

In these Regulations Data Protection Website (RDW), we (PCP Impulse AG, Bahnhofstrasse 52, 8001 Zurich, hereinafter "We", "Us", etc. or "PCP") explain how we collect and otherwise process personal information outside of the impulzity system. This is not an exhaustive description; if applicable, other privacy policies or terms and conditions, terms and conditions and similar documents govern specific matters.

For the processing within the impulzity-System separate terms apply (Regulations Data Protection impulzity-System, RDU). These are displayed directly within the impulzity system itself.

1. Preliminary Remarks

These Regulations Data Protection Website (RDW) are drafted to comply with the EU General Data Protection Regulation (GDPR). Although the GDPR is a regulation of the European Union, it is important to us. The Swiss Data Protection Act (FDPA) is strongly influenced by EU law, and companies outside the European Union or the EEA have to comply with the GDPR in certain circumstances.

2. Personal Data

Personal data means all information relating to a specific or identifiable person. If You provide us with other persons' personal information (such as family members, coworker data), please ensure that these individuals are aware of these Regulations Data Protection Website (RDW) and only provide us with their personal information if You are permitted to do so and if that personal information is accurate.

3. Mention of the person responsible

Unless otherwise stated in the individual case, the following legal entity is responsible for the data processing carried out by us:

PCP Impulse AG
Bahnhofstrasse 52
CH-8001 Zürich

4. Contacting PCP regarding Privacy

In case You have questions related to data protection please contact us at:

PCP Impulse AG
Bahnhofstrasse 52
CH-8001 Zürich
privacy@impulzity.com

5. Collection of personal data by us

We primarily process personal information that we receive from our Customers and other business partners in the course of the business relationship with them, or from the individuals involved, or that we collect when individuals use our websites, apps, and other applications (all of these excluding the impulzity system for which these present RDW do not apply).

6. Collection of personal data about You by third parties

As far as this is permitted, we also extract from public sources certain data (such as debt collection registers, land registers, commercial registers, press, internet) or receive them from authorities and other third parties.

In addition to the information You provide directly to us, the categories of personal information we receive from others about You are, in particular:

- Statements from public registers (as far as we do business with You personally, so that we can prepare ourselves adequately for these transactions, or if otherwise required for the enjoyment of a legitimate interest)
- Information that we receive in connection with administrative and judicial proceedings (so that we can exercise our rights in these proceedings)
- Information related to Your professional functions and activities (so that, for example, we can conclude and conduct business with Your employer with Your help)
- Information about You in correspondence and discussions with third parties (so that we can participate in commercial life in a commercial manner, without having to destroy such correspondence)
- Creditworthiness information (as far as we do business with You personally, so that we can adequately prepare for these transactions)

- Information about You provided to us by persons from Your environment (family, consultants, legal representatives, etc.) (e.g. references, Your address for deliveries, authorizations, information on compliance with legal requirements, information provided by banks, insurance companies, distributors and other contractual partners from us to claim or perform services by You, e.g. payments, purchases made) (so that we can conclude or handle transactions with You or with You)
- Information from the media and the Internet about You (as far as indicated in the specific case, for example in the context of an application, press review, marketing / sales, etc.)
- Information from Facebook and LinkedIn as in Clause 12 (so that we can serve You with targeted advertising on these social media platforms)
- Your addresses and, if applicable, interests and other socio-demographic data (for marketing)

We rely on the legitimate interests of us and, where appropriate, third parties to collect such information (Article 6 (1) (f) GDPR).

7. Purposes of data processing and legal bases

We use the personal information we collect to enter into and execute our contracts with our Customers, including but not limited to the provision of the Website, apps and further services (but not the impulzity system for which not these RDW but other terms apply) and our legal obligations in Switzerland and abroad.

If You work for us as a subcontractor or other business partner, we may receive information about You from us when we purchase products and services from such subcontractors or other business partners. Accordingly, You can of course also be affected in this function with Your personal data from a data processing by us. We then use this personal information (for example, contact information, e-mail addresses, and the like) for the purpose of being able to handle such contracts.

