

## Privacy Policy

### Contact details of the data controller

This privacy policy applies to Bubu AG, Bookfactory, Isenrietstrasse 21, CH-8617 Mönchaltorf, Switzerland  
E-mail: [service@bookfactory.ch](mailto:service@bookfactory.ch)

### Contact details for data protection enquiries

You have the right at any time to free information about your stored personal data, its origin and recipient and the purpose of data processing, as well as the right to correct, block or delete this data. For this purpose as well as for further questions on the subject of personal data, you can contact us at any time at the address given in the imprint: <https://www.bookfactory.ch/en/legal-notice>.

### General information on data processing

Bubu AG, Bookfactory takes the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

Bubu AG is subject to Swiss data protection law, in particular in accordance with the Federal Data Protection Act (FADP), as well as any applicable foreign data protection law such as the General Data Protection Regulation (GDPR) of the European Union (EU). The EU recognises that Swiss data protection law ensures adequate data protection.

The use of our website and our ordering software is generally possible without providing personal data. Insofar as personal data (e.g. name, address or e-mail address) is collected on our pages, this is always done, as far as possible, on a voluntary basis. Some of this data is passed on to third parties in accordance with this data protection declaration. Data is also passed on to third parties abroad for specific purposes: due to the networking of production and trade relations, personal data not only remain within the company, but are also transmitted to foreign business partners or international databases.

We would like to point out that data transmission on the Internet (e.g. communication by e-mail) can have security gaps. Complete protection of data against access by third parties is not possible.

### Purpose of processing

We process your personal data primarily for the purpose stated at the time of collection, e.g. to answer your enquiry, to subscribe to our newsletter, to process your participation in competitions or for order processing in the online shop.

### Category of personal data

When you access this website, information of a general nature is automatically collected. This is primarily technical data (e.g. internet browser, operating system or time of page view). On the other hand, your data is collected when you provide it to us. This may be, for example, data that you enter in a contact form. Some of the data is collected to ensure smooth use of this website. Other data may be used to analyse your user behaviour.

### Category of recipients of personal data

We pass your data on to third parties if necessary for the purposes stated here in the data protection declaration, e.g. in order to make use of technical or organisational services which we require for the fulfilment of the purposes stated or for our other business activities. This includes the transfer of data abroad. For the purposes set out in this statement and where deemed necessary, we may disclose personal data to courts, law enforcement agencies, regulatory and governmental authorities and law enforcement and enforcement agencies.

## **Duration of retention of personal data**

Data will be deleted as soon as it is no longer necessary for the purpose for which it was collected.

## **Cookies**

We use cookies on our website to make our offer user-friendly. Cookies are small files that are automatically created by your browser and stored on your end device (laptop, tablet, smartphone, etc.) when you visit our website. The cookies remain stored until you delete them. This allows us to recognise your browser the next time you visit.

If you do not wish this to happen, you can set your browser to inform you about the setting of cookies and allow them in individual cases. However, we would like to point out that deactivating cookies will mean that you will not be able to use all the functions of our website.

## **SSL or TLS encryption**

For reasons of security and to protect the transmission of confidential content, such as enquiries that you send to us as the site operator, we use state-of-the-art encryption procedures (SSL or TLS encryption). You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

## **Server log files**

The provider of these pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us.

This information includes browser type and version, operating system used, referrer URL, host name of the accessing computer, time of the server request, IP address.

This data cannot be assigned to specific persons. This data is not merged with other data sources. We reserve the right to check this data retrospectively if we become aware of concrete indications of illegal use.

This data and all data on this website is stored by our hosting provider Hetzner Online GmbH, Industriestr.

25, 91710 Gunzenhausen, Germany. You can find their privacy policy

at <https://www.hetzner.de/rechtliches/datenschutz>

## **Contact form**

If you send us enquiries via the contact form, your details from the enquiry form, including the contact data you provided there, including your IP address, will be stored by us for the purpose of processing the enquiry and in the event of follow-up questions. We do not pass on this data without your consent.

