or a third party in a standard, machine-readable format. If you wish to transfer the data directly to another controller, this will only be done if technically feasible.

Data security and SSL or TLS encryption

All information you submit to us will be stored on servers in Switzerland. As mentioned above, the transmission of information over the Internet is not completely secure, which is why we cannot warrant or guarantee the security of data transmitted to our website via the Internet. However, we secure our website and other systems through technical and organizational measures against loss, destruction, access, modification, and dissemination of your information by unauthorized persons. In particular, this site uses SSL or TLS encryption for security purposes and to protect the transmission of sensitive content, such as requests that you submit to us. An encrypted connection is indicated by the fact that the address bar of the browser changes from «http://» to «https://». You will also see a lock icon in your browser bar. If SSL or TLS encryption is enabled, the data you submit to us cannot be read by third parties.

Third-party services and data collection

This website uses third-party services. The applications of these third-party providers on this website collect data and we do not have any influence over the data use by these third-party providers or transmission to third parties. By using this website, you consent to the collection and processing of data about you by third parties in the manner described here. If you do not agree, you have several options for partially preventing third-party data collection:

- ▶ With our website's own opt-out option, you have the opportunity to revoke your consent to the collection of data by us and by third parties at any time. Every 30 days, we will ask you again whether you consent to or decline the collection. For this purpose, a cookie is stored on your computer, in which your settings are saved. The cookie is valid for 30 days.
- ▶ You can block all unwanted JavaScript applications (Google Analytics, social media plug-ins and other applications) using the Ghostery browser add-on to protect your digital privacy. However, we would like to point out that system information and personal data can still be recorded and transmitted in other ways.
- ▶ You can disable JavaScript in your browser settings. However, you will then be unable to use any JavaScript-based functions. The website could be limited or not functional at all.

Objection to advertising emails

We hereby expressly object to the use of published contact information in the context of the imprint obligation to sending us unsolicited advertising and information materials. We expressly reserve the right to take legal action in the event of unsolicited promotional information, such as spam emails.

Changes to this Privacy Policy

We reserve the right to change this Privacy Policy at any time with future effect. A current version is always available on the website. Please visit the website regularly to find out about the applicable Privacy Policy.

3. DATA COLLECTION

3.1 .DATA COLLECTION ON OUR WEBSITE

Domains

Our website includes the following domains:

spherene.ch, spherene.one, spherene.org

The following information refers to and applies to the domains mentioned above.

Hosting

We utilize third-party hosting services to provide infrastructure and platform services, database services, computing capacity, security and storage space, as well as technical maintenance services to operate our online services. We, or our hosting provider, process the following on our behalf: inventory data, contact data, content data, contract data, usage data as well as meta and communication data of customers, prospects, and visitors of this website.

Hosting partner:

Hostpoint AG, Neue Jonastrasse 60, 8640 Rapperswil-Jona

Legal basis for data processing: The basis for data processing is Article 6 (1) lit. b GDPR, which allows us to process data in order to fulfill a contract or precontractual requirements.

Cookies

The Internet pages partly use cookies. Cookies do not harm your computer and do not contain viruses. Cookies serve to make our website more user-friendly, effective, and secure. Cookies are small text files that are installed on your computer and stored by your browser. By using cookies, we can provide you with more user-friendly services that would not be possible without cookies. Cookies enable us to recognize you on our website. The purpose of this recognition is to facilitate the use of our website. The cookies are not assigned to your name, IP address or similar data.

Most of the cookies we use are "session cookies." They are automatically deleted after your visit. Other cookies remain stored on your device until you delete them. These cookies allow us to recognize your browser the next time you visit.

You can set your browser so that you are informed about the setting of cookies and allow cookies only in individual cases, exclude the acceptance of cookies for certain cases or in general, and enable the automatic deletion of cookies when closing the browser. Disabling cookies may limit the functionality of this website.

Legal basis: Cookies that are required to carry out the electronic communication process or to provide certain functions that you wish to use (such as shopping cart function) are stored on the basis of Article 6 (1) lit. f GDPR.

The website operator has a legitimate interest in the storage of cookies for the technically correct and optimized provision of its services. If other cookies (such as cookies for the analysis of your surfing behavior) are stored, they will be addressed separately in this Privacy Policy.

Server log files

The provider of the website automatically collects and stores information in server log files, which your browser automatically transmits to us. These are:

- ▶ browser type and browser version,
- ▶ used operating system,
- ▶ referrer URL,
- ▶ host name of the accessing computer,
- ▶ time of the server request,
- ▶ IP address,

as well as other similar data and information used in the event of attacks on our information technology systems. We draw no conclusions about the users' identity when using this general data and information. Rather, this information is needed to

- ▶ deliver the contents of our website correctly,
- ▶ optimize the content of our website as well as the advertising for it,
- ▶ ensure the permanent functioning of our information technology systems and the technology of our website, and
- ▶ provide law enforcement with the necessary information for prosecution in the event of a cyberattack.