In addition, we process personal data of You and other persons, as far as permitted and as we deem appropriate, for the following purposes in which we (and sometimes third parties) have a legitimate interest in the meaning of Article 6 (1) (f) GDPR:

- Offering and further developing our offers, services and websites, apps and other platforms on which we are present
- Communicating with third parties and processing their requests (for example, applications, media inquiries)
- Reviewing and optimizing of needs analysis procedures for direct Customer approach and collection of personal data from publicly available sources for Customer acquisition
- Advertising and marketing (including conduct of events), as long as You have not objected to the use of Your data (if we send You advertising as an existing Customer, You can object to this at any time, we then put You on a blacklist against further advertising mail)
- performing market and opinion research, as well as media observation
- asserting legal claims and defenses in connection with legal disputes and regulatory proceedings
- preventing and investigating criminal offenses and other misconduct (for example conducting internal investigations, anti-fraud data analysis)
- upholding the operations of our business, especially the IT, our websites, apps and other platforms;
- installing video surveillance to safeguard the right we have with respect to our infrastructure, and performing other measures related to IT, building and plant security, as well as related to the protection of our employees and other persons and values entrusted to us (such as access controls, visitor lists, network and mail scanners, telephone records)
- engaging in the purchase and sale of business units, companies or parts of companies and other corporate transactions and, associated therewith, the transfer of personal data as well as business control measures and, to that extent, compliance with legal, regulatory and internal requirements of PCP

8. Processing Performed Based on Consent

If You have given us consent to the processing of Your personal data for specific purposes (for example, when You register to receive newsletters or - for employees of our subcontractors, etc. - for the purpose of carrying out a background check), we process Your personal data within the framework of and supported by such consent, as far as we have no other legal basis, and as far as we need one. A given consent can be withdrawn at any time, but this has no effect on already processed data.

9. Cookies and tracking in connection with the use of our website

For our websites we typically use "cookies" and similar techniques with which to visit our websites Your device can be identified. A cookie is a small file that is sent to Your computer or automatically saved to Your computer or mobile device by the web browser You use when You visit our website or install an app from us.

Cookies are designed to contain a small amount of data to record an abstract visitor number combined with specific information about the website visited. This file can be accessed from our web server. This allows the web server to deliver a customized page for a particular user, or a website itself may contain a script that recognizes the data in the cookie and thus is able to transfer information about the visit to the website to another. If You visit our website again or use our app, we can recognize You, even if we do not know who You are. In addition to cookies that are only used during a session and are deleted from Your device after Your visit to the website ("session cookies"), we also set cookies that store user settings and other information over a certain period of time (e.g. two years) ("permanent cookies"). You can set Your browser to reject cookies, save them for one session only, or otherwise delete them prematurely. Most browsers are pre-set to accept cookies.

You can delete cookies that are already stored on Your device at any time. Files with cookies are usually stored in Your browser directory. Otherwise, persistent cookies are automatically deleted after a period of time specified for each individual cookie. Session cookies are deleted when You close Your browser or shortly after You have logged out.

We use persistent cookies for the following purposes:

- To save user settings (e.g., language, autologin)
- To better understand how You use our offerings and content
- So that we can show You tailored offers and advertisements, which can also happen on websites of other companies; However, these other companies will not know who You are (and we do not often know that too). Such other companies or their service providers only see that their website is the same user who was also on a particular page with us).

Some of the cookies are set by us, and some by contractors with whom we work.

By using our websites or apps You agree to the use of these techniques. If You do not want this, then You have to set Your browser accordingly. This is possible in all common internet browsers.

If You disable cookies, certain features (such as language selection, shopping cart, order process) may no longer work.

10. Tracking in connection with newsletters

To the extent permitted, we build into our newsletters, and into other marketing emails, visible and invisible graphical elements. As You open such emails You cause these graphical elements to be loaded and being retrieved from our servers, all of which enables to determine if and when You have opened the respective email. We do this so that we can measure and better understand how You use our offerings. To do this we link the following information with Your e-mail address and an individual ID: (i) confirmation that the e-mail has been opened; (ii) timestamps; (iii) links that have been clicked; (iv) Content that has been viewed. This data is used to create a user profile and to better tailor the newsletter to Your interests. These data are also linked to Your activities on our website. You can block such newsletter tracking in Your e-mail program (often in e-mail programs there are presets that block such pixels from the outset).

By agreeing to receive newsletters and other marketing e-mails, You consent to the use of these techniques (or, in cases where consent is not required, with continued acceptance of such communications). If You do not want this, then You must set Your browser or Your e-mail program accordingly, or uninstall the app, if this cannot be adjusted via the settings.

