

POLO & LUXURY®

Data Protection – Privacy Police

This Privacy Policy clarifies the nature, scope and purpose of personal data processing within the online offering of POLO&LUXURY and its websites, features and content associated with it, as well as external online presence, for example our social media profile (collectively referred to as the "online offering"). With regard to the terminology used, for example "processing" or "responsible" we refer to the definitions in Article 4 of the General Data Protection Regulation (GDPR).

Types of processed data:

- Inventory data (for example names, surnames, addresses)
- contact information (for example e-mail, phone numbers)
- content data (for example text input, photographs, videos)
- usage data (for example websites visited, interest in content, access times)
- Meta / communication data (for example device information, IP addresses)
- Categories of affected persons

POLO&LUXURY may collect and process the following personal information about you:

Personal information you give to POLO&LUXURY: This is information about you that you give to us by entering information via our websites or our social media pages or by corresponding with us by phone, email or otherwise and is provided entirely voluntarily. The information you give to us includes your name, contact details (Name, surname, email address and address), enquiry details and your order/download of our digital or hard Cover Coffee Table Book or POLO&LUXURY Magazine.

Personal information we collect about you: Polo&Luxury may automatically collect the following personal information: our web servers store as standard details of your browser and operating system, the website from which you visit our website, the pages that you visit on our website, the date of your visit, and, for security reasons, e.g. to identify attacks on our website, the Internet protocol (IP) address assigned to you by your internet service. We collect some of this information using cookies. We may also collect any personal information which you allow to be shared that is part of your public profile on a third party social network.

We process our clients' data as part of our contractual services that include conceptual and strategic consulting, campaign planning, software and design

development / consulting or maintenance, campaign / process / handling implementation, server administration, data analysis / consulting services, and training services. Here we process stock data (for example customer master data, such as names or addresses), contact data (for example e-mail, telephone numbers), content data (for example text input, photographs, videos), contract data (for example subject matter, term), payment data (for example Bank details, payment history), usage and metadata (for example as part of the evaluation and success measurement of marketing measures). We only process special categories of personal data if the processing is necessary for the provision of contractual services, billing and our customer service. The legal basis for processing results from Art. 6 para. 1 lit. b DSGVO (contractual services), Art. 6 para. 1 lit. f DSGVO (analysis, statistics, optimization, security measures).

Disclosure to external parties will only be made if required by an order. In the processing of the data provided to us within the framework of an order, we act in accordance with the instructions of the client as well as the legal requirements of an order processing acc. Art. 28 DSGVO and process the data for no other purpose than the order. We delete the data after expiration of legal warranty and comparable obligations. The necessity of keeping the data is checked every three years; in the case of legal archiving obligations, the deletion takes place after its expiry (6 years, pursuant to § 257 (1) HGB, 10 J, in accordance with § 147 (1) AO). In the case of data disclosed to us in the context of an order by the client, we delete the data according to the specifications of the order, in principle after the end of the order.

How we use your personal information, where you have provided consent.

We process the data of our customers as part of the ordering process in our online shop to allow them to select and order the selected products and services, as well as their payment and delivery, or execution. The processed data includes inventory data, communication data, contract data, payment data and those affected by the processing belong to our customers, prospects and other business partners.

Processing is for the purpose of providing contractual services in the context of operating an online shop, billing, delivery and customer service.

We use and process your personal information to send you our newsletter if you have sign in for the newsletter. We use the double in check out procedure when registering for the newsletter. This confirmation is necessary so that nobody can register with external e-mail addresses. The registration for the newsletter will be logged in order to prove the registration process according to the legal requirements. This includes the storage of the logon and the confirmation time, as well as the IP address. You can terminate the receipt of our newsletter at any time, ie. Revoke your consent. A link to cancel the newsletter can be found at the end of each newsletter. We may save the submitted email addresses for up to three years based on our legitimate interests before we delete them to provide prior consent.

Others who may receive or have access to your personal information

We may disclose your information to our third party service providers and other organisations for the purposes of providing services to us or directly to you on our behalf. Such third parties may include cloud services providers (such as hosting and email management) or administrative services or other third parties who provide services to us.

When we use third party service providers, we only disclose to them any personal information that is necessary for them to provide their service and we have a contract in place that requires them to keep your information secure and not to use it other than in accordance with our specific instructions.

Where we store your personal information outside our home contry

Switzerland

All information you provide to us may be transferred to countries outside our home country (Switzerland). By way of example, this may happen where any of our group companies are incorporated in a country outside of Switzerland or if any of our servers or those of our third party service providers are from time to time located in a country outside of Switzerland. These countries may not have similar data protection laws to the Switzerland.

If we transfer your information outside of Switzerland in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy. These steps include imposing contractual obligations on the recipient of your personal information or ensuring that the recipients are subscribed to 'international frameworks' that aim to ensure adequate protection. If you use our services whilst you are outside Switzerland, your information may be transferred outside the EEA in order to provide you with those services.

How long we keep your personal information for

If we collect your personal information, the length of time we retain it is determined by a number of factors including the purpose for which we use that information and our obligations under other laws. We do not retain personal information in an identifiable format for longer than is necessary.

We may need your personal information to establish, bring or defend legal claims, in which case we will retain your personal information for 6 years after the last occasion on which we have used your personal information. The only exceptions to this are where: the law requires us to hold your personal information for a longer period, or delete it sooner;

Your rights

You have a number of rights in relation to your personal information under data protection law. In relation to certain rights, we may ask you for information to confirm your identity and, where applicable, to help us to search for your personal information. Except in rare cases, we will respond to you within 30 days after we have received this information or, where no such information is required, after we have received your request.

Accessing your personal information

You have the right to ask for a copy of the information that we hold about you by emailing (office@polo-luxury.com) or writing to us at the following address.

