

# BÜHLMANN Privacy Policy

## BÜHLMANN Laboratories AG's Online Privacy Policy

BÜHLMANN and its affiliates are concerned about privacy issues of visitors to our Web sites and users of our different online offers via apps or otherwise. BÜHLMANN would like its customers and visitors to our Web sites to be familiar with how your personal information is collected, used and displayed.

### 1. Information and Contact Details of the Controller of Personal Data of Customers and Visitors to Our Web Sites:

**Organisation Name:** BÜHLMANN Laboratories Ltd.

**Address:** Baselstrasse 55, 4124 Schönenbuch

**Country:** Switzerland

**Web Sites:** [www.buhmannlabs.ch](http://www.buhmannlabs.ch), [www.calprotectinassays.ch](http://www.calprotectinassays.ch), [www.ibdoc.net](http://www.ibdoc.net)

Email of our IT support team: [info@buhmannlabs.ch](mailto:info@buhmannlabs.ch).

### 2. Generalities

This privacy policy ("policy") applies to information that BÜHLMANN collects through online activities that refer to this policy including websites, emails, apps and other online interactive features, e.g. social media offers ("online services"). BÜHLMANN strictly observes the conditions of this policy when collecting, maintaining, and securing personal information online. This policy does not apply to personal information collected from offline resources and communications, except in cases where such personal information is merged with personal information collected by BÜHLMANN online. This policy does not apply to third-party online resources to which BÜHLMANN's online services may link, where BÜHLMANN does not control the content or the privacy practices of such resources.

### 3. Means and Purposes of Data Collection and Data Processing

#### a. Information that Customers and Visitors Voluntarily Share with BÜHLMANN

##### Personally identifiable information

If a visitor only visits our website without providing personal information, BÜHLMANN does not collect any personally identifiable information such as name, address, telephone number, email address or other identifying information ("Personal Data").

Should BÜHLMANN's customers or visitors choose to submit Personal Data to BÜHLMANN, BÜHLMANN collects and stores such Personal Data whilst using the services or requesting information from BÜHLMANN to enable processing of the order or enquiry.

BÜHLMANN uses the Personal Data in an effort to provide customers and visitors with a superior customer experience on the site and to improve and market BÜHLMANN's services.

If customers or visitors register with BÜHLMANN or provide details on any of BÜHLMANN's enquiry forms, BÜHLMANN will create a profile that includes your name, mailing address, email address, and other information that you provide and that is pertinent to your specific situation.

However, BÜHLMANN may verify or enrich the information you provide by combining it with data gathered from other public sources. This enables BÜHLMANN to understand your requirements further and provide you with the most pertinent information and services.

Specifically, BÜHLMANN may use data:

- To process your order
- To contact you in response to a specific enquiry
- To customise your website experience
- To improve the products and services we provide
- To contact you about new technologies, events, products, services, offers, competitions or market research of legitimate interest and relevance to your company or role as we understand it

All our communications provide a means for recipients to opt out of receiving further material from BÜHLMANN.

BÜHLMANN may use Personal Information submitted by business partners or professional visitors on parts of BÜHLMANN's online services especially designed for business and professional users, to fulfil their requests and develop the business relationship. BÜHLMANN may share such information with third parties acting on BÜHLMANN's behalf.

In any case, BÜHLMANN treats Personal Data with the utmost care and confidentiality. Such information will not be forwarded to or shared with any third party unless expressly agreed upon by the customer or visitor or in case a third party provides a clearly described service on BÜHLMANN's behalf. In the latter case, BÜHLMANN obliges the third party (i) only to use the Personal Data for the fulfillment of its services and (ii) to comply with BÜHLMANN's policy.

#### Aggregate information

In some cases, BÜHLMANN removes personal identifiers from Personal Data provided to BÜHLMANN and maintains the data in aggregate form. BÜHLMANN may combine this data with other information to produce anonymous, aggregated statistical information (e.g. number of visitors, originating domain name of the Internet Service Provider), helpful for improving BÜHLMANN's products and services.

**b. Automatically Collected Information**

BÜHLMANN and some third party providers automatically receive certain types of information when interacting with BÜHLMANN's online services. Automatic technologies and services may include IP addresses, cookies, and third party application and content tools.