11. Google Analytics

We use the web analytics service Google Analytics on our websites. It is a third-party server-based service that allows us to measure the use of the website and evaluate it in a non-personal manner. The technical operator of this service is Google LLC ("Google") in the US (www.google.com). For this purpose, permanent cookies are also used by Google. Google does not receive any personal data from us but can track Your use of the website and records the information that is automatically recognizable in the course of retrieving a website (e.g. device type, operating system, browser software and information as to which websites were visited). When You personally have registered with Google, Google recognizes You.

We use the services of Google by activating the IP anonymization function. As a result, Google will save the IP address under which You visit a website only in a shortened form. The anonymization or masking of the IP takes place after the IP addresses arrive in the Google Analytics data collection network, but before any data is stored or processed. For more information, see: [IP Anonymization in Google Analytics](#).

Google Analytics requires placing "cookies" on the device from which You access the web pages. The information generated by the cookie about the use of the web pages are usually transmitted to a Google server in the USA and stored there. Google has submitted to the EU-US Privacy Shield, as well as that between Switzerland and the US, <https://www.privacyshield.gov>.

On behalf of PCP, Google will use the information obtained from cookies to evaluate Your use of the website, to compile reports on website activity, and to provide other services related to website activity and internet usage compared to PCP. This is our legitimate interest in data processing. The legal basis for the use of Google Analytics is Article 6 (1) (f) GDPR.

Google combines this information with data from other websites You have visited, and that Google also tracks and uses that information for its own purposes (such as controlling advertising). Subsequent processing of Your personal data by Google will be the responsibility of Google under its privacy policy. Google only informs us in a non-personal way how our website is used (no information about You personally).

You can prevent the cookie-generated information from being collected, transmitted to Google, and processed by Google by downloading and installing the browser plug-in available at the following link (effective only for the device on which it is used) Install browser plugin, but not suitable for mobile phones): <http://tools.google.com/dlpage/gaoptout>.

Additional information about the third party:

- Third Party (company and address): Google LLC, Google Data Protection Office, 1600 Amphitheatre Pkwy, Mountain View, California 94043, as made available through Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland
- Terms of Use: <http://www.google.com/analytics/terms/de.html>
- Privacy (overview / explanations): <http://www.google.com/intl/de/analytics/learn/privacy.html>
- Privacy Policy: <http://www.google.de/intl/de/policies/privacy>

12. Information about the use of personal information when selecting custom audiences on third-party websites

Sometimes we define individualized groups of recipients to advertise on third-party websites (mainly on social media sites such as Facebook, LinkedIn, etc.) for visitors to those websites, based on the email addresses we already know. For example, on Facebook we use Facebook Custom Audiences and on LinkedIn we use Matched Audiences.

On these social media websites, we can currently Identify information about You, such as demographic and other information, such as Your academic title, industry, or organization, to improve our marketing efforts. You can learn more about these programs at the following links:

- Facebook Custom Audiences: <https://www.facebook.com/business/a/custom-audiences>
- LinkedIn Matched Audiences: <https://business.linkedin.com/de-de/marketing-solutions/ad-targeting/matched-audiences>

13. Data transfer and data transfer abroad

As far as permitted and as it seems appropriate to us, we also make known to third parties in the course of our business activities and the purposes under Clause 7 (but not in the context of the impulzity system for which other terms apply but not these RDW), either because they process them for us or because they wish to use them for their own purposes. These are in particular the following places:

- Service providers of ours (for example, banks, insurance companies), including order processors (such as IT providers for operating the software functions of impulzity or for holding impulses)
- Dealers, suppliers, subcontractors and other business partners
- Customer
- Domestic and foreign authorities, offices or courts
- Media
- Public, including visitors to websites and social media
- Competitors, industry organizations, associations, organizations and other bodies

- Acquirer or prospective buyer of business units, companies or other parts of PCP
- Other parties in possible or ongoing legal proceedings

(all jointly referred to as the **Recipients**).

Some of these recipients are domestically active but can work anywhere on earth. In particular, You must be aware of the transmission of Your data to European Union countries and to other countries in Europe, India and the United States where the service providers we use are located.