## **Newsletter**

If you would like to receive the newsletter offered on the website, we require an e-mail address, title, first and last name as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. We use this data exclusively for sending the requested information. You can revoke your consent to the storage of the data, the e-mail address and their use for sending the newsletter at any time, for example via the unsubscribe link in the newsletter.

Registration for our newsletter takes place in a so-called double opt-in procedure. This means that after registration you will receive an e-mail in which you are asked to confirm your registration. This confirmation is necessary so that no one can register with other email addresses. The registrations for the newsletter are logged in order to be able to prove the registration process in accordance with the legal requirements. This includes the storage of the registration and confirmation time as well as the IP address. Changes to your data stored with the newsletter delivery platform are also logged.

## Third party services

This website uses Google Ads to record conversions, Google Analytics for web analysis, Google Fonts to display fonts, Google Maps to display interactive maps, Google reCAPTCHA for protection against bots and spam, Google Tag Manager for tag management and YouTube for embedding videos. These services of the American Google LLC use cookies, among other things, and as a result, data is transferred to Google in the USA, although we assume that no personal tracking takes place in this context solely through the use of our website.

You can find more information in Google's privacy policy: <https://policies.google.com/privacy>

### Google Ads

This website uses the online marketing tool Google Ads. Google Ads uses cookies to serve ads that are relevant to users, to improve campaign performance reports or to prevent a user from seeing the same ads more than once. Google uses a cookie ID to record which ads are shown in which browser and can thus prevent them from being shown more than once. In addition, Google Ads can use cookie IDs to record so-called conversions that are related to ad requests. This is the case, for example, when a user sees a Google Ads ad and later visits the advertiser's website with the same browser and makes a purchase.

You can find more information about Google Ads at <https://privacy.google.com/businesses/adsservices/>

### Google Remarketing

This website uses Google's remarketing function. The function is used to present interest-based advertisements to website visitors within the Google advertising network. A cookie is stored in the browser of the website visitor, which makes it possible to recognise the visitor when they visit websites that belong to the Google advertising network. On these pages, the visitor can be presented with advertisements that relate to content that the visitor has previously accessed on websites that use Google's remarketing function.

### Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited. If the data controller on this website is located outside the European Economic Area or Switzerland, then Google Analytics data processing is carried out by Google LLC. Google LLC and Google Ireland Limited are hereinafter referred to as Google.

The statistics obtained enable us to improve our offer and make it more interesting for you as a user. This website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID. If you have a Google user account, you can deactivate the cross-device analysis of your usage in the settings there under «My data», «Personal data».

The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. We would like to point out that on this website Google Analytics has been extended by the code `_anonymizeIp()`; in order to ensure anonymised collection of IP addresses. This means that IP addresses are processed in abbreviated form, which means that they cannot be linked to a specific person.

Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator.

Google Analytics uses cookies. The information generated by the cookie about your use of this website is generally transmitted to a Google server in the USA and stored there. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

Further information on Google Analytics can be found  
at <https://support.google.com/analytics/answer/6004245?hl=en>

## Google Fonts

This website uses so-called web fonts provided by Google for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly. If your browser does not support web fonts, a standard font will be used by your computer.

Further information on Google Fonts can be found at <https://developers.google.com/fonts/faq>

## Google Maps

This website uses Google Maps to display interactive maps and to create directions. By using Google Maps, information about the use of this website, including your IP address and the (start) address entered as part of the route planner function, may be transmitted to Google in the USA. When you call up a web page on our website that contains Google Maps, your browser establishes a direct connection with Google's servers. The map content is transmitted by Google directly to your browser, which then integrates it into the website. We therefore have no influence on the scope of the data collected by Google in this way.

## Google reCAPTCHA

This website uses the reCAPTCHA service. The purpose of the query is to distinguish whether the input is made by a human or by automated, machine processing. The query includes the sending of the IP address and possibly other data required by Google for the reCAPTCHA service to Google. For this purpose, your input is transmitted to Google and further used there. However, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser as part of reCaptcha will not be merged with other Google data. Your data may also be transmitted to the USA.

