

# PRIVACY NOTICE

As the data controller we have prepared this privacy notice to inform you in accordance with the requirements of the Swiss Federal Law on Data Protection (FADP) and the Regulation (EU) 2016/679 (General Data Protection Regulation- GDPR) about the nature, scope and purpose of the processing of personal data in relation to the services we offer on our Facebook business page.

## I. Definitions

„Personal data“ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

„Processing“ means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

„Controller“ means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law;

„Recipient“ means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

## II. General information

### 1. The data controller

SikaBau AG (hereinafter „Sika“, „We“, „Our“)  
Reitmenstrasse 7  
CH-8952 Schlieren

Responsible for the processing of personal data on Facebook is  
Facebook Inc. (hereinafter “Facebook”)  
1 Hacker Way  
Menlo Park  
CA 94025  
USA.

Responsible for the processing of personal data on Facebook in relation to data subjects in the EU  
Facebook Ireland Ltd (hereinafter "Facebook")  
4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2  
Ireland.

## 2. Contact details of the Data Protection Officers

You can contact our Data Protection Officer at:  
OBSECOM GmbH à Stuttgart, Switzerland Branch Office in Préverenges  
c/o RAin Carolin Alvermann  
Chemin Neuf 24  
1028 Préverenges (VD)  
Telefon: +41 215 881 597  
E-Mail: [datenschutz@ch.sika.com](mailto:datenschutz@ch.sika.com)

You can contact Facebook's Data Protection Officer at:  
Facebook Ireland Ltd.  
4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2  
Ireland  
Website: <https://www.facebook.com/help/contact/540977946302970>

## 3. Legal bases

On this web site personal data are being processed on at least one of the following legal bases:

- The data subject has given consent to the processing of his or her personal data for one or more specific purposes (Art. 6 (1)(a) GDPR);
- Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (Art. 6 (1)(b) GDPR);
- Processing is necessary for compliance with a legal obligation to which we are subject (Art. 6 (1)(c) GDPR);
- Processing is necessary in order to protect the vital interests of the data subject or of another natural person (Art. 6 (1)(d) GDPR);
- Processing is necessary for the purposes of the legitimate interests pursued by us or by a third party (Art. 6 Abs. 1 lit. f GDPR).

In this privacy notice we refer to the respective legal bases of the individual data processing operations.

## 4. Rights of data subjects

As a data subject you have the following right:

- Right to access: You have the right to obtain confirmation from Sika as to whether your personal data is being processed and, if so, to request access to the personal data. Access information includes, but is not limited to, the provision of information about the purposes of the processing, the categories of personal data concerned and the recipients or categories of recipients to

whom the personal data has been or will be disclosed. However, this is not an absolute right, and the interests of other individuals may limit your right to access. You have the right to obtain a copy of the personal data processed. Your requests are generally free of charge. If your request is manifestly unfounded or excessive, Sika may require you to contribute reasonably to the costs.

- Right to rectification: You have the right to request that Sika rectify inaccurate personal data relating to you. Depending on the purpose of the processing, you may have the right to complete incomplete personal data with a supplementary declaration.
- Right to deletion: You have the right to request Sika to delete your personal data.
- Right to restriction of processing: You have the right to request the restriction of the processing of your personal data. In this case, the relevant data will be marked and may only be processed by Sika for specific purposes.
- Right to data portability: You have the right to receive the personal data you have provided to Sika in a commonly used electronic format and you may request that Sika transfer this data to another controller designated by you.
- Right to object: You have the right to object, on grounds relating to your particular situation, to the processing of your personal data by Sika and to request Sika to stop processing your personal data for specific purposes.
- If your personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such marketing. This also includes profiling, insofar as such direct marketing is involved. In this case, your personal data will no longer be processed by Sika for such purposes.
- You may revoke your consent once given at any time vis-à-vis Sika. This has the consequence that Sika may no longer continue the data processing based on this consent in the future.
- You can lodge a complaint with a supervisory authority. You can reach the Federal Data Protection Commissioner at this website:  
<https://www.edoeb.admin.ch/edoeb/en/home/adresse.html>.

