

Data protection (12.12.2023)

Pekabo.ch GmbH, Sagenmattstrasse 7 in 6003 Lucerne, Switzerland is maintaining the website www.pekabo.ch and is responsible for its offers and services. Your trust as a customer and the protection of your data is very important to us. We are obligated to the Swiss data security and obey all the Swiss law of data security (DSG) (VDESIG) (FMG). For your better understanding, please read the following information:

1. Scope and purpose of the collection, processing and use of personal data

Log file - Calling up our website

You can visit our website without providing any personal information.

When you visit our website, the servers of our hosting provider (cyon GmbH, Brunngässlein 12, CH-4052 Basel) temporarily store every access in a log file. The following data are collected without your intervention and stored until it is automatically deleted by us:

- the IP address of the requesting computer,
- the name of the owner of the IP address range. (Internet provider)
- the date and time of the access,
- the website from which the access was made (referrer URL), if applicable with the search word used,
- the name and URL of the file accessed,
- the status code (e.g. error message),
- the operating system of your computer
- the browser you use (type, version and language),

The collection and processing of this data is carried out for the purpose of enabling the use of our website (connection establishment), to permanently guarantee system security and stability as well as for error and performance analysis and enables us to optimise our website.

In the case of an attack to the website's network infrastructure or suspicion of other unauthorised or abusive website use, the IP address and other data will be evaluated for the purpose of clarification and defence and, if necessary, used in criminal proceedings to identify and take civil and criminal actions against the users concerned.

Finally, when visiting our website, we use cookies as well as applications and tools which are based on the use of cookies. In this context, the data described here may also be processed. You will find more details on this in the other subsequent sections of this data protection declaration, in particular section 8.

1.1 Order

We only collect personal data if which you have given to us as part of your order for goods or when opening a customer account. We only use your data to process the contract, to process your orders, to deliver the ordered products and to ensure correct payment. We only pass on your data to third parties if this is directly necessary to process the contract. necessary for the execution of the contract.

To place orders, you can order as a guest or open a customer account.

1.2 Shopping as a customer

You have the option of placing orders in our online shop and opening a customer account at the same time.

When registering for a customer account, we collect the following data:

- Salutation
- First and last name
- Billing address and delivery address
- Mail address
- Telephone number
- Date of birth (required as age check, we only deliver to persons over 18)
- Password (encrypted)
- Payment method (invoice, TWINT, credit card, Postfinance)

The data is collected for the purpose of providing the customer with password-protected access to his customer area. The customer can view his completed and open orders or manage or change his personal data

1.3 Shopping as a guest

When ordering as a guest, we collect the following data:

- Salutation
- First and last name
- Billing address and delivery address
- Mail address
- telephone number
- Date of birth (required as age check, we only deliver to persons over 18)
- Payment method (invoice, TWINT, credit card, Postfinance)

When shopping as a guest, it is not possible to manage your completed or open orders. When placing a new order, all details must be entered again.

1.4 Newsletter

You will only receive a newsletter by your own request. It is only possible to subscribe to our newsletter as a customer. No additional data is collected.

To avoid misuse and to ensure that the owner of an e-mail address has actually given their consent themselves, we use the so-called double opt-in for registration. After sending the registration, you will receive an e-mail from us containing a confirmation link. To definitely register for the newsletter, you must click on this link. If you do not click within the specified period, our newsletter will not be sent to this address.

By registering, you give the permission to the processing of this data in order to receive news from us about our company and/or about our articles. We will use your data for email distribution until you revoke your consent. Revocation is possible at any time, in particular via the unsubscribe link in all our newsletter emails or via your customer account. By subscribing to the newsletter, you also consent to the statistical evaluation of user behaviour for the purpose of optimising and adapting the newsletter. Sendinblue GmbH is used as the newsletter software. Your data will be transmitted to Sendinblue GmbH. Sendinblue GmbH is prohibited from selling your data and using it for purposes other than sending newsletters. Sendinblue GmbH is a German, certified provider that has been selected in accordance with the requirements of the General Data Protection Regulation and the Federal Data Protection Act.

Further information can be found here: <https://de.sendinblue.com/informationen-newsletter-empfaenger/?rtype=n2go>

You can withdraw your permission to the storage of data, the e-mail address and their use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter.

The data protection measures are always subject to technical updates, which is why we ask you to inform yourself about our data protection measures at regular intervals by consulting our data protection declaration.

