

## Privacy Notice

With this Privacy Notice, Walter Mäder AG (hereinafter «Walter Mäder» or «we»), a company of the Mäder Group (for more information about the «Mäder Group» see <https://www.mader-group.com/en/about-us/>), is providing information about how and why it processes personal data as part of its business activities. This Privacy Notice applies to all persons whose data we process (hereinafter «you»), irrespective of how you contact us. This Privacy Notice applies both to the processing of personal data that have already been collected and personal data to be collected in the future. The following description is not exhaustive. Where applicable, additional privacy notices or general terms and conditions, participation conditions or similar documents may apply for specific matters in relation to data processing. Personal data is understood to be all information that refer to an identified or identifiable natural person.

### 1 Controller

The controller for the processing of personal data described in this Privacy Notice is Walter Mäder AG. Please direct any data protection-related enquiries or concerns to the following address:

Walter Mäder AG  
Industriestrasse 1  
8956 Killwangen  
Switzerland  
[orderdeskkil@mader-group.com](mailto:orderdeskkil@mader-group.com)

If you have established contact directly with another company of the Mäder Group, normally this other Group company will be the controller for the respective data processing. That is the case, for example, if you make a purchase from an online shop of a Group company, or directly use another service of a Group company. In such a case, in addition to this Privacy Notice please also note the potential privacy notice of the respective Group company, which you will normally find on its website.

Our representative in the EEA in accordance with Article 27 GDPR is:

MÄDER SA  
60 avenue Halley  
F-59650 Villeneuve d'Ascq  
e-mail: [contact@mader-group.fr](mailto:contact@mader-group.fr)

## **2 Categories of data subjects**

Our data processing may, in particular, apply to the following categories of persons (in each case former, current and future) insofar as we process personal data in that respect:

- Customers and end users;
- Visitors to our websites;
- Visitors to our premises;
- Persons who contact us;
- Persons taking part in customer and public events;
- Suppliers, customers, other business partners, organisations and authorities as well as other stakeholder groups;
- Job seekers, employees and corporate bodies.

Insofar as these are legal persons, personal data of the respective contact persons, corporate bodies, salaried employees or mandatees may be processed.

## **3 Categories of personal data**

The categories of personal data that we process may, in particular, contain the following details:

- Contact details and personal information (e.g. surname, first name, addresses, telephone numbers, e-mail addresses, date of birth, place of birth, place of origin, nationality, marital status, education, professional activities, pension data and ID data);
- Communication and other interaction data (e.g. written, telephone or electronic correspondence with you or third parties, minutes of conversations and other notes);
- Contract data (e.g. about the initiation, entering into, processing and administration of contracts, for example in conjunction with customer service and support in relation to technical matters);
- Financial information (e.g. bank details, invoice data, credit rating data, insurance information, accounting information and tax data);
- Application data (e.g. information in a CV, qualifications, training certificates, job references and performance proof);
- Image and sound recordings (e.g. recordings of video surveillance systems, photos and videos of customer and public events);

- Technical data in conjunction with our websites (e.g. behavioural and preference data such as visits to our websites);
- Personal data that are particularly worthy of protection (e.g. health data, denomination);
- Data from public registers (e.g. commercial register, debt collection register).

We may also process other personal data in individual cases.

## **4 Purpose of data processing**

When you use our products and services, visit our websites or otherwise contact us, we process various categories of your personal data (see Section 3) in particular for the following purposes:

