

# Privacy policy

## 1. Purpose

This privacy policy informs you about the nature, scope and purpose of the processing of personal data via this website.

## 2. Persons responsible for data processing

The person responsible for data processing on this website and the contact person for data protection concerns is: Bright Law AG, Katia Berchier Theiler, Bundesplatz 9, P.O. Box, CH-6302 Zug, Tel: +41 41 555 40 80

## 3. Categories of personal data processed

We process the following categories of personal data:

- > If you use our contact form, we will process your information to process the request and, if necessary, for follow-up questions. These are: Title, name, address, e-mail, and your message.
- > Usage data (e.g. web pages visited, interest in contents, access times)
- > Meta/communication data (e.g. device information)
- > Other data and information provided by you

## 4. Purposes of processing

We process your personal data for the following purposes:

- > Interaction/communication with you
- > Marketing and advertising
- > Show web page
- > Operate online channels, its functions and contents
- > Communication and tracking of communication
- > IT Testing/IT Development

We also process your personal data for non-personal purposes, in particular for:

- > Statistics
- > Reporting and analysis

## 5. Categories of recipients of personal data

On our web page we use the map services and fonts of Google Ireland Limited, Ireland.

Your personal information will also be shared with or may be accessed by the following categories of service providers:

- › IT solution providers (such as hosting providers, CMS providers)
- › Common IT providers and IT service companies

The privacy statements of the web pages and online channels service companies are located on the web pages of these companies. Bright Law AG has no influence on these privacy statements and cannot inform about their data processing.

## **6. Cookies**

We use cookies on our website. Cookies are small files that are stored on your terminal device and saved by your browser. In your browser, you can set that you are informed in advance about the setting of cookies and can decide in individual cases whether you want to exclude the acceptance of cookies for certain cases or generally, or that cookies are prevented completely. This may limit the functionality of the web page.

## **7. Where will your data be processed?**

Your personal data will be processed in Switzerland.

## **8. What are your rights?**

You have the following rights under the Data Protection Act:

- › Right to information
- › Right to rectification
- › Right to object to our data processing
- › Right to data output or data transfer

To exercise your rights, you can contact us at the address mentioned in point 2.

## **9. Up-to-datedness and modification of this privacy policy**

The content of this Privacy Policy may be changed at any time.

Last update: August 2023