



Our company's activity is founded on principles of interdisciplinarity and sustainability, as well as on other values such as trust and appreciation, teamwork and commitment, responsibility and customer orientation.

The protection of your data and your personal privacy are important to us. We only collect and use your data within the scope of the applicable statutory provisions or when you give us your express permission to do so.

Our privacy policy explains how we handle your data.

This privacy policy covers data collection in the online realm and offline realm.

1. Why we collect your data

We record your visit to our website to enable us to:

- correctly display our website content to you;
- statistically analyze website traffic;
- improve our offer and our Internet presence;
- provide law enforcement authorities with the information they need if there is an incident.

We also use your data so you can:

- get in touch with us;
- use the comment functions in our blogs;
- apply for jobs online;
- share large files with us.

We do not use your data to draw conclusions about your person.

It is processed on the basis of our justified interest in improving the stability and functionality of our website.

2. What data we store

When you visit our website, our servers log the following information from your visit:

- the IP address of the computer requesting our server;

- the country from which our website is being accessed;
- the name of your Internet service provider;
- the date and time of your visit;
- the names and URLs of the retrieved data and the requested content (the specific page);
- the access status or HTTP status code;
- the volume of data transmitted;
- the website you visited before visiting our website;
- the operating system on your computer;
- the type of computer you use to access our website (desktop, tablet, cellular phone);
- the sequence of pages you visit on our website, the time you spend there and the bounce rate;
- the website speed (such as page load times, download time);
- the browser you are using along with the language and version of browser software;
- your browser settings and your active browser plug-ins;

we regularly conduct statistical analyses of these so-called server log files in order to improve our website's functionality and content.

What tools we use

We use a variety of tools and processes on our website:

- Web analytics tools: We record your visits and analyze them.
- Cookies: We store text files on your end device.
- Getting in touch: We store the contact information you provide in order to correspond with you and to process your request.
- Blogs with comment functions: We record your comments
- Web FTP: If you share files with us, we store your contact information.

4. We do not pass your data on to third parties

As a rule, we do not share your data to third parties. Your data remains within the EBP Group. However, there are exceptions to this rule: We pass on your data if:

- you have given us your express permission to do so;
- when this is permitted by law and necessary to fulfill a contractual relationship with you;
- when we have a legal obligation to pass on data;
- when it is necessary to pass on data to protect our justified interests as well as to establish, exercise or defend legal claims and there is no reason to assume that you have an overriding legitimate interest in our not passing on your data.

5. When we delete your data

We routinely block or delete your data as soon as it has filled its purpose or when a statutory retention period comes to an end. Please note that there is specific data that we must retain for a certain period of time due to statutory requirements. As a result, we must store this data until those periods expire.

6. What cookies we store

6.1 What are cookies and why do we use them?

Our website uses cookies. Cookies are small text files that your browser helps store on your end device.

Cookies enable us to recognize you as a repeat visitor to our website and they make it easier for you to use our website. This also explains our justified interest in processing your data.

6.2 What data is stored in a cookie?

A cookie is assigned an identification number when it is stored. No allocation of your personal data is made to this identification number. Cookie technology only provides us with pseudonymized information about things such as how often the website is opened in the languages offered.

6.3 What cookies do we use?

Our website uses cookies of the following types:

temporary cookies;

temporary cookies (also known as session cookies) store a so-called session ID, which enables various requests from your browser to be attributed to the same session. This helps us recognize your computer the next time you visit our website. We use this type of cookie to ensure website operation and functionality. Temporary cookies are automatically deleted when you close your browser.

6.4 Can I refuse cookies?

You do not have to accept cookies in order to visit our website. Most Internet browsers accept cookies automatically. If you do not want your browser to do that, the you can change your browser settings so that you are informed when it receives cookies and to only accept cookies in certain cases. You can also set your browser to not store any cookies on your computer or to warn you when a new cookie arrives.

Furthermore, you can delete any cookies that have already been stored in your browser at any time. To reject all cookies, you will need to change your browser settings. Note that disabling cookies might prevent you from using all of the functions on our website.

For more information about how to manage your cookie settings, please see the directions provided in your browser. You can normally find them in your browser's Help, Extras or Edit menu.