- Communication: We process personal data so that we are able to communicate with you or third parties in writing, by telephone, electronically or otherwise (e.g. responding to enquiries, customer service and customer care, newsletters).
- Negotiations and conclusion of contracts: With a view to entering into a contract with you or your mandator or employer, we may process personal data that you make available to us or that we collect from public sources or third parties (e.g. commercial register, the internet).
- Administration and performance of contracts: We process personal data in order to comply with our contractual obligations to our customers and other contractual partners (e.g. suppliers, service providers, business partners) and, in particular, to provide and claim contractual services.
- Fulfilling legal obligations and compliance with official recommendations: We process personal data to fulfill our legal or regulatory obligations (e.g. documentation, compliance with legal and/or regulatory requirements). In this context, we may also process personal data that are particularly worthy of protection.
- Operating our websites: To operate our websites securely and stably, we collect technical data (e.g. IP address, information about the operating system and settings of your end device, region, time and type of use). Additionally, we use cookies and similar technologies. For further information see Section 9.
- Job applications: If you apply for a job with us, we obtain and process the relevant data for the purpose of reviewing and assessing the application, conducting the application process and, in the event of successful applications, the preparation and conclusion of a corresponding contract.
- To safeguard legitimate interests: Where necessary, we process personal data beyond the actual rendering of our services to safeguard our legitimate interests or those of third parties and/or on the basis of your consent:

- Administration;
- Offer and further development of our offers, services, websites and other platforms on which we are present;
- Information and marketing;
- Market research and product development, media monitoring;
- Business relationship management;
- Ensuring operations and infrastructure (e.g. security and prevention);
- Quality assurance (e.g. internal training and education);
- Preventing and investigating criminal offences or other misconduct;
- Acquisition and sale of business divisions, companies or parts of companies and other corporate law transactions;
- Additional business and risk management measures.

Please also consult the contractual conditions for individual services, such as general terms and conditions, terms and conditions of use or conditions of participation. These may contain additional references to our data processing.

Insofar as you have granted us your consent to process your personal data for specific purposes (e.g. when you register to receive newsletters or conduct a background check), we shall process your personal data within the scope of and based on this consent as far as we have no other legal basis and require one.

## **5 Origin of the personal data**

### **5.1 From you**

You (or your end device, in some cases automatically) make available to us the majority of the data we process (e.g. in conjunction with the use of our websites, our customer or business relationships or communication with us). You are not obliged to disclose your data with the exception of individual cases (e.g. legal obligations). However, if you wish to enter into contracts with us or use our services, for example, you will need to disclose certain data to us.

If you make data available to us about associated persons and third parties, we assume that you are authorised to do so, that such data are correct and that you have ensured that these persons have been informed about this Privacy Notice (e.g. by bringing this Privacy Notice to their attention in advance), insofar as a legal obligation to provide information applies.

## **5.2 From third parties**

We may also obtain data from publicly accessible sources (e.g. debt collection register, commercial register, media, internet or social media) or receive such data from public authorities, your employer or mandator and other third parties.

## **6 Recipients of personal data**

We may forward personal data that we receive from you or from third party sources to other Mäder Group companies. In addition, we may forward your personal data to companies outside the Mäder Group as part of our business relationships and business processes. As a rule, these service providers process personal data on our behalf as so-called “processors.”

Your personal data may, in particular, be forwarded to the following categories of recipients:

- Business partners, service providers and suppliers with whom we work, who act as independent controllers or who may process personal data as processors for our purposes (e.g. providers of cloud and other IT services, freight forwarding and logistics);
- Banks, insurance companies (including social insurance companies) and trustees;
- Advertising and marketing services (e.g. for sending communications and information);
- The public, including users of our websites and social media;
- Competitors, industry organisations, associations, organisations and other institutions;
- Authorities and courts;
- Collection agencies.

## **7 Disclosure of personal data abroad**

We process personal data mainly in Switzerland, the EU and the European Economic Area (EEA). However, your personal data may also be disclosed to recipients based outside Switzerland, the EU or the EEA, in so-called third countries, in compliance with the legal requirements for transferring data. Personal data may, therefore, be processed all over the world.

## **8 Storing personal data**

We generally process your personal data for as long as it is necessary for our processing purposes (see Section 4), the statutory storage periods or our legitimate interests (e.g. documentation and evidence purposes due to the applicable limitation periods, management of our customer or busi-

ness relationships) or for as long as storage is technically required (e.g. in the case of backups or document management systems). If none of these conditions apply, the personal data will be deleted or anonymised.