If we transfer data to a country without adequate legal data protection, we provide for an adequate level of protection, as required by law, by means of appropriate contracts (in particular on the basis of the so-called standard contractual clauses of the European Commission, [here](#)¹, [here](#)² und [here](#)³) or the so-called Binding Corporate Rules; or we are based on the statutory exceptions of consent, contract execution, ascertainment, exercise or enforcement of legal claims, overriding public interests, published personal data or for the protection of the integrity of the persons concerned Persons is necessary.

You may, at any time, obtain a copy of the contractual warranties from the contact person referred to in Clause 4, except as noted above. However, we reserve the right to blacken copies for reasons of data protection or secrecy, or to deliver them only in part.

14. Duration of storage of personal data

We process and store Your personal data as long as it is necessary for the fulfillment of our contractual and legal obligations or otherwise for the purposes pursued by the processing, i.e. for example, for the duration of the entire business relationship (from the initiation, execution to the termination of a contract) as well as in accordance with the statutory retention and documentation obligations. It may be that Personal Information is held for the time that claims can be asserted against our Company and to the extent that we are otherwise required by law or legitimate business interests so require (for example, for evidence and documentation purposes). As soon as Your personal data are no longer required for the above-mentioned purposes, they will generally be deleted or anonymized as far as possible.

The duration for which we keep information about system users is not subject to these RDW but to separate terms (the .

15. Data security

We will take reasonable technical and organizational security measures to protect Your personal information from unauthorized access and misuse, including, but not limited to:

- Issue of instructions
- Training
- IT and network security solutions
- Access controls and restrictions

16. Duty to provide personal information

As part of our business relationship, You must provide the personal information necessary to enter into, conduct business, and perform any contractual obligations (to the extent you wish such interactions) (as a rule, You do not have a legal obligation to provide us with any information). Without this information, we will generally be unable to conclude or execute a contract with You (or the entity or person You represent). Also, the website cannot be used if certain information to ensure the traffic (such as IP address) is not disclosed.

17. Profiling and automated decision-making

We process Your personal data partly automated with the aim to evaluate certain personal aspects (profiling). In particular, we use profiling to provide You with targeted information and advice on products. We use evaluation tools that enable us to communicate and advertise as required, including market and opinion research.

In principle, we do not use fully automated automatic decision-making for the establishment and implementation of the business relationship and otherwise (as regulated by Article 22 GDPR, for example). If we use such

¹ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:039:0005:0018:EN:PDF>

² <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2004:385:0074:0084:EN:PDF>

³ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32001D0497:EN:HTML>

procedures in individual cases, we will inform You about this separately, provided that this is prescribed by law and You clarify the related rights.

18. Rights of the data subject

You have the right to information, correction, deletion of data, restriction of processing and objection to our data processing within the framework of the applicable data protection law and insofar as provided therein (as in the case of the GDPR). You can get a copy of You have the right to ask for the release of certain personal data for the purpose of transmission to another place (so-called data portability).

To assert Your rights, You can contact us at the address indicated in Clause 4. The exercise of such rights usually requires that You clearly prove Your identity (for example, by providing a copy of Your ID where Your identity is otherwise unclear or can be verified).

Please note, however, that we reserve the right to enforce the statutory restrictions on our part, for example if we are obliged to retain or process certain data, if they have a predominant interest (as far as we are entitled to rely on it) or if they seek the assertion of Need claims. If You incur costs, we will inform You in advance.

We have already informed You in Clause 8 about the possibility of revoking Your consent. Note that the exercise of these rights may conflict with contractual arrangements. As far as we need information on the execution of a contract, the data processing by us does not go there, although You exercise Your revocation. If we allow You to terminate the contract prematurely in the course of the cancellation, this may have consequences for costs or other consequences under the relevant contracts. We will inform You in advance if this is not already contractually agreed.

Each data subject also has the right to enforce their claims in court or to lodge a complaint with the competent data protection authority. The competent data protection authority of Switzerland is the Federal Data Protection and Information Commissioner (<http://www.edoeb.admin.ch>).

19. Adjustments to these Regulations Data Protection Website (RDW)

We may amend these Regulations Data Protection Website (RDW) Policy at any time without notice. The current version published on our website applies. If these Regulations Data Protection Website (RDW) are part of an agreement with You, we will, in the event of an update, notify You of the change by e-mail or by other appropriate means.

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