



PRIVACY POLICY

27.07.2018

Voicepoint AG

Voicepoint AG

Schellerstrasse 14
CH-8620 Wetzikon
www.voicepoint.ch

Zentrale:
Tel. 0844 22 77 88
info@voicepoint.ch

Support:
Tel. 0844 22 77 90
support@voicepoint.ch

PRIVACY POLICY – VOICEPOINT AG

This privacy policy describes the type, scope and purpose of the processing of personal data within our online services and associated websites, functions and content as well as external online presences.

Data controller

Voicepoint AG
Zürcherstrasse 35
CH-8620 Wetzikon
+41 (0) 844 22 77 88
info@voicepoint.ch

Types of data processed

Inventory data (e.g. names, addresses)
Contact data (e.g. e-mail addresses, telephone numbers)
Content data (e.g. text entries, photographs, videos)
Usage data (e.g. visited websites, interest in content, access times)
Metadata/communications data (e.g. device information, IP addresses)

Purpose of processing

Provision of online services, functions and content
Answering contact requests and communicating with users
Security measures
Range measurement/marketing

Cookies

“Cookies” are small files that are stored on users’ computers. Different information can be stored within the cookies. Cookies are primarily used to store information about users (or the device on which the cookie is stored) during or after their visit to an online service. Temporary cookies or “session cookies” or “transient cookies” are cookies that are deleted after users leave an online service and close their browser. For example, these cookies can store the content of a shopping basket in an online shop or a login status. “Permanent” or “persistent” cookies are those that remain stored even after a browser has been closed. For example, a login status may be stored when users visit the site after several days. Likewise, these cookies can store the interests of users, which may be used for range measurement or marketing purposes. “Third-party cookies” refer to cookies that are offered by providers other than the person who manages the online service (otherwise, if they are their cookies only, they are called “first-party cookies”).

We can use temporary and permanent cookies and clarify this as part of our privacy policy.

If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in their browser’s system settings. The exclusion of cookies can lead to functional restrictions of this online service.

Hosting provider and server log files

The site provider automatically collects and stores information in so-called server log files, which are automatically transmitted to us by your browser. These contain:

- IP address
- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request

This data cannot be traced to specific users and is not merged with any other data sources. We reserve the right to check this data retrospectively if we become aware of concrete evidence of illegal use.

This data, as well as all data on this website, is stored with our hosting provider METANET AG, Hardstrasse 235, CH-8005 Zürich, whose privacy policy can be [found here](#).

SSL encryption

This website uses SSL encryption for reasons of security and to prevent the transfer of confidential information such as the enquiries you submit to us as the site operator. An encrypted link can be identified when the browser's address bar changes from "http://" to "https://" and a padlock symbol appears in your browser bar.

When SSL encryption is activated, the data you send us cannot be read by third parties.

Contact form

If you send us enquiries using the contact form, your data on the form, including the contact details you provide, will be stored for the purpose of processing the enquiry and for dealing with follow-up questions. This information will not be passed on without your consent.

Comments function

If you write a comment on our website, you may consent to storing your name, e-mail address and website in cookies. This is for your convenience so you do not have to re-enter all of your details if you write another comment. These cookies will be stored for one year.

If you have an account and you log in to our website, we will set a temporary cookie to determine whether your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and screen display choices. Login cookies last for two days and screen options cookies last for one year. If you select "Remember Me" when logging in, your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

Newsletter

The following information is intended to inform you about the contents of our newsletter and registration, dispatch and statistical evaluation procedures as well as your rights of objection. By subscribing to our newsletter, you agree to receiving the newsletter and to the relevant procedures as described.

Content of the newsletter: We will only send newsletters, e-mails and other electronic messages containing promotional information (hereinafter referred to as the “newsletter”) with the consent of the recipient or in the event of legal authorisation. If the contents of a newsletter are specifically described within the scope of a registration, they shall be decisive for the consent of users. Our newsletters also contain information related to our products, offers, promotions and our company.

Mailing service provider: Our newsletter is sent via “MailChimp” (hereinafter referred to as the “mailing service provider”). The mailing service provider’s privacy policy can be viewed here: <https://mailchimp.com/privacy>.