If you wish to assert the data subject rights mentioned above for personal data (such as name and contact details, requests) which we collect on this Facebook page on our own behalf and which we process for our own purposes, you may contact us or our Data Protection Officer by using the contact details above.

## **5. Erasure and restriction of personal data**

Unless otherwise provided for in this privacy notice, personal data will be deleted, if these data are no longer necessary in relation to the purposes for which they were collected or otherwise processed and the deletion does not conflict with statutory retention requirements. In addition, we will erase the personal data processed by us in accordance with Art. 17 GDPR on your request, if the conditions provided therein are met. If personal data are required for other lawful purposes, they will not be erased, but their processing will be restricted in accordance with Art. 18 GDPR. In case of restriction, the data will not be processed for other purposes. This applies, for example, to personal data that must be retained by us due to commercial or tax law obligations. Such

documents shall be kept for 10 years from the end of the calendar year in accordance with Art. 127 Code of Obligations.

## **6. Processing of personal data in joint responsibility with Facebook**

The processing of site statistics for this Facebook page is operated jointly with Facebook in accordance with Art. 26 GDPR. Information on which one of the joint controllers meets the obligations under the GDPR with regard to the processing of site statistics can be found here:

[https://en-gb.facebook.com/legal/terms/page\\_controller\\_addendum](https://en-gb.facebook.com/legal/terms/page_controller_addendum)

## **7. Onward transfer of personal data**

We transfer personal data to recipients (data processors or other third parties) only to the extent required and only if one of the subsequent conditions are met:

- the data subject has consented to the data transfer;
- the onward transfer is required to fulfil a contractual obligation or pre-contractual measure on the request of the data subject;
- we are obliged by law to make such a transfer;
- The onward transfer is made based on our legitimate interest or on those of a third party.

## **8. Third countries**

The transfer of personal data to a third country or an international organisation outside the European Union (EU) or the European Economic Area (EEA) is subject to legal or contractual permission only in accordance with the provisions under Art. 44 et seq. GDPR. It means that pursuant to Art. 45 GDPR an adequacy decision of the EU commission must be present for the respective country, appropriate safeguards for data privacy under Art. 46 GDPR, or Binding Corporate Rules under Art. 47 GDPR do exist. In individual cases, a data transfer may be permissible based on exceptions in Art. 49 DS-GVO.

We may have integrated external services on our Facebook website whose providers are based in the USA. When these services are active, personal information is collected in connection with the provision of the respective service and may be transferred to servers in the USA and stored there. The European Court of Justice considers the USA to be a country with an insufficient level of data protection. When data is transferred to the USA, there is a fundamental risk that this data will be accessed by US authorities and used for control and monitoring purposes without this being communicated and without the possibility of legal redress.

## **9. Cookies**

This web site uses cookies. Cookies are small text files that your browser automatically creates and stores on your device (laptop, tablet, smartphone, PC, etc.) when you visit our website. Cookies do no harm to your device, nor do they contain any viruses or other malicious software. The cookie stores information which is created in relation to the specific device you are using. However, this does not mean that we become immediately aware of your identity. Cookies are mainly used to make the website more user-friendly, effective and secure.

Facebook uses cookies on this website, among others, for statistical evaluation of website visits, for the purpose of authentication, the targeted placement of advertisements, the provision of website functions and services, to recognize during your visit that you have already visited individual pages of this and other internet offers, and to optimize the user-friendliness of the web

site. For detailed information on how and on what legal basis Facebook uses cookies on this website, the personal data involved by the processing, duration of storage, joint data processing with third parties, and what options are available to you to control its use, please visit: <https://en-gb.facebook.com/policies/cookies>

Most browsers accept cookies automatically. However, if you do not wish to accept cookies, you can configure your browser so that no cookies are stored on your device or a message is displayed before new cookies are created. A general objection to the use of cookies used for online marketing purposes can be made for a variety of services, such as explained at <http://www.youronlinechoices.com/> or the opt-out page of the Network Advertising Initiative <http://optout.networkadvertising.org>. Facebook supports EIDAA to opt-out of interest-based online advertising from Facebook and other participating companies. However, disabling cookies may mean that you may not be able to use all the features of our website.

