Privacy policy

1. Introduction

1.1 We are committed to safeguarding the privacy of our website visitors and service users.

1.2 This policy applies where we are acting as a data controller with respect to the personal data of our website visitors and service users; in other words, where we determine the purposes and means of the processing of that personal data.

1.3 We use cookies on our website. Insofar as those cookies are not strictly necessary for the provision of our website and services, we will ask you to consent to our use of cookies when you first visit our website.

1.4 In this policy, "we", "us" and "our" refer to Picterra SA. For more information about us, see Section 12.

2. Credit

2.1 This document was created using a template from SEQ Legal (https://seqlegal.com).

3. How we use your personal data

3.1 In this Section 3 we have set out:

(a) the general categories of personal data that we may process;

(b) the purposes for which we may process personal data; and

(c) the legal bases of the processing.

3.2 We may process data about your use of our website and services ("usage data"). The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. This usage data may be processed for the purposes of analysing the use of the website and services. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services.

3.3 We may process your account data ("account data"). The account data may include your name and email address and any additional data you provided in your account. The account data may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business.

3.4 We may process information that you post for publication on our website or through our services ("publication data"). The publication data may be processed for the
purposes of enabling such publication and administering our website and services. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business.

3.5 We may process information contained in any enquiry you submit to us regarding goods and/or services ("enquiry data"). The enquiry data may be processed for the purposes of offering, marketing and selling relevant goods and/or services to you. The legal basis for this processing is consent.

3.6 We may process information relating to our customer relationships, including customer contact information ("customer relationship data"). The customer relationship data may include your name, your employer, your job title or role, your contact details, and information contained in communications between us and you or your employer. The source of the customer relationship data is you or your employer. The customer relationship data may be processed for the purposes of managing our relationships with customers, communicating with customers, keeping records of those communications and promoting our products and services to customers. The legal basis for this processing is our legitimate interests, namely the proper management of our customer relationships.

3.7 We may process information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters ("notification data"). The notification data may be processed for the purposes of sending you the relevant notifications and/or newsletters. The legal basis for this processing is consent.

3.8 We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.

3.9 Please do not supply any other person's personal data to us, unless we prompt you to do so.

4. **Providing your personal data to others**

4.1 We may disclose your name, email address and other personal data you provided to us to our suppliers or subcontractors insofar as reasonably necessary for the proper administration of our services.

4.2 In addition to the specific disclosures of personal data set out in this Section 4, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

5. **International transfers of your personal data**
5.1 In this Section 5, we provide information about the circumstances in which your personal data may be transferred to countries outside the European Economic Area (EEA).

5.2 We have offices and facilities in Switzerland. The European Commission has made an "adequacy decision" with respect to the data protection laws of this country. Transfers will be protected by appropriate safeguards, namely the use of standard data protection clauses adopted or approved by the European Commission, a copy of which can be obtained from https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en

5.3 The hosting facilities for our website and services are situated in western Europe: Switzerland and Netherlands and may also partially be located in United States. The European Commission has made an "adequacy decision" with respect to the data protection laws of each of these countries. Transfers to each of these countries will be protected by appropriate safeguards, namely the use of standard data protection clauses adopted or approved by the European Commission, a copy of which you can obtain from https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en

5.4 You acknowledge that personal data that you submit specifically for publication through our website or services may be available, via the internet, around the world. We cannot prevent the use (or misuse) of such published personal data by others.

6. Retaining and deleting personal data

6.1 This Section 6 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

6.2 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

6.3 Notwithstanding the other provisions of this Section 6, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

7. Amendments

7.1 We may update this policy from time to time by publishing a new version on our website.

7.2 You should check this page occasionally to ensure you are happy with any changes to this policy.
7.3 We will notify of changes to this policy on our website with the date of its last modifications.

8. Your rights

8.1 In this Section 8, we have summarised the rights that you have under data protection law. Some of the rights are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

8.2 Your principal rights under data protection law are:

(a) the right to access;
(b) the right to rectification;
(c) the right to erasure;
(d) the right to restrict processing;
(e) the right to object to processing;
(f) the right to data portability;
(g) the right to complain to a supervisory authority; and
(h) the right to withdraw consent.