2. Right to information, deletion and rectification

You can ask for information about your personal data stored by us free of charge at any time. A formal request for information must be made in writing or by e-mail and must include proof of identity. Furthermore, you can also have your data corrected or deleted at any time, provided that there is no legal retention period to the contrary. This can be done by sending an appropriately worded e-mail to info@pekabo.ch. We would like to point out that in the event that your data is deleted, that it will not be possible to use our services or not to the full extent.

3. Data security

We use appropriate technical and organisational security measures to protect your personal data stored with us against manipulation, partial or complete loss and against unauthorised access by third parties.

Our employees and the service companies commissioned by us are obliged by us to maintain confidentiality and data protection. Furthermore, these persons are only granted access to personal data to the extent necessary to fulfil their tasks.

Our security measures are continuously improved and adapted in line with technological developments. However, the transmission of information via the Internet and electronic means of communication always involves certain security risks and even we cannot provide an absolute guarantee for the security of information transmitted in this way.

4. Transfer of personal data abroad

We are also entitled to transfer your personal data to third parties abroad if this is necessary to carry out the data processing mentioned in this data protection declaration (see in particular section 8). In doing so, the legal requirements for the disclosure of personal data to third parties will of course be complied with. If the country in question does not have an adequate level of data protection, we guarantee through contractual arrangements that your data is adequately protected at these companies.

5. Retention periods

We only store personal data for as long as is necessary to carry out the processing explained in this data protection declaration within the scope of our legitimate interest. In the case of contractual data, storage is required by statutory retention obligations. Requirements that oblige us to retain data result from the provisions on accounting and from tax law regulations. According to these regulations, business communication, concluded contracts and accounting vouchers must be stored for up to 10 years.

6. Secure transmission

All the data you enter is transmitted in encrypted form. Both when ordering and when logging in. We encrypt the data with the help of SSL (Secure Socket Layer).

7. Contact person

If you have any questions about data protection on our website or would like to request information or would like to request the deletion of your data, please contact our contact person for data protection law by sending an e-mail to info@pekabo.ch.

8. Cookies

Cookies are information files that your web browser stores on your computer's hard drive or memory when you visit our website.

Cookies are assigned identification numbers that identify your browser and allow the information contained in the cookie to be read. Among other things, cookies help to make your visit to our website easier, more pleasant and more meaningful. We use cookies for various purposes that are necessary, i.e. "technically necessary", for your desired use of the website. For example, we use cookies to identify you as a registered user after you have logged in, without you having to log in again each time you navigate the various sub-pages.

The provision of the shopping cart and order function is also based on the use of cookies.

Cookies do not damage your computer's hard drive, nor do they transmit users' personal data to us.

Their use does not result in us obtaining any new personal data about you as an online visitor.

Most internet browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or a message always appears when you receive a new cookie.

Deactivating cookies may mean that you cannot use all the functions of our website.

How to disable cookies in your browser:

Computer: [Microsoft](#), [Firefox](#), [Chrome](#), [Safari](#)

Mobile: [Chrome](#), [Safari](#)

Consent to the use of cookies

In order for our website to function properly, we use cookies. In order to obtain and properly document your valid consent to the use and storage of cookies in the browser you use to access our website, we use a consent management platform: CookieFirst. This technology is provided by Digital Data Solutions BV, Plantage Middenlaan 42a, 1018 DH, Amsterdam, The Netherlands. Website: <https://cookiefirst.com> referred to as CookieFirst.

When you access our website, a connection is established with CookieFirst's server to enable us to obtain valid consent from you to use certain cookies. CookieFirst then stores a cookie in your browser in order to be able to activate only those cookies to which you have consented and to properly document this. The processed data is stored until the specified storage period expires or you request the deletion of the data. Deviating from this, certain legal retention periods may apply.

CookieFirst is used to obtain the legally required consent for the use of cookies. The legal basis for this is Article 6(1)(c) of the General Data Protection Regulation (DSGVO).

Data processing contract:

We have concluded a data processing contract with CookieFirst. This is a contract required under data protection law, which ensures that the data of our website visitors is only processed in accordance with our instructions and in compliance with the DSGVO.