Media Professional GmbH
POLO&LUXRY
Rinderberg 11
CH 6166 Hasle

Correcting and updating your personal information

The accuracy of your information is important to us. If you change your name or address/email address, or you discover that any of the other information we hold is inaccurate or out of date, please let us know, please

Withdrawing your consent

You may withdraw your consent at to using your personal data any time by contacting us by emailing (office@polo-luxury.com) or writing to us at the following address.

Media Professional GmbH
POLO&LUXRY
Rinderberg 11
CH 6166 Hasle

Use of cookies

We use cookies. A cookie (is a simple computer file made of text. The information stored in cookies can be used to personalise the experience when using a website. A website can use cookies to find out if someone has visited a website before and record information (data) about what they did.

We can use temporary and permanent cookies and clarify this in the context of our privacy policy. If you do not want cookies stored on their machine, they will be asked to disable the option in their browser's system settings. Saved cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer. A general objection to the use of cookies used for online marketing purposes can be found in a variety of services, especially in the case of tracking, via the US website <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/> be explained. Furthermore, the storage of cookies can be achieved by switching them off in the settings of the browser. Please note that not all features of this online offer may be used.

Links to other websites

The POLO&LUXURY-website may contain links to other websites run by other companies or organisations which we do not control. We are not responsible for the privacy policies and practices of other websites and Apps (even if you access them using links that we provide) and we provide links to those websites solely for your information and convenience. We specifically disclaim responsibility for their content, privacy practices and terms of use, and we make no endorsements, representations or promises about their accuracy, content or thoroughness. Your disclosure of personal information to third party websites is at your own risk. In addition, if you linked to the POLO&LUXURY-website from a third party website, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party website.

Online presence in social media

We maintain online presence within social networks and platforms in order to communicate with customers, prospects and users active there and to inform them about our services. When calling the respective networks and platforms, the terms and conditions and the data processing guidelines apply to their respective operators. Unless otherwise stated in our Privacy Policy, we process users' data as long as they communicate with us within social networks and platforms, for example write posts on our online presence or send us messages.

Google Analytics

We want the content of our websites to match your preferences as closely as possible, thereby improving what we offer you. To identify especially popular areas of our websites, we use the following analysis tools: Google Analytics and Adobe Analytics. Google and Adobe Analytics uses cookies. The information generated by the cookie about the use of the online offer by the users are usually transmitted to a Google server in the USA and stored there.

Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities within this online offering and to provide us with further services related to the use of this online offer and the internet usage. In this case, pseudonymous user profiles of the processed data can be created.

Google is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation.

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Online presence in social media

We maintain online presence within social networks and platforms in order to communicate with customers, prospects and users active there and to inform them about our services. When calling the respective networks and platforms, the terms and conditions and the data processing guidelines apply to their respective operators. Unless otherwise stated in our Privacy Policy, we process users' data as long as they communicate with us within social networks and platforms, e.g. Write posts on our online presence or send us messages.

Facebook

POLO&LUXURY maintains a Facebook account where he shares news from the international polo and lifestyle scene as well as product recommendations with his followers and friends. When a user invokes a feature of the POLO&LUXURY online offering that includes such a plugin, their device establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to the device of the user and incorporated by him into the online offer. In the process, user profiles of the processed data can be created. We therefore have no influence on the amount of data that Facebook collects with the help of this plugin.

Facebook is certified under the Privacy Shield Agreement, providing a guarantee to comply with European privacy legislation.

Privacy Policy:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

Youtube

We may embed the videos on the YouTube platform of Google LLC.

Privacy Policy: <https://www.google.com/policies/privacy/>

opt-out: <https://adssettings.google.com/> authenticated.

LinkedIn

Within our online offering, features and content of the LinkedIn service offered by LinkedIn Ireland Unlimited may be incorporated. For this, e.g. Content such as images, videos, or text and buttons that allow users to share content from this online offering within LinkedIn. If the users are members of the platform LinkedIn. LinkedIn can assign the for example. LinkedIn may assign contents and functions to the user profiles there.

Data protection: <https://www.linkedin.com/legal/privacy-policy>

Opt-Out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

Instagram

Within the POLO&LUXURY online offering, features and content of the Instagram service offered by Instagram Inc., Menlo Park, CA, 94025, USA, may be incorporated. For this, e.g. Content such as images, videos, or text and buttons that allow users to share content from this online offering within Instagram. If the users are members of the platform Instagram, Instagram can call the for example assign contents and functions to the user profiles there.

Instagram privacy policy: <http://instagram.com/about/legal/privacy/>.

Twitter

Within POLO&LUXURY online offering, features and content of the Twitter service offered by Twitter Inc. may be incorporated. For this, for example content such as images, videos, or text and buttons that allow users to share content from this online offering within Twitter.

Data protection:

<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>

Privacy Policy: <https://twitter.com/privacy>

opt-out: <https://twitter.com/personalization>

Google Maps

POLO&LUXURY online offer include maps from the Google Maps service provided by Google LLC, USA. The processed data may include, in particular, users' IP addresses and location data, but these are not collected without their consent

(usually as part of the settings of your mobile devices). The data can be processed in the USA.

Privacy Policy: <https://www.google.com/policies/privacy/>

opt-out: <https://adssettings.google.com/authenticated>

Responsible Compagny
POLO&LUXURY
Media Professional GmbH
Rinderberg 11
56068 Hasle
Switzerland

Tel. +41 44 586 29 64
office@polo-luxury.com

Imprint: <https://www.polo-luxury.com/imprint>

Managing Directors: Birgit Hügli-Herrmann and Christoph Hügli

ID no. CHE 100.143274

Commercial Registry Office: Lucerne

Jurisdiction: Hasle