## 9 Use of our websites and social media

When using our websites (including newsletters and other digital services), data are generated, some of which are automatically stored in logs. In addition, we may use cookies and similar technologies to recognise website visitors, evaluate their behaviour and identify preferences. A cookie is a small file that is transmitted between your system and the server and enables a specific device or browser to be recognised. You can set your browser to automatically reject, accept or delete cookies. You can also deactivate or delete cookies on a case-by-case basis. You can find out how to manage cookies in your browser in the help menu of your browser. Generally, neither the technical data collected by us nor cookies contain any personal data. However, personal data that we or third-party providers commissioned by us store about you (e.g. if you have a user account with these providers) may be linked to the technical data or the information stored in and obtained from cookies and, therefore, potentially linked to your identity.

In particular, we currently use offers from the following service provider and advertising partner, whereby its contact details and further information about individual data processing can be found in its respective privacy notice:

- Google Analytics  
Provider: Google Ireland Ltd., Ireland  
Privacy notice: <https://support.google.com/analytics/answer/6004245>

We operate sites and perform other online activities on social networks and other platforms operated by third parties and process data about you in this context. In that respect, we receive data from you and the platforms (e.g. statistics). The platform providers can analyse your use and process this data with other data they have about you. The platform providers also process this data for their own purposes and act as their own data controllers. For more information on processing by platform operators, please see the privacy notice of the respective platforms.

We currently use the following platforms, whereby the identity and contact details of the platform operator can be found in the corresponding privacy notice:

- LinkedIn: <https://www.linkedin.com>  
Provider: LinkedIn Ireland Unlimited Company, Ireland or LinkedIn Corporation, USA  
Privacy notice: <https://www.linkedin.com/legal/privacy-policy?>
- Xing: <https://www.xing.com>  
Provider: New Work SE, Germany  
Privacy notice: <https://privacy.xing.com/en/privacy-policy>

## **10 Data security**

We take appropriate technical and organisational security precautions to protect your personal data from unauthorised access and misuse (e.g. IT and network security solutions, access controls and restrictions, encryption of data carriers and transmission).

## **11 Your obligation to provide personal data**

As part of our business and customer relationship, you are required to make available the personal data needed to enter into and conduct a business relationship and honour the associated contractual obligations. Insofar as you do not provide certain personal data, this may mean that rendering the associated services or entering into a contract may not be possible. It may also not be possible to use the websites if certain information to secure data traffic (e.g. IP address) is not disclosed.

## **12 Profiling**

We process your personal data in part automatically with the aim of evaluating certain personal aspects (profiling). We use profiling, in particular, to provide you with targeted information and advice about products. In that respect, we use evaluation tools that enable us to provide needs-based communication and advertising, including market and opinion research.

## **13 Your rights**

You have certain rights in connection with our data processing. In accordance with applicable law, you may, in particular, request information about the processing of your personal data, have incorrect personal data rectified or request the erasure of personal data. Furthermore, you can object to data processing by us and withdraw any consent you have granted us to process your personal data. Please note that your withdrawal only applies to the future. This does not affect the data processing that occurred before the withdrawal. You also have the right to have certain personal data released for the purpose of forwarding to another organisation (data portability). However, please note that we reserve the right to assert the restrictions provided for by law and honour our storage obligations.

To assert your rights, you can contact us at the address stated in Section 1. Exercising such rights generally means that you will be required to clearly prove your identity (e.g. by providing a copy of your ID). Please note that conditions, exceptions or restrictions apply to these rights (e.g. to protect third parties or business secrets). We reserve the right to redact copies or to supply only excerpts for reasons of data protection or confidentiality.

## **14 Changes to this Privacy Notice**

This Privacy Notice is not an integral part of any contract with you and may be amended at any time without prior notice. The respective, current, version published on our website applies.

Version dated 1 September 2023