On the one hand, we therefore statistically and further evaluate this anonymously collected data and information with the aim of increasing data protection and data security in our company in order to ultimately ensure the best possible level of protection for the personal data we process. The anonymous data of the server log files are stored separately from any personal data provided by you.

Legal basis: The basis for data processing is Article 6 (1) lit. b GDPR, which allows us to process data in order to fulfill a contract or precontractual requirements.

Contact / contact form

You have the option to contact us (such as via contact form, email, telephone or social media channels). When you contact us, your data will be processed to handle the contact inquiry. Your information may be stored in our CRM (Customer Relationship Management) system or a comparable request organization system. Which personal data is transmitted in this case depends on the respective input form that is used for the establishment of contact or the data additionally transmitted to us by you. The personal data you enter is collected and stored solely for internal use and for our own purposes. We may transfer the data to one

or more processors who also use the personal information solely for internal use on our behalf. When you register on our website, your IP address assigned by the Internet Service Provider (ISP) as well as the date and time of registration will be stored. This data is stored since it is the only way to prevent the misuse of our services and this data can be used, if necessary, to investigate committed offenses. In this respect, the storage of this data is required for our security. This data is generally not disclosed to third parties unless there is a legal obligation to do so or its disclosure served enforcement of the law.

Legal basis: The basis for data processing is Article 6 (1) lit. b GDPR, which allows us to process data in order to fulfill a contract or precontractual requirements.

Deletion of the data

The data entered by you in the contact form will be retained by us until you ask us to erase it, revoke your consent to the storage of this data, or the purpose for the data storage is no longer applicable (such as after completion of your request). Mandatory statutory provisions, in particular retention periods, remain unaffected.

3.2. DATA COLLECTION THROUGH ACCOUNT/CLIENT

In order to use Client, you are required to create an account with Spherene. To create an account, you are expected to provide personal data and personal contact details (e-mail, password, first name, last name, and on a voluntary basis: age, company and industry).

The basis for data processing is Article 6 (1) lit. b GDPR, which allows us to process data in order to fulfill a contract or precontractual requirements.

Spherene may use data capture, syndication analysis and other similar tools to track, extract, compile, aggregate and analyze any data or information resulting from use of a Plugin/Client for display, marketing, communication, study, analysis, bug fixing and research.

Legal Basis: The basis for data processing are (i) Article 6 (1) lit. b GDPR, which allows us to process data in order to fulfill a contract or precontractual requirements; (ii) Article 6 (1) lit. f GDPR which allows us to process data to perfect our products or services and for marketing purposes; and (iii) Article 6 (1) lit. c GDPR which allows us to process data in order to detect fraudulent behaviour.

Deletion of data

The data entered by you for the set-up of the account and from the usage of the Client will be retained by us until you ask us to erase it, revoke your consent to the storage of this data, or the purpose for the data storage is no longer applicable (such as after completion of your request). Mandatory statutory provisions, in particular retention periods, remain unaffected.

4. ANALYSIS TOOLS AND ADVERTISING

[Google Analytics](#)

[This website uses functions of the web analytics service Google Analytics. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.](#)

[Google Analytics uses cookies. These are text files that are stored on your computer and allow an analysis of the use of this website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.](#)

[IP anonymization](#)

[We have activated the IP anonymization function on this website. This will truncate your IP address. The full IP address will be sent to a Google server in the US and shortened there only in exceptional cases. Google will use this information on our behalf to evaluate your use of this website, to compile reports on website activity, and to provide us with other services related to website activity and Internet usage. The IP address provided by your browser as part of Google Analytics will not be merged with other Google data.](#)

[Demographics in Google Analytics](#)

[This website uses the “demographic features” of Google Analytics. As a result, reports can be produced that contain statements on the age, gender, and interests of the site visitors. This data comes from interest-based advertising from Google and third-party visitor data. This data can not be assigned to a specific person. You can disable this feature at any time through the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics, as described in the section “Objection to data collection” below.](#)

[Google Privacy Policy](#)

[For more information about how user data is handled by Google Analytics, please refer to the Google Privacy Policy.](#)

[Browser plug-in](#)

[You can prevent the storage of cookies by a corresponding setting in the browser. We point out, however, that in this case you may not be able to use all functions of this website in full. You can also prevent Google’s collection of the data generated by the cookie and related to your use of the website \(including the IP address\) as well as the processing of this data by Google by installing the available browser plug-in.](#)