8.3 You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee. You can request a copy by contacting us at privacy@picterra.ch.

8.4 You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.

8.5 In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; you object to the processing under certain rules of applicable data protection law; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and
information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.

8.6 In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

8.7 You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

8.8 You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.

8.9 To the extent that the legal basis for our processing of your personal data is:

(a) consent; or

(b) that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract,

and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.

8.10 If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.

8.11 To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.
8.12 You may exercise any of your rights in relation to your personal data by written notice to us, in addition to the other methods specified in this Section 8.

9. **About cookies**

9.1 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

9.2 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

9.3 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

10. **Cookies that we may use**

10.1 We may use cookies for the following purposes:

(a) authentication - we use cookies to identify you when you visit our website and as you navigate our website;

(b) status - we use cookies to help us to determine if you are logged into our website;

(c) personalisation - we use cookies to store information about your preferences and to personalise the website for you;

(d) security - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally;

(f) analysis - we use cookies to help us to analyse the use and performance of our website and services;

(g) cookie consent - we use cookies to store your preferences in relation to the use of cookies more generally;

11. **Cookies used by our service providers**

11.1 Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

11.2 **Newsletter and marketing communications**
With the following information we inform you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedure and your rights of objection. By subscribing to our newsletter you agree to the receipt and the described procedures. The following information informs you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedure and your rights of objection. By subscribing to our newsletter you agree to the reception and the described procedures.

Content of the newsletter: We send newsletters, e-mails and other electronic notifications containing advertising information (hereinafter "newsletters") only with the recipients consent or legal permission. If the content of a newsletter is specifically described as part of the registration, this is decisive for the users' consent. In addition, our newsletters contain information about us and our services.

Double opt-in and logging: Subscription to our newsletter takes place in a so-called double opt-in procedure. This means that after registration you will receive an e-mail asking you to confirm your registration. This confirmation is necessary so that no one can log in with other e-mail addresses. Subscriptions to the newsletter are logged in order to be able to prove the registration process in accordance with legal requirements. This includes the storage of the login and confirmation time, as well as the IP address. The changes to your data stored with the shipping service provider are also logged.

Credentials: To subscribe to the newsletter, simply enter your e-mail address. Optionally, we ask you to enter a name in the newsletter in order to address us personally. The dispatch of the newsletter and the performance measurement associated with it are based on the recipient's consent pursuant to Art. 6 para. 1 lit. a, Art. 7 GDPR in conjunction with § 7 para. 2 no. 3 UWG or, if consent is not required, on the basis of our legitimate interests in direct marketing pursuant to Art. 6 para. 1 lit. f. GDPR in conjunction with Section 7 para. 3 UWG. The registration procedure is recorded on the basis of our legitimate interests pursuant to Art. 6 para. 1 lit. f GDPR. We are interested in the use of a user-friendly and secure newsletter system that serves both our business interests and the expectations of users and also allows us to provide proof of consent. Cancellation/Withdrawal - You can cancel the receipt of our newsletter at any time, i.e. withdraw your consent, through a cancelation link at the end of each newsletter. In order to prove a previously given consent, we may store the unsubscribed e-mail addresses for up to three years on the basis of our legitimate interests before deleting them. The processing of this data is limited to the purpose of a possible defence against claims. An individual application for cancellation is possible at any time, provided that a former existence of a consent is confirmed at the same time.
In addition to our newsletter, we also send out marketing communications by e-mail to inform our insurance customers and account users about our product range as well as special promotions and offers. This is done on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. As a young company, our legitimate interest is to keep our clients and account users constantly informed about our expanding range of insurance products. There is no recognizable overriding interest opposing this. Our clients and account users are informed of this process at the time the e-mail address is collected and can unsubscribe from these marketing communications at any time. The balancing of interests pursuant to Art. 6 (1) sentence 1 lit. f DS-GVO is therefore in favour of the permissibility of processing this contact data for direct advertising purposes.

11.3 **Newsletter - Mailjet.**

Communication by email and chat is sent by the mail service provider Mailjet, a newsletter delivery platform of the Mailjet SAS, a company registered under the laws of France under number 524 536 992 with the Paris Trade & Companies Register, and having its registered office at 13-13 bis, rue de l'Aubrac 75012 Paris, France.