### **III. Facebook services**

For personal data that are collected within the framework of this web site by Facebook for their own purposes, Facebook fulfil their obligations under the GDPR with regard to the right of data subjects. You will receive information about your personal data and can correct or transmit them in your personal Facebook settings at <https://www.facebook.com/settings>. To object to data processing by Facebook or restrict data processing please visit:

<https://www.facebook.com/help/contact/1994830130782319>. Facebook comply with the obligation under Articles 13 and 14 GDPR to inform data subjects about the processing of personal data collected for their own purposes.

For more information on the collection, processing, disclosure, and use of personal data by Facebook, please refer to the data policy available at <https://en-gb.facebook.com/policy.php>. There. Facebook will present information on how to protect your privacy and introduces methods to prevent the transfer of data to Facebook. For an overview of the available Facebook plug-ins, please refer to: [https://developers.facebook.com/docs/plugins/?locale=en\\_US](https://developers.facebook.com/docs/plugins/?locale=en_US).

#### **1. Communication in the social network**

This website uses functionalities of Facebook's social network. Facebook enables participants in the social network to communicate and interact, to share opinions, experiences and to publish information.

#### **2. Facebook-Pixel**

This website uses the so-called "Facebook pixel". The use of this technology enables Facebook to associate visitors of this website with certain groups (for example, visitors to our website are linked to the areas of interest we have registered at Facebook, the so-called "Custom Audiences") in order to recognise them and to display specific advertisements. This technology aims at ensuring that users are shown only interest-oriented ads and to minimise inconvenience by improper advertising. Through the use of the Facebook pixel, Facebook can also track the effectiveness of ads for statistical purposes and track whether and how a user has used an offer after clicking on the advertisement.

For more information about the Facebook Pixel and how it works, please visit <https://www.facebook.com/business/help/651294705016616>. Details on how Facebook processes the data obtained, as well as general information about Facebook advertising, can be found on the Facebook data policy available at <https://www.facebook.com/about/privacy/update>. On your Facebook account under the heading "Settings" you also have the option available to object to the

collection of your data via the Facebook pixel and its use for the display of specific advertisements. You can find further information about these settings at <https://www.facebook.com/settings?tab=ads> (login required).

### **3. Access data and log files**

When you visit our Facebook business pages, information about your visit is automatically sent to the web server by the browser on your device. This information is stored in so-called page statistics by Facebook. For more information on how Facebook handles this information, please visit: <https://en-gb.facebook.com/business/a/page/page-insights>

## **IV. Our own processing activities**

### **1. Access data and log files**

We use Facebook page insights for an anonymous statistical analysis of page visits. The purpose of this data is to ensure a needs-based design and continuous optimisation of our page contents, to measure the success of marketing measures and to generate statistical evaluations. The legal basis of data processing is our overriding legitimate interest. Our legitimate interest follows from the purposes for data collection mentioned above. In no case do we use the data collected for the purpose of drawing conclusions about an individual person.

### **2. Contact requests**

If you want to get in touch with us via our Facebook business page, we will use your name. Other personal information can be provided by you on a voluntary basis. The processing of data is necessary for the purpose of contacting us and answering your request based on your voluntarily consent. All personal data collected in connection with your request will be deleted after your request has been processed, unless storage is required for the documentation of other transactions (for example, subsequent conclusion of a contract).

### **3. External content**

On our Facebook page we do link to external content on our own website. When clicking on the relevant links you will be redirected to <https://www.sika.com/>. The legal basis is our legitimate interest in the communication and promotion of our services. For more information on how we handle personal information on our website, please refer to: <https://bau.sika.com/de/privacy-notice.html>