7. What Web analytics tools we use

We use various Web analytics tools for user behavior to enable us to further develop our website.

7.1 Google Universal Analytics

We use Google Analytics, a Web analytics service from Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, on the basis of our justified interests, or, if you are a habitual resident of the European Economic Area (EEA) or Switzerland, Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). We use Google Analytics including Universal Analytics functions. Universal Analytics enables us

to analyze activity on our site across devices (such as when it is accessed using a laptop and later using a tablet). This is done by pseudonymously assigning a user ID to a user. The information about your use of our website generated in this way is normally transmitted to a Google server in the United States or Ireland, where it is stored. We only use Google Analytics with IP anonymization enabled. This makes Google abbreviate your IP address inside Switzerland or the EU/EEA beforehand. Only in exceptional cases will an IP address be transmitted to a Google server in the United States before being abbreviated. Google uses this information to analyze your use of our website, to compile reports about your activity on our website and to provide us with other services related to website use and Internet use. Google does not combine the IP address transmitted by your browser within the scope of Google Analytics with other data.

We have entered into a corresponding third-party data processing contract with the provider. The relationship to the Web analytics provider is based on the Google Ads Data Processing Terms standard data processing supplement.

The following cookies are set:

Cookie name	Type of cookie	Duration
_ga	Contains a randomly generated user ID. Google Analytics uses this ID to be able to identify returning users to this website and to merge the data from previous visits.	2 years
_gid	Contains a randomly generated user ID. Google Analytics uses this data to able to identify returning users to this website and to merge the data from previous visits.	24 hours
_gat	Certain data is only sent to Google Analytics once per minute at the most. The cookie has a lifespan of one minute. For as long as it is set, certain data transmissions are prevented.	1 minute
_dc_gtm_xxx	Certain data is only sent to Google Analytics once per minute at most. The cookie has a lifespan of one minute. For as long as it is set, certain data transmissions are prevented.	1 minute
_gat_gtag_xxx	Certain is are only sent to Google Analytics once per minute at the most. The cookie has a lifespan of one minute. For as long as it is set, certain data transmissions are prevented.	1 minute
_gac_xxx	This cookie is set when a user arrives on the website by clicking on a Google ad. It contains information on which ad was was clicked on so that results of this, e.g. orders or contact requests, can be allocated to the ad.	90 days
IDE	Contains a randomly generated user ID. Using this ID, Google can recognize the user across different websites cross/domain and display personalized advertising.	1 year

You can adjust the settings in your browser to prevent the corresponding cookies from being stored.

You can prevent Google from collecting and processing your data by downloading and installing the browser plugin that is available at the following link:

https://tools.google.com/dlpage/gaoptout?hl=en. This will set an opt-out cookie that will prevent your data from being collected the next time you visit this website. To prevent Universal Analytics from collecting data across different devices, you will need to opt-out on all of the systems you use. You can find more information about Universal Analytics here: https://support.google.com/analytics/answer/2838718?hl=en&ref_topic=6010376.

You can find more information about terms of use and data protection at: www.google.com/analytics/terms/en.html and https://policies.google.com/privacy.

7.2 Google Analytics 4

If you have given your consent, this website uses Google Analytics 4, a web analytics service provided by Google LLC. The responsible body for users in the EU/EEA and for Switzerland is Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google").

Scope of the processing

Google Analytics 4 uses cookies that analyze how you use our website. The information that the cookie collects about your user behavior on our website is normally transmitted to a Google server in the United States, where it is stored.

In Google Analytics 4, the anonymization of IP addresses is activated by default. Due to the IP anonymization, your IP address is truncated within the member states of the European Union and in other signatory states to the EEA Treaty. Only in exceptional cases will an IP address be transmitted to a Google server in the United States before being truncated. According to Google, the IP address transmitted by your browser as part of Google Analytics is not merged with other Google data.