For more information on how Mailjet works, please refer to the Mailjet privacy policy at: [https://www.mailjet.com/privacy-policy/](https://www.mailjet.com/privacy-policy/)

The newsletter service provider is used on the basis of our legitimate interests according to Art. 6 para. 1 lit. f. GDPR and an order processing contract according to Art. 28 para. 3 s. 1 GDPR.

The newsletter service provider can use the recipient's data in pseudonymous form, i.e. without assignment to a user, to optimize or improve its own services, e.g. to technically optimize the dispatch and presentation of the newsletter or for statistical purposes. However, the newsletter service does not use the data of our newsletter recipients to write them down itself or to pass the data on to third parties.

11.4 **Google Analytics.** On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer in the sense of Art. 6 para. 1 lit. f. GDPR), in our website and in all subdomains we make use of Google Analytics, a web analysis service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google") in accordance with the following GDPR principles. Google uses cookies. The information generated by the cookie about the use of the online offer by the user is usually transferred to a Google server in the USA and stored there.
Google is certified under the Privacy Shield Agreement and thereby offers a guarantee of compliance with European privacy laws (https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active).

Google will use this information on our behalf to evaluate the use of our online services by users, to compile reports on the activities within this online service and to provide us with other services associated with the use of this online service and the Internet. Pseudonymous user profiles of the users can be created from the processed data.

We only use Google Analytics with IP anonymization enabled. This means that the IP address of the user is shortened 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 is the full IP address transmitted to a Google server in the USA and shortened there.

The IP address transmitted by the user's browser is not merged with other Google data. Users may refuse the use of cookies by selecting the appropriate settings on their browser, they may also refuse the use of cookies by selecting the appropriate settings on their browser, they may refuse the collection of information by Google regarding the use of cookies and the processing of such information by Google by selecting the appropriate settings on their browser, and they may refuse the use of cookies by selecting the appropriate settings on their browser, and they may refuse the use of cookies by selecting the appropriate settings on their browser, and by downloading and installing the browser plug-in available at the following link: http://tools.google.com/dlpage/gaoptout?hl=en.

Further information on the use of data by Google, setting and objection options can be found in Google's privacy policy (https://policies.google.com/privacy) and in the settings for the display of advertising by Google (https://adssettings.google.com/authenticated).

The personal data of the users will be deleted or anonymized after 14 months.

11.5 **Google Adwords and Conversion Measurement.** On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR) we use the services of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, ("Google"). Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active).

We use the online marketing tool Google "AdWords" to place ads in the Google Advertising Network (e.g., in search results, in videos, on websites, etc.) so that they are displayed to users who have a presumed interest in the ads. This allows us to display ads for and within our online offer and more specifically present users only with ads that potentially correspond to their interests. For example, if a user is shown ads for products in which they have displayed prior interest in other online offers, this is referred to as "remarketing". For these purposes, when our website and others on
which the Google Advertising Network is active are accessed, Google directly executes a code from Google and (re)marketing tags (invisible graphics or code, also known as "web beacons") are integrated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies can also be used instead of cookies). In this file it is noted which websites the user visits, which content they are interested in and which offers the user has clicked on, technical information on the browser and operating system, referring websites, visiting time and further information on the use of the online offer. We also receive an individual "conversion cookie". The information collected with the help of cookies is used by Google to generate conversion statistics for us. However, we only see the total number of anonymous users who clicked on our ad and were redirected to a page with a conversion tracking tag. However, we do not receive any information that personally identifies users. User data is processed pseudonymously within the Google advertising network. This means that Google does not store and process, for example, the names or e-mail addresses of users, but processes the relevant data cookie-related within pseudonymous user profiles. This means from Google's point of view, the ads are not managed and displayed for a specifically identified person, but for the cookie holder, regardless of who this cookie holder is. This does not apply if a user has expressly permitted Google to process the data without this pseudonymisation. The information collected about the users is transmitted to Google and stored on Google's servers in the USA. Further information on data use by Google, possible settings and objections can be found in Google's data protection declaration (https://policies.google.com/technologies/ads) and in the settings for the display of advertisements by Google (https://adssettings.google.com/authenticated). You may also object to the use of cookies for range measurement and advertising purposes via the deactivation page of the network advertising initiative (http://optout.networkadvertising.org/) and additionally the US website (http://www.aboutads.info/choices) or the European website (http://www.youronlinechoices.com/uk/your-ad-choices/).