[Contract data processing](#)

[We have entered into a contract data processing agreement with Google and are fully implementing the requirements of the relevant data protection authorities when using Google Analytics.](#)

[Legal basis](#)

[Google Analytics cookies are stored based on Article 6 \(1\) lit. f GDPR. We have a legitimate interest in analyzing user](#)

[behavior in order to optimize both our website and advertising.](#)

[Objection to data collection](#)

[You can prevent the collection of your data by Google Analytics by clicking the following link. An opt-out cookie will be installed which prevents the collection of your data during future visits to this website: \[Disable Google Analytics\]\(#\).](#)

[Google Analytics Remarketing](#)

[Our website uses the features of Google Analytics Remarketing in conjunction with the cross-device capabilities of Google AdWords and DoubleClick. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.](#)

[This feature allows you to link the advertising target groups created with Google Analytics Remarketing to the cross-device features of Google AdWords and Google DoubleClick. In this way, interest-based, personalized advertising messages, which were tailored for you depending on your previous usage and surfing behavior on one device \(such as your mobile phone\), can also be displayed on another of your devices \(such as tablet or computer\). Once you have given your consent, Google will associate your web and app browsing history with your Google Account for this purpose. That way, the same personalized advertising messages can appear on any device on which you signed into your Google Account. To help with this feature, Google Analytics collects authenticated user IDs from Google that are temporarily linked to our Google Analytics data to define and create target groups for cross-device ad promotion.](#)

[Google Privacy Policy](#)

[For more information, please see the \[Google Privacy Policy\]\(#\).](#)

[Legal basis](#)

[The combination of the collected data in your Google Account is based solely on your consent, which you have given to Google \(Article 6 \[1\] lit. a GDPR\). However, you can revoke this consent in your Google Account. For data collection operations that are not merged into your Google Account \(for example, because you do not have a Google Account or have objected to the data merging\), the collection of the data is based on Article 6 \(1\) lit. f GDPR. The legitimate interest arises from the fact that we have an interest in the anonymous analysis of website visitors for advertising purposes.](#)

[Objection](#)

[Although we have legitimate interests in using and storing conversion cookies, we offer you an opt-out option. You can permanently opt out of cross-device remarketing/targeting by deactivating personalized advertising in your Google Account.](#)

5. SOCIAL MEDIA, PLUG-INS AND TOOLS

Use of social media

We use various websites within social networks and platforms (such as Facebook, Instagram, Twitter, XING, LinkedIn etc.) in order to communicate with the users and customers active there and to inform about our services and products. When you visit a corresponding network or platform, the business relations and privacy policies of each operator apply. Accordingly, we process your data or the data of the users, as long as you or other users communicate with us within the social networks and platforms, for example, by writing articles for our website or sending us messages.

Integration of services and third-party content (plug-ins)

Based on our legitimate interests (i.e., interest in the analysis, optimization, and economic operation of our website within the meaning of Article 6 [1] lit. f GDPR), we make use of content or services offered by third-party providers in order to provide their content and services including videos or fonts (collectively referred to as "content"). This always presupposes that the third-party providers of this content will collect the IP address of the users, since they could not send the content to their browser without the IP address. The IP address is therefore required for the presentation of this content.

We endeavour to use only content from respective providers who use the IP address only for the delivery of the content. Third parties may also use pixel tags (invisible graphics, also referred to as "web beacons") for statistical or marketing purposes. The pixel tags can be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may include, but is not limited to, technical information about the browser and operating system, referring web pages, visit time, and other information regarding the use of our website.

6. DATA TRANSFER TO THIRD PARTIES AND ABROAD

6.1. DATA TRANSFER

We may disclose your personal data to the following third parties in the course of our business activities and in pursuit of the purposes described in Section 3:

- ▶ service providers (e.g. IT providers, cloud providers, etc.);
- ▶ suppliers and other business partners;
- ▶ authorities or courts;
- ▶ potential acquirers of our companies or parts thereof;
- ▶ parties and other participants in proceedings, together "recipients".

6.2. DATA ABROAD

The recipients pursuant to Section 5.2 are generally located in Switzerland but may also be located abroad. In particular, you must expect the transfer of your data to other countries in the European Economic Area (EEA) as well as to the USA, where, for example, certain of our service providers are located.

If a recipient is located in a country without adequate statutory data protection, we oblige the recipient to comply with the applicable data protection law by concluding the standard contractual clauses (available at: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?) —if necessary with the required adaptations according to FADP— unless the recipient is already subject to a legally accepted set of rules to ensure data protection and we cannot revoke an exception (e.g. legal proceedings abroad, overriding public interests, necessity for contract performance, consent of the data subject).