During your visit to the website, your user behavior is recorded in the form of "events". Events can be:

- Page views
- First visit to the website
- Start of session
- Your "click path", your interaction with our website
- Scrolls (only if the user scrolls to the end of the page (90%))
- Clicks on external links
- Internal searches
- Interaction with videos
- File downloads
- Advertisements clicked on and/or viewed
- Language setting

In addition, the following is recorded:

- Your approximate location (region)
- Your IP address (truncated)
- Technical information on your browser and the devices that you use (e.g. language setting, screen resolution)
- Your Internet provider
- The referrer URL (the website or ad you clicked on to access this website)

Purpose of the processing

On behalf of the operator of this website, Google will use this information for the purpose of evaluating your anonymous use of the website and compiling reports on website activity. The evaluations provided by Google Analytics 4 help us to optimize our website.

Recipient

The recipients of the data are/could be:

- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (as the order processor pursuant to Art. 28 GDPR)
- Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA
- Alphabet Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA

It is possible that the US authorities will have access to the data saved with Google.

Transfer to third countries

If data is processed outside the EU/EEA and is not subject to a data protection level that corresponds with the European standard, on September 3, 2019 we concluded an agreement on the release of analytics data with Google, in order to create an appropriate data protection level, and accepted the valid data protection provisions for joint responsibility. The parent company of Google Ireland, Google LLC, is headquartered in California, USA. A transfer of data to the USA and access by the US authorities to the data stored with Google cannot be ruled out. From a data protection perspective, the USA is currently categorized as a third country. You do not have the same rights there as in the EU/EEA. It is possible that you will have no recourse against access by the US authorities.

Storage duration

The data that we transmit and that is linked with cookies are automatically deleted after 2 months. The deletion of data that has reached the end of its storage duration occurs automatically once a month.

Legal basis

The legal basis for this data processing is your consent pursuant to Art. 6 Para.1 Clause1 (a) GDPR [IF RELEVANT: Art. 49a GDPR].

Revocation

You can withdraw your consent at any time, with future effect, by calling up the cookie settings (Notes on data protection at Google) and changing your selection. The legality of the processing that has taken place based on your consent up until the time of revocation remains unaffected.

You can prevent the placing of cookies from the outset by setting your browser software accordingly. However, if you configure your browser in such a way that it refuses all cookies, this may result in a limitation of the functionalities on this and other websites. In addition, you can prevent the recording of the data generated by the cookie relating to your use of the website (incl. your IP address) by Google as well as the processing of these data by Google, by

a. refusing your consent to the setting of cookies or

b. downloading and installing the Browser-Add-on to deactivate Google Analytics.

You will find further information on the terms of use of Google Analytics and on data protection at Google under

https://marketingplatform.google.com/about/analytics/terms/us/ and under https://policies.google.com/?hl=en.

7.3 Google Ads

For our marketing we use Google Ads (formerly: Google AdWords), a service from Google LLC, 1600 Amphitheatre Pkwy, Mountain View, CA 94043--1351, USA, or, if you have your habitual residence in the European Economic Area (EEA) or Switzerland, Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"), in order to promote our website by displaying advertisements for our company in the search engine results of the Google search engine.

Towards this end, Google Ads places a cookie for conversion tracking (conversion cookie) in your browser when you click on an ad that Google has displayed. These cookies become inactive after 30 days, and they do not contain personal data or serve to identify you. If you visit certain pages on our website and the cookie has not yet expired, both we and Google can detect that you clicked on the ad and were routed to our website. Every Google Ads customer receives a different cookie Consequently, cookies cannot be tracked through the websites of other Google Ads customers. The conversion cookies help create statistics that show the total number of users who have clicked on an ad. However, the statistics do not contain information about individual users.

We have no influence on how Google uses the data that it collects via the conversion tracking tool. According to Google, the data is encrypted and stored on safe servers in the USA or in Ireland. As a rule, conversion cookies expire after 30 days and do not transmit any personal data. The information that the cookie collects about your use of our website is normally transmitted to a Google server in the United States or Ireland, where it is stored.

Since we are a company headquartered in Switzerland and we have already concluded a contract with Google for the use of Google Analytics (see chapter 7.2), we also concluded a corresponding contract with the provider on March 26, 2018 for data processing and agreed to the conditions for the data processing. The relationship to the Web analytics provider is based on the Google Ads Data Processing Terms standard data processing supplement.