11.6 **Hubspot - Online Marketing Analysis / Customer Communication.** Besides for newsletters as outlined above, on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer in the sense of Art. 6 para. 1 lit. f. GDPR), we make use of the tool Hubspot from Hubspot Inc. also for online marketing analysis and customer communication. Among other, this includes content management, e-mail marketing, reporting (traffic sources, accesses,...), contact management, landing page tracking.

This tool makes use of web beacons and under certain circumstances "cookies" are also set, which are stored on your computer and enable us to analyse your use of the website. Hubspot analyses the collected information (e.g. IP address, geographical location, type of browser, duration of the visit and pages accessed) in order to generate reports on the pages visited. For more information on how Hubspot works, please refer to the Hubspot Inc. privacy policy at: [http://legal.hubspot.com/de/privacy-policy](http://legal.hubspot.com/de/privacy-policy) If a user
generally does not wish to be recorded by Hubspot, the storage of cookies can be prevented at any time by appropriate browser settings.

Hubspot Inc., is a company based in 25 First Street, 2nd Floor, Cambridge, MA 02141, USA. Hubspot Inc. is certified under the Privacy Shield Agreement (https://www.privacyshield.gov/participant?id=a2zt0000000TN8pAAG&status=Active).

11.7 Online presence in social media. We maintain online presences within social networks and platforms in order to communicate with active customers, interested parties and users and to inform them about our services. When accessing the respective networks and platforms, the terms and conditions and the data processing guidelines of their respective operators apply. Unless otherwise stated in our privacy policy, we process the data of users who communicate with us within social networks and platforms, e.g. write articles on our websites or send us messages. We maintain online presences within social networks and platforms in order to communicate with active customers, interested parties and users and to inform them about our services.

We would like to point out that user data can be processed outside the European Union. This can pose risks for users because, for example, the enforcement of users' rights could be made more difficult. With regard to US providers certified under the Privacy Shield, we would like to point out that they commit themselves to comply with EU data protection standards. Furthermore, user data is usually processed for market research and advertising purposes. Thus, for example, user profiles can be created from the user behavior and the resulting interests of the users. The usage profiles can in turn be used, for example, to place advertisements inside and outside the platforms that presumably correspond to the interests of the users. For these purposes, cookies are usually stored on the user's computer, in which the user's usage behavior and interests are stored. Furthermore, data can also be stored in the user profiles independently of the devices used by the users (especially if the users are members of the respective platforms and are logged in to these). The processing of users' personal data is carried out on the basis of our legitimate interests in effective user information and communication with users pursuant to Art. 6 para. 1 lit. f. GDPR. If the users are asked by the respective providers for consent to data processing (i.e. to give their consent e.g. by ticking a checkbox or confirming a button), the legal basis of processing is Art. 6 para. 1 lit. a., Art. 7 GDPR. For a detailed description of the respective processing and the possibilities of objection (opt-out), we refer to the information provided by the providers linked below. Also in the case of requests for information and the assertion of user rights, we point out that these can be asserted most effectively with the providers. Only the providers have access to the data of the users and can directly take appropriate measures and provide information. If you still need help, you can contact us.


Instagram (Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA) - Privacy Policy/ Opt-Out: http://instagram.com/about/legal/privacy/.


11.8 LinkedIn. Within our online offer, functions and contents of the LinkedIn service, offered by LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland, can be integrated. This may include, for example, content such as images, videos or texts and buttons with which users can share content from this online offer within LinkedIn. If the users are members of the LinkedIn platform, LinkedIn can assign the call of the above contents and functions to the profiles of the users there. Privacy Policy of LinkedIn: https://www.linkedin.com/legal/privacy-policy. LinkedIn is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&status=Active).