Server log files

Our website and CookieFirst automatically collect and store information in so-called server log files, which your browser automatically transmits to us. The following data is collected:

- o Your consent status or the revocation of your consent.
- o Your anonymised IP address
- o Information about your browser
- o Information about your device
- o The date and time of your visit to our website
- o The URL of the website where you saved or updated your consent settings
- o The approximate location of the user who saved their consent preferences
- o A universally unique identifier (UUID) of the website visitor who clicked the banner cookie

9. Disclosure of data to third parties

We only pass on your personal data if you have expressly consented to this, if there is a legal obligation to do so or if this is necessary to enforce our rights, in particular to enforce claims arising from the contractual relationship. We work together with the following companies:

9.1. Swiss Post

In order to deliver the goods you have ordered, we transmit the necessary personal data to Swiss Post as our transport service provider.

9.2. Postfinance (Payment Service Provider)

Credit card payments, TWINT payments or payments with the Postfinance Card are processed by Postfinance via our payment service provider. If you choose one of the above payment methods, you will be redirected to a Postfinance page where you will be asked to enter all mandatory information.

9.3. Trusted Shops

The Trusted Shops trust badge is integrated on this website to display the Trusted Shops seal of approval. The Trustbadge and the services advertised with it are an offer of Trusted Shops GmbH, Subbelrather Str. 15C, 50823 Cologne.

When the Trustbadge is called up, the web server automatically saves a so-called server log file, which contains, for example, the date and time of the call-up, the amount of data transferred and the requesting provider (access data) and documents the call-up. This access data is not evaluated and is automatically overwritten at the latest seven days after the end of your visit to the site. Further personal data is only transferred to Trusted Shops if you have consented to this, have decided to use Trusted Shops products after completing an order or have already registered to use them. In this case, the contractual agreement between you and Trusted Shops applies.

The integration can be suppressed by our content banner.

9.4. Newsletter

By subscribing to the newsletter, you also consent to the statistical evaluation of user behaviour for the purpose of optimising and adapting the newsletter.

Sendinblue GmbH is used as the newsletter software. Your data will be transmitted to Sendinblue GmbH.

Sendinblue GmbH is prohibited from selling your data and using it for purposes other than sending newsletters. Sendinblue GmbH is a German, certified provider that has been selected in accordance with the requirements of the General Data Protection Regulation and the Federal Data Protection Act.

You can find further information here: <https://www.brevo.com/information-for-email-recipients/>

9.5. Credit assessment

In order to be able to offer the payment method "invoice", we transmit the required personal data to the company Intrum AG in Schwerzenbach. They compare your details with their database and provide us with a score value. Based on this value, we decide whether the payment method "invoice" can be offered to you.

9.6. Web analytics with Google Analytics GA4

The integration of Google Analytics can be suppressed by our content banner.

To switch off Google Analytics, the "Advertising" permission must be switched off in the settings of our cookie banner..

This website uses Google Analytics GA4, a web analytics service provided by Google, Inc.

Google Analytics GA4 uses methods that enable an analysis of your use of the website, such as so-called "cookies", text files that are stored on your computer. The information generated about your use of this website is usually transmitted to a Google server in the USA and stored there.

By activating IP anonymisation on this website, the IP address is shortened before transmission within the Member States of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The anonymised IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

You can prevent the collection of the data generated by the cookie and related to your use of the website (incl. your IP address) by Google as well as the processing of this data by Google by downloading and installing the browser plugin available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

9.7. Google Ads

The integration of Google Ads can be suppressed by our content banner.

To switch off Google Analytics, the "Advertising" permission must be switched off in the settings of our cookie banner.

This website uses the services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") for online advertising. Google uses cookies for this purpose, such as the so-called DoubleClick cookie, which enable your browser to be recognised when visiting other websites.

The information generated by the cookies about your visit to these websites (including your IP address) will be transmitted to and stored by Google on servers in the United States (please also refer to section 8). Further information on data protection at Google can be found here.

You can revoke your consent at any time by rejecting or deactivating the relevant cookies in your web browser settings (see section 8).

9.8. reCAPTCHA by Google

To protect your requests via internet forms, we use the reCAPTCHA service from Google Inc. (Google). The query is used to distinguish whether the entry was made by a human or improperly through automated, machine processing. The query includes sending the IP address and any other data required by Google for the reCAPTCHA service to Google. For this purpose, your input will be transmitted to Google and used there. However, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser as part of reCaptcha is not merged with other Google data. The different data protection regulations of Google apply to this data. Further information about Google's data protection guidelines can be found at: <https://policies.google.com/privacy?hl=en>