You can adjust the settings in your browser to prevent the associated cookies from being stored and to thus prevent yourself from being tracked.

You are generally able to refuse Google's interest-based advertising. To do this, open https://adssettings.google.com in your browser and change the settings there to your liking.

You can find more information about the terms of use and data protection for Google AdWords here: https://policies.google.com/technologies/ads?hl=en. You can find Google's data protection information for conversion tracking here: https://services.google.com/sitestats/en.html

7.4 Use of Google Maps

We use Google Maps, on the basis of our justified interests, to display a map. Google Maps is operated by Google LLC,1600 Amphitheatre Parkway, Mountain View, CA 94043,

USA ("Google").

Our use of Google Maps may lead to information about your use of our website (including your IP address) being transmitted to a Google server in the United States or Ireland, where it will be stored. Google could store this data under certain circumstance as a user profile and use it to optimize its services or for advertising or market research purposes. If you are logged in to Google, your data will be directly associated with your account. If you do not want this to happen, you must log out beforehand. By using our website, you agree to the automated collection, processing and use of data by Google, one of its representatives or third parties. Note that, as a provider, we have no knowledge of what data is transmitted and how Google uses it. You can disable Google Maps by disabling Javascript in your browser settings. However, in isolated cases, this may result in functional limitations when using the site.

You can find more information about data processing in Google Maps, your associated rights and configuration options at:

http://www.google.com/intl/en_us/help/terms_maps.html and https://policies.google.com/privacy

7.5 Use of YouTube

Our website uses YouTube to embed videos, on the basis of our justified interests. YouTube is a service provided by YouTube LLC ("YouTube"), 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube LLC is a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, or, if you are a habitual resident of the European Economic Area (EEA) or Switzerland, Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

When you visit a page on our website that has a YouTube Video, a connection will be established to YouTube's servers. This also tells the YouTube server which of our pages you have visited. This information (including your IP address) is transmitted to a YouTube server in the United States, where it is stored. If you are logged in to your YouTube account at the time, this will enable YouTube to assign your usage behavior to your personal profile. You can prevent this from happening by logging out of your YouTube account before you visit our website.

You can find more information about data processing on YouTube, your associated rights and settings to protect your personal privacy at: https://www.youtube.com/t/terms and https://policies.google.com/privacy

7.6 Use of Vimeo Videoplayer

Our website uses an embedded video player from Vimeo Inc. on the basis of our justified interests. The service is operated by Vimeo, Inc. 555 West 18th Street, New York, NY 10011, USA.

When you visit one of our pages that is equipped with a Vimeo plugin, a connection will be established to Vimeo's servers. This also tells the Vimeo server which of our pages you have visited. This information (including your IP address) is transmitted to a Vimeo server in the United States, where it is stored. If you are logged in to your Vimeo account at the time, this will enable Vimeo to assign your usage behavior to your personal profile. You can prevent this from happening by logging out of your Vimeo account before you visit our website.

More information about how Vimeo handles user data can be found in Vimeo's privacy policy at: https://vimeo.com/privacy.

7.7 Wix

We use cookies for security reasons and for protection against fraud and also to identify and prevent cyber attacks; to provide you with the services you have selected; to monitor and analyze the performance, the operation and the efficacy of our services and to optimize them for you. Wix cookies are only used on www.designsprint.ebp.ch.

The following cookies are placed by Wix:

Cookie name	Purpose	Duration
XSRF-TOKEN	Used for security reasons	Session
hs	Used for security reasons	Session
svSession	Used in connection with user registration	12 months
SSR-caching	Used to identify the system from which the website is rendered	1 minute
_wixCIDX	Used for system monitoring/troubleshooting	3 months
_wix_browser_sess	Used for system monitoring/troubleshooting	Session
consent policy	Used for the parameters of the cookie banner	12 months
smSession	Used to identify registered website members	Session
TS*	Used for security reasons and to combat fraud	Session
bSession	Used to measure the system effectiveness	30 minutes
fedops.logger.X	Used to measure the system effectiveness	12 months
wixLanguage	Used on multi-language websites to save the language of the user	12 months

To find out more about cookies (how to identify which cookies have been placed and how to manage, delete or block them, visit www.aboutcookies.org or www.allaboutcookies.org

In principle, you can always block cookies via your browser. To do this you simply need to change the cookie settings in your browser accordingly. You can generally find these settings in the menu for your browser under "Options" or "Preferences".