On the basis of our legitimate interests (i.e. interest in the analysis of our online offer in the sense of Art. 6 para. 1 lit. f. GDPR), we make use of some services from LinkedIn Ireland Unlimited Company (Wilton Place, Dublin 2, Ireland) as described below. We use the site-wide Insight Tag on all our website pages to record actions taken by members reaching a specific URL and also the event-specific pixel to track conversions without an associated URL. The LinkedIn Insight Tag enables the collection of data regarding members’ visits to your website, including the URL, referrer, IP address, device and browser characteristics, timestamp, and page views. This data is encrypted, then de-identified within seven days, and then de-identified data is deleted within 90 days. LinkedIn does not share the personal data with us, it only provides aggregated reports about the website audience and ad performance. LinkedIn also provides retargeting for website visitors, enabling us to show personalized ads off the website by using this data, but without identifying the member.

You can opt-out to the data processing through LinkedIn by following this opt-out link: [https://www.linkedin.com/psettings/advertising](https://www.linkedin.com/psettings/advertising). In case you are not a LinkedIn Member you can opt-out by going to this link: [https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out](https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out). You can read LinkedIn Privacy Policy on the following link: [https://www.linkedin.com/legal/privacy-policy](https://www.linkedin.com/legal/privacy-policy).

11.9 **Facebook-Pixel,Custom Audiences Lead Ads and Facebook Conversion**. Due to our legitimate interests in the analysis, optimisation and economic operation of our online offer and for these purposes the so-called "Facebook pixel" of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or, if you are based in the EU, Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), is used within our online offer.

We use Facebook Lead Ads to obtain contact information from potential customers who sign up via Facebook to receive information about our products or our company. Amongst others the following information is collected: Full name, email address, mobile number, postal code as well as the product for which information is requested. We use the information about your name to contact you personally, your email address as well as the further data to send you the requested information.
Facebook is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law
(https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active). With the help of the Facebook pixel, Facebook is able to determine the visitors of our online offer as a target group for the presentation of ads (so-called "Facebook ads"). Accordingly, we use the Facebook pixel to display the Facebook ads we post only to Facebook users who have also shown an interest in our online offering or who have certain features (e.g. interests in certain topics or products that are determined by the websites visited) that we transmit to Facebook (so-called "custom audiences"). We also want to use the Facebook pixel to ensure that our Facebook ads meet the potential interest of users and are not a nuisance. The Facebook pixel also helps us understand the effectiveness of Facebook ads for statistical and market research purposes by showing whether users have been redirected to our website after clicking on a Facebook ad (so-called "conversion"). Facebook processes the data in accordance with Facebook’s Data Usage Policy. Accordingly, general information on the display of Facebook ads is contained in the Facebook Data Usage Policy: https://www.facebook.com/policy. For specific information and details about the Facebook pixel and how it works, please visit the Facebook Help section: https://www.facebook.com/business/help/651294705016616. You can object to the collection by the Facebook pixel and use of your data to display Facebook ads. To set what types of ads you see within Facebook, you can visit the page set up by Facebook and follow the instructions on usage-based advertising settings: https://www.facebook.com/settings?tab=ads. The settings are platform-independent, i.e. they are applied to all devices, such as desktop computers or mobile devices. You may also object to the use of cookies for range measurement and advertising purposes via the deactivation page of the network advertising initiative (http://optout.networkadvertising.org/) and additionally the US website (http://www.aboutads.info/choices) or the European website (http://www.youronlinechoices.com/uk/your-ad-choices/).

11.10 Besides Google Analytics, we also use Yandex Metrica, which is an analytics and heat mapping service that collects data via cookies used to uniquely identify your browser. Cookies are placed onto your computer by their system and can later be accessed by their servers to get statistics Yandex Metrica needs for site optimization. Furthermore, Yandex Metrica can be used to display the areas of a page where Users most frequently move the mouse or click.

Further information on data use by Yandex Metrica can be found on Yandex Metrica Privacy Policy page: https://yandex.com/legal/confidential/index.html
12. **Our details**

12.1 This website is owned and operated by *picterra SA*.

12.2 We are registered in Switzerland under registration number *CHE-459.833.499*, and our registered office is at *Chemin de Florissant 16, 1020 Renens*.

12.3 You can contact us:

   (a) by post, to the postal address given above;

   (b) using our website contact form;

   (c) or at privacy@picterra.ch;