Further information on Google APIs can be found at <https://developers.google.com/terms/>

## Google Tag Manager

Google Tag Manager is a solution with which we can manage so-called website tags via an interface and thus integrate e.g. Google Analytics and other Google marketing services into our online offer. The Tag Manager itself, which implements the tags, does not process any personal data of the users. With regard to the processing of users' personal data, please refer to the following information on Google services.

Further information on Google Tag Manager can be found  
at <https://marketingplatform.google.com/about/analytics/tag-manager/use-policy>

## YouTube

Functions of the YouTube service are integrated on this website. YouTube is owned and operated by Google Ireland Limited, a company incorporated under the laws of Ireland with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland, which operates the services in the European Economic Area and Switzerland.

Further information on YouTube can be found at <https://www.youtube.com/t/terms>

## Facebook / Instagram

This website uses functions of Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. Due to the marketing tools used (Facebook Pixel and Conversions API), your browser automatically establishes a direct connection with the Facebook server. Through the integration of the Facebook Pixel and the use of the Conversions API, Facebook receives the information that you have accessed the corresponding web page of our website or clicked on one of our ads. If you are registered with a Facebook service, Facebook can assign the visit to your account.

Further information on Facebook can be found at <https://www.facebook.com/about/privacy>

Further information on Instagram can be found at <https://instagram.com/about/legal/privacy/>

## **Pinterest**

This website uses functions from Pinterest Europe Ltd, Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland. Due to the marketing tools used (Pinterest tag), your browser automatically establishes a direct connection with the Pinterest server. By integrating the Pinterest tag, Pinterest receives the information that you have called up the corresponding web page of our website or clicked on one of our advertisements. If you are registered with a Pinterest service, Pinterest can assign the visit to your account.

Further information on Pinterest can be found at <https://policy.pinterest.com/en-gb/privacy-policy>

## **ActiveCampaign**

The newsletter is sent using the dispatch service provider ActiveCampaign, a newsletter dispatch platform of the American ActiveCampaign, LLC.

Further information on ActiveCampaign can be found at <https://www.activecampaign.com/legal/privacy-policy>

## **Trusted Shops**

This website uses functions from Trusted Shops GmbH, Subbelrather Straße 15c, 50823 Cologne, Germany. Trusted Shops widgets are integrated on this website to display Trusted Shops services (e.g. seal of approval, collected ratings) and to offer Trusted Shops products to buyers after they have placed an order. When the Trustbadge is called up, the web server automatically saves a so-called server log file, which also contains your IP address, the date and time of the call-up, the amount of data transferred and the requesting provider (access data) and documents the call-up. The IP address is anonymised immediately after collection so that the stored data cannot be assigned to you personally. The anonymised data is used in particular for statistical purposes and for error analysis.

Further information on Trusted Shops can be found at <https://www.trustedshops.de/impressum-datenschutz/#datenschutz>

## **Profity**

This website uses functions from Profity, adfocus GmbH, based in Zug, Switzerland. In order to enable access to vouchers and special offers for purchasing and obtaining other services from other providers on the Internet, a corresponding notice from adfocus is integrated via an encrypted connection when orders are placed on our website, whereby data such as, in particular, the IP address, is exchanged with adfocus. Any personal data that is exchanged in this context is used exclusively to be able to offer Profity permanently, securely and reliably.

Further information on Profity can be found at <https://www.profit.ch/about/privacy?lang=en>

## **Gorgias**

This website uses functions from Gorgias, 25 Bd de Strasbourg, 75010 Paris, France. Gorgias is used to manage customer service channels and to integrate live chat.

Further information on Gorgias can be found at <https://www.gorgias.com/privacy/gdpr>

## **External payment service providers**

This website uses external payment service providers through whose platforms users and we can make payment transactions. The provider of the technical solution is Datatrans AG, Kreuzbühlstr. 26, CH-8008 Zurich.