IP Addresses

BÜHLMANN collects IP addresses to conduct system administration and report aggregate information to affiliates, business partners and/or vendors to conduct site analysis and website performance review.

Cookies

Cookies allow BÜHLMANN to store information on the server to help make the experience of BÜHLMANN's online services better for its customers and visitors and to conduct site analysis and website performance review. Most browsers are set up to accept cookies, although the browser may be reset to refuse all cookies or to indicate when a cookie is being sent. Note, however, that some portions of BÜHLMANN's online services may not work properly if cookies are not accepted.

Services based on third party applications

BÜHLMANN may provide services based on third party applications and content tools on certain online services such as Google Maps. These third parties may automatically receive certain types of information whenever interacting with BÜHLMANN on its online services using such third party applications and tools.

**4. Legitimate Interest of Data Processing**

BÜHLMANN processes your data under the lawful basis of legitimate interests with justification for the processing, since it is only used in B2B communications as you would reasonably expect and with minimal privacy impact.

**5. Security**

BÜHLMANN uses technology and security precautions, rules and other procedures to protect its customers' and visitors' Personal Data from unauthorised access, improper use, disclosure, loss, and destruction. To ensure the confidentiality of Personal Data, BÜHLMANN uses also industry standard firewalls and password protection. It is, however, the customers' and visitors' personal responsibility to ensure that the computer system used is adequately secured and protected against malware, such as trojans and viruses. Without adequate security measures, there is a risk that the data and passwords of BÜHLMANN's customers and visitors may be misused.

BÜHLMANN, including its affiliates or distributors worldwide and/or the companies hired to perform services on BÜHLMANN's behalf will use any Personal Data information submitted by its customers and visitors to BÜHLMANN. BÜHLMANN retains control of and responsibility for the use of this information. Some of this data may be stored or processed at servers located in other jurisdictions, such as the EU, Canada or the United

States, whose data protection laws may differ from the jurisdiction which is applicable to this privacy policy or the jurisdiction of BÜHLMANN's customers' or visitors' domicile. In such cases, BÜHLMANN will undertake all reasonable steps that appropriate protections are in place to oblige the data processor in that country to maintain protections on the data that are equivalent to the laws in Switzerland.

## 6. Choices and Rights of Customers and Visitors regarding Personal Data

BÜHLMANN's customers and visitors may decide not to submit any Personal Data at all by not transmitting it to BÜHLMANN. As soon as Personal Data is submitted to BÜHLMANN, the customers and visitors have the right to see and correct their data at any time by contacting BÜHLMANN (by any communications means established between you and BÜHLMANN or by email to [webmaster@buhlmannlabs.ch](mailto:webmaster@buhlmannlabs.ch)). Such requests will be handled by BÜHLMANN within reasonable time (generally within 30 days) and free of charge. BÜHLMANN may require a proof of your identity.

If BÜHLMANN's customers or visitors choose to benefit from certain services that involve the transmission of Personal Data, such as a newsletter, it is possible to unsubscribe at any time by contacting BÜHLMANN or follow the "unsubscribe"-link on each newsletter.

## 7. Data Sharing and Transfer with third parties

BÜHLMANN shares Personal Data of its customers and visitors with contracted outside companies or agents doing technological maintenance or working on BÜHLMANN's behalf to help fulfilling business transactions and analysis services. BÜHLMANN may also share Personal Data with its subsidiaries and affiliates in order to fulfill the purposes as set out in this policy. All these companies and agents are required to comply with the terms of BÜHLMANN's privacy policies and all applicable laws and regulation regarding data protection.

BÜHLMANN may also disclose Personal Data connection with the sale, assignment or other merger of the business of the online service to which the data relates; to respond to legitimate requests of government agencies, where required by applicable laws, court order, or government regulation; or if needed for corporate audits or a security threat.

### No Third-Party Direct Marketing Use

BÜHLMANN will not sell or otherwise transfer Personal Data provided to BÜHLMANN to any third party for its own direct marketing use unless a clear notice is provided to and an explicit consent is obtained from BÜHLMANN's customers and visitors that the data may be shared in this manner.