The e-mail addresses of our newsletter recipients, as well as other data described in this information, are stored on the servers of the mailing service provider. The mailing service provider uses this information to send and evaluate the newsletter on our behalf. Furthermore, the mailing service provider can use this data according to its own information to optimise or improve its own services, e.g. to technically optimise the sending and presentation of the newsletter or for economic purposes, in order to determine from which countries the recipients come. However, the mailing service provider does not use the data of our newsletter recipients to contact them or pass them on to third parties.

Login details: To subscribe to the newsletter, users simply need to enter their e-mail address.

Statistical surveys and analyses

Our newsletters contain a so-called “web beacon”, i.e. a pixel-sized file that is retrieved from the server of the mailing service provider when the newsletter is opened. As part of this retrieval, technical information is collected regarding for example your browser and system, your IP address and time of retrieval. This information is used to technically improve our services based on the technical data or the target groups and their reading behaviour and their retrieval locations (which can be determined using IP addresses) or access times. These statistical surveys also involve determining whether newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to individual newsletter recipients. However, it is neither our intention, nor that of the mailing service provider, to monitor individual users. These evaluations serve much more to enable us to identify the reading habits of our users and to adapt our contents accordingly or to send different content according to the interests of our users.

Cancellation/revocation: You may cancel the receipt of our newsletter at any time, i.e. revoke your consent. At this point, your consent to its dispatch via the mailing service provider and the statistical analyses will simultaneously expire. Unfortunately it is not possible to cancel dispatch via the mailing service provider and statistical analysis separately. A link to cancel the newsletter can be found at the end of each newsletter.

Integration of third-party services and content

There may be cases where content or services from third-party providers, such as maps or fonts from other sites are integrated into our online services. For this, it is necessary that the third-party provider detects the user’s IP address, as they would not be able to transmit content to the respective browser without it. The IP address is therefore required to display these contents. Furthermore, providers of third-party content can set their own cookies and process users’ data for their own purposes. In doing so, user profiles can be created from the processed data. We will use this content in a data-saving and data-avoiding manner as far as possible and select reliable third-party providers with regard to data security.

The following presentation provides an overview of third-party providers and their content, together with links to their privacy policies which contain further information on the processing of data and, in some cases already mentioned here, rights of objection (opt-out options):

Google Fonts

We incorporate the fonts (“Google Fonts”) provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. For more information about Google’s data usage as well as settings and opt-out options, please read Google’s Privacy Policy (<https://policies.google.com/privacy/>) and Google’s ads settings (<https://adssettings.google.com/>).

Google ReCaptcha

We incorporate the bot detection feature (“ReCaptcha”), provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. For more information about Google’s data usage as well as settings and opt-out options, please read Google’s Privacy Policy (<https://policies.google.com/privacy/>) and Google’s ads settings (<https://adssettings.google.com/>).

Google Maps

We incorporate maps from the “Google Maps” service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. For more information about Google’s data usage as well as settings and opt-out options, please read Google’s Privacy Policy (<https://policies.google.com/privacy/>) and Google’s ads settings (<https://adssettings.google.com/>).

Google Analytics

We use Google Analytics, a web analysis service provided by Google Inc. (“Google”). Google uses cookies. The information generated by cookies concerning use of the online services by users is generally transmitted to a Google server in the USA and stored there.

Google uses this information on our behalf to evaluate the use of our online services, to compile reports on website activities and to provide us with further services connected with the use of our online services. Pseudonymous user profiles can be created from the processed data.

We only use Google Analytics with activated IP anonymisation. This means that the IP address of users within Member States of the European Union or in other states party to the Agreement on the European Economic Area is shortened by Google. Only in exceptional cases will the full IP address be 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 prevent cookies being stored by setting their browser software accordingly; users may also prevent Google from collecting data generated by cookies and relating to their use of the website and from processing this data by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

For more information on how Google uses data for advertising purposes, settings and opt-out options, see the following pages on Google’s website:

<https://policies.google.com/technologies/partner-sites/> (“Data usage by Google when using websites or apps of our partners”), <https://policies.google.com/technologies/ads/> (“Use of data for advertising purposes”), <https://adssettings.google.com/> (“Control the information Google uses to show you ads”) and <https://adssettings.google.com/> (“Choose which ads Google shows you”).