Further information on Datatrans can be found at <https://www.datatrans.ch/en/privacy-policy/>

The data processed by the payment service providers includes inventory data, such as the name and address, bank data, such as account numbers or credit card numbers, passwords, TANs and checksums, as well as the contract, totals and recipient-related information. The information is required to carry out the transactions. However, the data entered is only processed by the payment service providers and stored with them. We as the operator do not receive any information about the (bank) account or credit card, but only information to confirm (accept) or reject the payment. Under certain circumstances, the data may be transmitted by the payment service providers to credit agencies. The purpose of this transmission is to check identity and creditworthiness. Please refer to the terms and conditions and data protection information of the payment service providers.

The terms and conditions and data protection information of the respective payment service providers apply to the payment transactions and can be accessed within the respective website or transaction applications. We also refer to these for the purpose of further information and assertion of revocation, information and other data subject rights.

## **Bookfactory ordering software**

The Bookfactory ordering software sends diagnostic and usage data to Google Analytics. This data is used to make our service more user-friendly, effective and secure.

Bookfactory software licence and usage conditions:

<https://www.bookfactory.ch/img/cms/Content/softwarelizenz/Bookfactory-Softwarelizenz-und-Nutzungsbedingungen-EN.pdf>

## **Order processing in the online shop with customer account**

We process the data of our customers in accordance with the data protection regulations of the Federal Government (Data Protection Act, DSG) and the EU-DSGVO, within the framework of the order processes in our online shop, in order to enable them to select and order the selected products and services, as well as their payment and delivery, or execution.

The data processed includes master data (inventory data), communication data, contract data, payment data and the persons affected by the processing include our customers, interested parties and other business partners. The processing is carried out for the purpose of providing contractual services within the scope of operating an online shop, billing, delivery and customer services. In this context, we use session cookies, e.g. for storing the contents of the shopping cart, and permanent cookies, e.g. for storing the login status.

The processing is based on Art. 6 Para. 1 lit. b (execution of order transactions) and c (legally required archiving) DSGVO. In this context, the information marked as required is necessary for the justification and fulfilment of the contract. We only disclose the data to third parties within the scope of delivery, payment or within the scope of legal permissions and obligations. The data is only processed in third countries if this is necessary for the fulfilment of the contract (e.g. at the customer's request for delivery or payment).

Users can create a customer account, in which they can view their orders in particular. As part of the registration process, users are provided with the required mandatory information. The customer account is not public and cannot be indexed by search engines, e.g. Google. If users have cancelled their customer account, their data with regard to the customer account will be deleted, subject to their retention being necessary for reasons of commercial or tax law in accordance with Art. 6 Para. 1 lit. c DSGVO. Information in the customer account shall remain until it is deleted and subsequently archived in the event of a legal obligation. It is the responsibility of the users to save their data in the event of termination before the end of the contract.

Within the scope of registration and renewed registrations as well as the use of our online services, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests as

well as those of the users in protection against misuse and other unauthorised use. In principle, this data is not passed on to third parties unless it is necessary for the pursuit of our claims or there is a legal obligation to do so in accordance with Art. 6 Para. 1 lit. c DSGVO.

## **Note on data transfer to the USA**

Among other things, tools from companies based in the USA are integrated on our website. If these tools are active, your personal data may be transferred to the US servers of the respective companies. We would like to point out that the USA is not a safe third country in the sense of EU data protection law. US companies are obliged to hand over personal data to security authorities without you as a data subject being able to take legal action against this. It can therefore not be ruled out that US authorities (e.g. intelligence services) process, evaluate and permanently store your data located on US servers for monitoring purposes. We have no influence on these processing activities.

## **Disclaimer**

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## **Disclaimer for links**

References and links to third party websites are beyond our responsibility. We do not accept any responsibility for such websites. The access and use of such websites is at the own risk of the respective user.

## **Copyrights**

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## **Changes**

We may amend this privacy policy at any time without prior notice. The current version published on our website shall apply.