Please note that deleting our cookies or deactivating future cookies or tracking technologies may result in certain areas or functionalities of our services no longer being available for you or the use thereof may be restricted in other ways.

7.8 Matomo

For the domain www.digital.ebp.ch we use the open source software Matomo for the analysis and statistical evaluation of the website use. Cookies are used for this. The information that is collected regarding website use is exclusively transmitted to our servers and collated in pseudonymized user profiles. We use these data to evaluate the use of the website. The data recorded is not passed on to third parties.

The following cookies are set:

Cookie name	Type of cookie	Duration
_pk_id.1.f83f	Analytics: To save some user details such as the unique user ID	13 months
_pk_ses.1.f83f	Analytics: Short-lived cookie that is used for the temporary storage of data for the visit	30 minutes

The IP addresses are anonymized (IP masking), so that it is not possible to allocated them to an individual user.

The processing of the data is carried out on the basis of Art. 6 Para. 1 Clause 1 (a) GDPR. We thereby pursue our legitimate interest in optimizing our website.

You may withdraw your consent at any time by deleting the cookies in your browser or changing you data protection settings.

You will find further information on the Matomo website at https://matomo.org/gdpr-analytics/.

8 What data we store when you contact us

You have the option of contacting us through our website (by email, phone or social media). If you do so, we will process the contact information you provide in order to correspond with you and process your request.

Our justified interest in processing your request is the basis for processing your personal data. If we contact you for the purpose of executing a contract that you are party to or implementing precontractual measures, this constitutes an additional basis for processing your data.

You can object to this data processing at any time. Send your objection to the following email address: dataprotection@ebp.ch. We will not process your request any further.

9 What data we store when you apply for a job with us

If you apply for a job with us, we will process the data we receive from you during the application process. This includes, in addition to information about your person, education, work experience, and skills, the usual contact information, such as your postal address, email address and phone number. All documents that you supply in connection with your application, such as your cover letter, resume and professional references, will also be processed. Applicants can also voluntarily send us additional information. This information will be stored, analyzed, processed or passed on internally exclusively as part of your application. Furthermore, this information can be processed for statistical purposes (such as reporting). In such cases, it will not be possible to trace the information back to specific individuals.

Processing can also take place by other electronic means. We do this, in particular, if you transmit your application materials to us electronically, such as by email.

Our justified interest in processing your application is the basis for the processing of your personal data.

You can object to this data processing at any time and withdraw your application. Send your objection to the contact named in the job posting or to this email address:

hr@ebp.ch.

If we enter into an employment contract with you, the data that is transmitted will be stored for the purpose of establishing an employment relationship, taking into account statutory requirements.

If the application process ends without an employment, your personal data will be erased unless you have given us your consent to use your information for subsequent application processes. You have the option to withdraw your consent at any time thereafter. You can send your withdrawal of consent to this email address: hr@ebp.ch. Or you can send it to the email address listed in the job posting.

Questions about data protection should also be sent to hr@ebp.ch or dataprotection@ebp.ch.

10 What data we store from our blogs

We operate various blogs on our website. If you comment on a blog post, we will log your name (or a pseudonym you have chosen) and your email address. You also have the option of providing a website.

We use Wordpress as a platform for our blogs. As a supplement, we use Word-Press.com Stats, a tool for the statistical analysis of website traffic, operated by Automattic Inc., 60 29th Street #343, San Francisco, CA 94110, USA, or, in the case of Australia, Canada, Japan, Mexico, New Zealand and al countries on the European continent, Aut O'Mattic A8C Ireland Ltd., Business Centre, No.1 Lower Mayor Street, International Financial Services Centre, Dublin 1, Ireland, with tracking technology from Quantcast, Quantcast Corp., 795 Folsom Street, San Francisco, CA 94107, USA, or, if you reside outside of the United States, Quantcast International Limited, Beaux Lane House, Lower Mercer Street, 1st Floor, Dublin 2, Ireland). WordPress.com Stats uses cookies to analyze website use.