Tracking is activated. Users can deactivate this. OR
Tracking has been deactivated. Users can reactivate this.

Google AdWords

We employ the services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, (“Google”) based on our own legitimate interests (i.e. interest in the analysis, optimisation and efficient operation of our online services in accordance with art. 6, para. 1 (f) GDPR).

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 Google’s “AdWords” online marketing process to place ads in Google’s advertising network (e.g. in search results, videos, on web pages, etc.) to ensure that they are shown to users who have a presumed interest in the ads. This enables us to place advertisements for and within our online services in a more targeted manner, only presenting users with advertisements they may be interested in. If, for example, a user is shown advertisements for products he has expressed an interest in when using other online services, this is called “remarketing”. For this purpose, Google immediately executes a Google code when our or other websites that are active on the Google advertising network are visited and (re)marketing tags (invisible images or code, also referred to as “web beacons”) are integrated into the website. These help store an individual cookie, i.e. a small file, on the user’s device (similar technologies may also be used instead of cookies). This small file keeps track of the websites a user has visited, the items the user was interested in and the offers the user clicked on, plus technical information about the browser and operating system, referring websites, time spent on a website and other information on the use of the online services.

We also receive an individual “conversion cookie”. The information collected with the help of this cookie enables Google to put together conversion statistics on our behalf. However, we are only informed anonymously of the total number of users who clicked on our ads and were referred to our page that contains a conversion tracking tag. We do not receive information that allows us to personally identify users.

Within the Google advertising network, user data is processed under a pseudonym, i.e. Google does not store or process the user’s name or e-mail address, but only processes relevant data for each cookie by means of user profiles with pseudonyms. This means that, from Google’s perspective, ads are not managed and displayed to a specific identified individual but instead to the owner of the cookie, regardless of who that is. This does not apply if a user has expressly given Google his or her consent to process the data without pseudonymisation. The information on users that is collected is transferred to Google and saved on Google’s servers in the USA.

For more information about Google’s data usage as well as settings and opt-out options, please refer to Google’s privacy policy (<https://policies.google.com/technologies/ads>) and Google’s ad settings (<https://adssettings.google.com/authenticated>).

Payment services and procedures

All standard methods of payment can be processed using the interface of the Saferpay e-payment platform. Saferpay is provided by SIX Payment Services AG, Hardturmstrasse 201, CH-8005 Zürich. Saferpay complies with all current security standards, in particular the Payment Card Industry Data Security Standard (PCI DSS).

For more information, please refer to the privacy policy of SIX Payment Services by visiting <https://six-payment-services.com/de/services/legal/privacy-statement.html>.

Privacy arrangements for applications and the application process

The data controller collects and processes the personal data of applicants for the purpose of administering the application process. This processing may include processing by electronic means, particularly in cases where an applicant transmits application documents to the data controller by electronic means such as e-mail or using an online form. If the data controller enters into a contract of employment with an applicant, the transmitted data will be stored for the purpose of administering the employment relationship and taking into account the relevant legal provisions. If the data controller does not enter into a contract of employment with the applicant, the application documents will automatically be erased two months after the decision was taken to decline employment, provided that this does not conflict with the legitimate interests of the data controller. To this end, other legitimate interests may include burden of proof obligations relating to proceedings under the General Act on Equal Treatment (AGG).

Rights of users and deletion of data

Users have the right, upon request, to obtain free information about the personal data we have stored about them.

Users also have the right to correct incorrect data, revoke consent, and to block and delete their personal information.

The data we store is deleted as soon as we no longer need it for its intended purpose and if no statutory storage obligations apply.

You can contact us at any time using the address given in the legal notice if you have any further questions about personal data.

Right to information, deletion, blocking

You have the right, at all times, to request information about your stored personal data, its origin, its recipients and the purpose of its collection at no charge. You also have the right to request that it be corrected, blocked or deleted. You can contact us at any time using the address given in the legal notice if you have any further questions about personal data.

Changes to the Privacy Policy

We reserve the right to change the privacy policy, for the purpose of adapting it to changed legal requirements, or for changes to the service and data processing. However, this only applies to declarations of data processing. If the consent of users is required or elements of the privacy policy contain provisions of a contractual relationship with users, the changes will only be made with the users' consent.

Wetzikon, 27.07.2018