

data protection

is important to us

A. general information

The following **privacy policy** explains how your personal information is collected, processed and used when you visit and/or register with the Alpha Solutions AG website. When handling your personal data, we are committed to protecting your privacy and therefore exercise the necessary care when processing your personal data.

The Alpha Solutions AG website may also contain links to other websites. These other websites are not controlled by us. The visit of such websites is therefore based on your own responsibility. Alpha Solutions AG cannot assume responsibility or liability for such other websites, their content or privacy practices.

B. Security of your personal data

The Internet is a globally open network of computer networks. You always transmit your personal data on the Internet at your own risk. To protect your personal data, Alpha Solutions AG has established appropriate security standards and Secure Socket Layers. Despite extensive technical and organisational safeguards, there is no absolute security. For this reason, we ask you to support our security efforts by not disclosing particularly sensitive or unneeded data.

C. Purpose and legal basis for processing your personal data

Before collecting, processing and using your personal data, Alpha Solutions AG will ask you for your consent, if required by law. Alpha Solutions AG also provides you with appropriate information in advance about a new or different purpose of processing your personal data within the framework of legal requirements. Alpha Solutions AG also ensures that only a limited group of people in the context of its tasks and activities will have access to your personal data.

Alpha Solutions AG collects, processes and uses your personal data exclusively for the following purposes

- To manage, operate, maintain and improve the website;
- Analysing user behaviour;
- Answering questions;
- To transmit information about products, services via the traditional postal service, by e-mail, telephone, newsletter;
- To deliver promotional materials on products and services (direct marketing);
- For communication on various matters (such as security advisories, support and administrative communications, etc.);

- The management of activities or events aimed at promoting sales;
- To comply with legal obligations;
- In order to enforce contractual agreements; and
- To fulfill other purposes assigned on a case-by-case basis.

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If you wish to exercise your right to complain to Alpha Solutions AG, please contact our **Data Protection Supervisor by e-mail** at datenschutz@alpha-solutions.ch .

D. Types and categories of your personal data

Alpha Solutions AG collects, processes and uses in addition to the information you voluntarily provide (e.g. sign up newsletters, fill out online form, create e-mail, etc.), but also data related to the use of the website actively collected by Alpha Solutions AG. A comprehensive list of all types and categories of your personal data that Alpha Solutions AG could potentially collect, process and use is therefore not possible. Usually, your personal information includes the following types and categories:

- Name, title and address;
- Personal contact details (telephone, e-mail, etc.);
- Information about the company you represent (name, address, etc.)
- All relevant information about your computer as well as the connection (IP address, operating system, browser type, browser version, browser configuration, name of the Internet provider, etc.) to enable the connection and use of the website as well as the exchange of data;
- All relevant information of the websites (URL, IP address, etc.) from which you have been accessed or forwarded to the website of Alpha Solutions AG, as well as date and time;
- Any information collected by cookies or similar technologies;
- Subscription to the newsletter, etc.;
- All grants and approvals granted;
- Any information you enter or uploaded to the Alpha Solutions AG website (e.g. online form, etc).

E. Duration of storing your personal data

Your personal data will only be retained by Alpha Solutions AG for as long as this is necessary for the purpose for which the data was collected, in accordance with the retention policy and/or applicable legal basis.

F. Choices to protect your personal information

You have several possible choices to protect your personal data, which Alpha Solutions AG collects, processes and uses about you. Some of these choices include:

- You may choose not to provide certain personal information, especially if Alpha Solutions AG asks you for consent to collect that information.
- You can revoke past data protection approvals for the future at any time.
- You can use the possibility to unsubscribe from the newsletter or other unsubscribe functions at any time.
- You can make a request as to whether and what personal data Alpha Solutions AG collects, processes and uses about you.
- You can request a correction of incorrect personal information at any time.
- You can request the deletion of your personal data, provided that the processing of this data is based on your consent.
- You can request a restriction on the processing of your personal data or object to the processing.
- You can request the transferability of your personal data.
- You can also contact the data protection officer [directly \[datenschutz@alpha-solutions.ch\]\(mailto:directly_datenschutz@alpha-solutions.ch\)](mailto:directly_datenschutz@alpha-solutions.ch)

G. Use of cookies and similar technology

The purpose of cookies is generally to improve the performance and use of the website. Cookies can also be used for advertising purposes. Alpha Solutions AG uses the following types of cookies and similar technologies in conjunction with its website:

- Google Analytics
- Google AdWords conversion tracking and Google remarketing
- Social media and advertising
- Facebook, Twitter, LinkedIn, Youtube, Google +

You can change your cookie settings in the browser at any time or refuse to accept cookies completely, thus limiting the sharing of your personal data. Please note, however, that in this case, you may not be able to benefit from some of the features and features of the website. A detailed explanation of cookies and how they work can be found on the All About Cookies website.

For information on Google Analytics ' Terms of Use and Privacy Statement, please visit:

<http://www.google.com/analytics/terms/de.html>

For information on Google + ' s Terms of Use and Privacy Statement, please visit:

<http://www.google.com/intl/de/policies/privacy>

For information on the terms of use and privacy policy of Facebook plugins, please visit:

www.facebook.com/about/privacy

H. Newsletter

Alpha Solutions AG provides a newsletter on its website, which you can subscribe to. By registering for the newsletter, you agree that we can store your e-mail address in our database and send you the newsletter. We will only use your email address to send our newsletter or for purposes for which you have already given us consent. You can unsubscribe from the newsletter at any time via a corresponding link directly on the newsletter or via notification to info@alpha-solutions.ch.

I. Changes in the Privacy Statement

Alpha Solutions AG's business activities are subject to constant modifications, which is why this privacy policy is adjusted from time to time. In this case, Alpha Solutions AG publishes an updated privacy policy with a new version date in the last line. If the websites continue to be used, Alpha Solutions AG expects you to accept this new version.

J. Name and address of the controller

If you have any questions or comments about the privacy practices or your personal data held by Alpha Solutions AG, please contact the Data Protection Officer. Requests from supervisors or affected persons to the Data Protection Supervisor are usually made by e-mail, but can also be submitted by letter post:

Alpha Solutions AG

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9016 St. Gallen

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