### Email a Friend or Colleague

On some BÜHLMANN online services, it is possible to send a link or a message to a friend or colleague referring them to one of BÜHLMANN's online services. Email addresses provided for a friend or colleague will be used to send the designated recipient information on the sender's behalf and will not be collected or used by BÜHLMANN or another third party for additional purposes.

### Google Analytics

BÜHLMANN websites may use [Google Analytics](#), a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, as mentioned above please note that if you do this you may not be able to use the full functionality of a BÜHLMANN website. Furthermore, you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

## **8. Retention Period of Personal Data**

BÜHLMANN keeps Personal Data for the duration of the period you are a customer of BÜHLMANN. We shall retain your Personal Data only for as long as necessary in accordance with applicable laws.

On the closure of your account, BÜHLMANN may keep your data for up to ten (10) years. BÜHLMANN may not be able to delete your data before this time due to our legal and/or accountancy obligations. BÜHLMANN assures you that all Personal Data shall only be used for the purposes stated herein.

## **9. Social Media**

### **a. Purpose of BÜHLMANN's Social Media Pages**

The purpose of BÜHLMANN's social media pages (e.g. on LinkedIn, Xing, Google Business / Google+, Facebook, Twitter or YouTube) is to provide information about BÜHLMANN and its services to the interested public. BÜHLMANN welcomes contributions to its pages. The information provided by BÜHLMANN or its staff members on BÜHLMANN's social media pages is for information purposes only and not for committing any legal act of any kind whatsoever.

### **b. Posts by Customers and Visitors**

When contributing to BÜHLMANN's pages, customers and visitors are obliged to observe the following rules of conduct. Customers and visitors shall

- be respectful of others and their opinions. BÜHLMANN will not permit any comments or images that are defamatory, discriminatory, malicious, racist, sexist, obscene, otherwise abusive or that threaten others, or includes offensive comments about specific, named individuals or organizations;

- not post content of which they do not have the right to post, in particular content that infringes the intellectual property or privacy of others, or advocates illegal activity of any kind;
- not post any content that contains viruses, malware, spyware or the like, or has links to inappropriate websites;
- only post information that is deemed for public use and shall not include any confidential or sensitive information or any information that could harm BÜHLMANN or its affiliates;
- keep their postings relevant, in particular address the stated topic of the pages; and
- not post any advertisements or disseminate spam.

BÜHLMANN reserves the right to delete comments that BÜHLMANN deems to be inappropriate, offensive, or off-topic, including advertising. In addition, BÜHLMANN may remove identical posts by the same user or multiple users.

### **c. Important Notices**

As BÜHLMANN's social media pages are public pages and anyone can participate, BÜHLMANN is not responsible for views expressed other than its own. By contributing to BÜHLMANN's social media pages, customers and visitors consent that any information provided may be used by BÜHLMANN and/or third parties, including the owner/operator of the social media platform according to their privacy policies and third parties that act on BÜHLMANN's behalf for the purposes explained in this policy, e.g. for evaluating the effectiveness of marketing and statistical analysis. Please be aware that BÜHLMANN's social media pages are public (unless otherwise declared), which means that anyone can see the posts on BÜHLMANN's pages, and these may show up in search-engine results. Please note also that BÜHLMANN's social media pages are not intended as a way to contact BÜHLMANN with regard to business or client relationships. Any comments or activity arising from persons sharing or otherwise reproducing any communications published by BÜHLMANN is not controlled, endorsed or monitored by BÜHLMANN. BÜHLMANN is not responsible for the privacy or security policies or practices on social media services or on any of the third party websites that the social media platforms or any other social media channels may link to.

## **10. Links to Other Sites**

BÜHLMANN's online services contain links to other online resources that may offer useful information or services to customers and visitors. This policy does not apply to those sites, and we recommend contacting them directly for information on their privacy policies.

## **11. Privacy Compliance**

BÜHLMANN's privacy policy is compliant with the Swiss Data Protection Act (DSG).

## 12. Privacy Support

If you have an enquiry or concern about BÜHLMANN's privacy, please contact:

By post: Bühlmann Laboratories Ltd., Baselstrasse 55, 4124 Schönenbuch, Switzerland

By email: [webmaster@buhlmannlabs.ch](mailto:webmaster@buhlmannlabs.ch).