You can adjust the settings in your browser to prevent these cookies from being installed; however, note that doing so may result in you being unable to use all of the functions on our website to their full extent.

You can also permanently stop Automattic/Quantcast from collecting and using your data by clicking the Opt-Out button at https://www.quantcast.com/opt-out/, which will store an opt-out cookie in your browser.

You can find more information in Automattic's privacy policy at https://automattic.com/privacy/ and in Quantcast's privacy policy at https://www.quantcast.com/privacy/.

You will find the Wordpress privacy notice here https://automattic.com/privacy-notice/.

11 What data we store when you use the WebFTP platform

We offer a WebFTP platform that you can use to share large files with us (https://webftp.ebp.ch/). (LiquidFiles Pty Ltd, PO Box 2403, North Parramatta NSW 1750, Australia) When you use this platform for the first time, you must register with your name or a pseudonym, a valid email address and a password.

You can decide how long the file(s) stay on the FTP server. We typically delete files that are not downloaded after one week. We typically delete your registration on the WebFTP

platform if you are inactive for one year.

12 How we protect minors

Our website is aimed at adults. If we determine that we have collected the personal data of a child under the age of 16, or if you, as the parent or legal representative of that child, please bring this to our attention and we will erase that data.

13 How we protect your data and ours

We have undertaken comprehensive technical and organizational security measures to protect data from accidental or intentional manipulation, loss, destruction and unauthorized access. By doing so, we also ensure that your rights are protected and that we comply with the applicable legal protection requirements. This includes the use of recognized encryption technologies (such as SSL encryption), among other things. We continually adapt our security measures as technology advances.

14 What rights you have, and how to obtain information

You have the right to:

- request information from us about whether we have stored data about you and, if we have, what data we have stored;
- have incorrect or incomplete data about you corrected:
- request that your data be erased, such as when your data is no longer needed for its intended purpose. However, if we are required or entitled to keep your data due to statutory or contractual obligations, we can restrict access to your data or block it from being used for other purposes,
- or place restrictions on how your data is processed;
- receive data about you in a structured, popular, machine-readable format or request that this data be forwarded to a third party. If you request that your data be sent directly to another responsible person, we will only do so if this is technically feasible;
- withdraw your prior consent to the processing and use of your data at any time with future effect;
- object to your data being processed

This does not affect the legality of processing that has already taken place. After you make your objection or withdraw your consent to our processing of your personal data, we are obliged under data protection law to add your data (name, address, email address) to our block list and permanently store it (block it) for this purpose.

If you want to make an objection or withdraw your consent, or if you have questions or concerns about the blocking of your data, contact us at dataprotection@ebp.ch or: EBP Schweiz AG, Data Protection Coordinator, Zollikerstrasse 65, 8702 Zollikon, Switzerland.

If you believe that your data is being processed unlawfully, you can file a complaint with the regulatory authority. The regulatory authority in Switzerland is Eidgenössische Datenschutz- und Öffentlichkeitsbeauftragte, Feldeggweg 1, 3003 Bern, Switzerland. Their complete contact information can be found here.

Users from EU member states also have the option of contacting the data protection authority in their country.

Our website may contain links to other providers who are not affected by this privacy policy. If using the websites of other providers entails the collection, processing or use of personal data, the privacy policies of those providers will apply. No illegal content was found when the link was created. It is infeasible to perform regular checks of the content on linked sites unless there are specific indications that a law is being violated. If we become aware of any legal infringements, we will immediately remove the respective links.

15. How to reach us

You can reach our data protection coordinator at: dataprotection@ebp.ch

Contact

EBP Schweiz AG Mühlebachstrasse 11 8032 Zurich Switzerland

Tel. +41 44 395 16 16 E-Mail info@ebp.ch

Our EU representative is:

EBP Deutschland GmbH Am Hamburger Bahnhof 4 10557 Berlin Germany

Tel. +49 30 12086820 E-Mail info@ebp.de

16. Privacy policy version and changes

Privacy notice last updated February 6, 2023. We reserve the right to amend this privacy policy at any time in observance to the applicable data protection requirements.