

# Privacy policy

## 1 General

### 1.1 What is personal data

Personal data is information that discloses or may disclose the identity of the user. We adhere to the principle of data avoidance. As far as possible, we refrain from collecting personal data.

### 1.2 Handling of personal data

Personal data is used exclusively for the purpose of establishing the contract, defining its content, implementing or processing the contractual relationship (Art. 6 I S. 1 b DSGVO).

Beyond this, personal data is only processed if we have received your consent to do so (Art. 6 I S. 1 a DSGVO) or if it is data whose processing is necessary for our legitimate interests and insofar as the balancing of interests shows that there are no overriding interests, fundamental rights or fundamental freedoms on your part (Art. 6 I S. 1 f DSGVO).

We may use order processors to process your personal data, but we will not pass on the personal data to third parties beyond this as a matter of principle.

Only for the fulfilment of the contract will the data be passed on to the shipping company commissioned with the delivery, insofar as this is necessary for the delivery of ordered goods. For the processing of payments, the payment data required for this will be passed on to the credit institution commissioned with the payment and, if applicable, to the commissioned and selected payment service provider.

Your personal data will be processed exclusively within the EU, unless otherwise stated below.

### 1.3 Usage data

General technical information is collected when you visit the website. This is the IP address used, time, duration of the visit, browser type and, if applicable, the page of origin. For technical reasons, this usage data is registered in a log file and can be used and stored for the purpose of evaluating the statistics of this website. This usage data is not linked to your other personal data.

### 1.4 Duration of storage

After the end of the purpose for which the data was collected, we only store your personal data for as long as this is necessary due to legal (in particular tax law) regulations.

## 2 Your rights

### 2.1 Information

You may request information from us as to whether we are processing personal data relating to you and, where this is the case, you have a right to be informed about this personal data

and to receive the further information referred to in Article 15 of the GDPR.

## **2.2 Right to rectification**

You have the right to rectify any inaccurate personal data relating to you and, in accordance with Art. 16 of the GDPR, you may request that incomplete personal data be completed.

## **2.3 Right to erasure**

You have the right to request that we erase the personal data relating to you without undue delay. We are obliged to delete them immediately, in particular if one of the following reasons applies:

- Your personal data are no longer necessary for the purposes for which they were collected or otherwise processed.
- You withdraw your consent on which the processing of your data was based and there is no other legal basis for the processing.
- Your data has been processed unlawfully.

The right to erasure does not exist insofar as your personal data is required for the assertion, exercise or defence of our legal claims.

## **2.4 Right to restriction of processing**

You have the right to demand that we restrict the processing of your personal data if

- you dispute the accuracy of the data and we therefore verify the accuracy,
- the processing is unlawful and you refuse the erasure and demand the restriction of use instead
- we no longer need the data but you need it to assert, exercise or defend legal claims,
- you have objected to the processing of your data and it has not yet been determined whether our legitimate grounds outweigh your grounds.

## **2.5 Right to data portability**

You have the right to receive the personal data concerning you that you have provided to us in a structured, common and machine-readable format and you have the right to transfer this data to another controller without hindrance from us, provided that the processing is based on consent or a contract and the processing is carried out by us with the aid of automated procedures.

## **2.6 Right of withdrawal**

If the processing of your personal data is based on consent, you have the right to withdraw this consent at any time.

## **2.7 General and right to complain**

The exercise of your above rights is generally free of charge for you. In the event of complaints, you have the right to contact the supervisory authority responsible for us, the State Data Protection Commissioner, directly.

## **3 Data security**

### **3.1 Data security**

All data on our website is secured by technical and organisational measures against loss, destruction, access, modification and distribution.

### **3.2 Sessions and cookies**

To operate the website, we may use cookies or server-side sessions in which data can be stored. Cookies are files that are stored on your hard drive by a website in order to automatically recognise this computer the next time you visit the website and thus adapt the use of the website to you. Some of the cookies used are deleted again at the end of the browser session. These are so-called session cookies. Other cookies remain on your terminal device and enable the browser to be recognised when you visit our website at a later date (permanent cookies). You can set your browser in such a way that you are informed about the setting of cookies and decide individually about their acceptance or exclude the acceptance of cookies for certain cases or in general. Please note that you may not be able to use some functions of this website if cookies are deactivated. We ensure that no personal data is taken from sessions or through cookies and that cookies are only used if this is technically necessary for the website. Thus, the balancing of interests shows that there are no overriding interests on your part (Art. 6 I S. 1 f DSGVO).

## **4 Newsletter**

If you register for our newsletter, we will use the data required for this purpose or separately provided by you to send you our e-mail newsletter on a regular basis. Unsubscribing from the newsletter is possible at any time and can be done either by sending us a message via the contact options provided in the imprint or via the link provided for this purpose in the newsletter.

## **5. presence on social media platforms**

We use the following social media platforms for company presentation and communication (explicit reference is made to the data protection declarations and opt-out options linked below).

*Facebook (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland)*

*Privacy Policy: <https://www.facebook.com/about/privacy/>*

*Opt-Out: <https://www.facebook.com/settings?tab=ads> alternatively <http://www.youronlinechoices.com>*

These social media platforms may process personal data outside the EU; in this respect, we refer to the above data protection declarations of the social media platforms.

The respective social media platforms may create usage profiles from your usage behaviour and the resulting interests and actions on your part and save cookies on your computer in which your usage behaviour is stored. If you have an account on the respective social media platform and are logged in, your usage behaviour may even be stored independently of the device. Your usage profile can be used, for example, to place advertisements that presumably correspond to your interests.

We process the personal data exclusively for communicating with you via the social media platform

you have chosen as well as for optimising ours and ensure that no interests on your part are affected here that outweigh this legitimate interest on our part (Art. 6 I S. 1 f DSGVO). Insofar

as you have already given the respective operator of the social media platform effective consent to the corresponding data processing, the processing of your personal data will also be based on this consent (Art. 6 I S. 1 a DSGVO).

## **6 Third-party services**

### **6.1 Google Analytics**

This website uses Google Analytics, a web analysis service from Google, operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") and collects and stores data via this web analysis service, from which usage profiles are created using pseudonyms. The usage profiles created in this way are used to evaluate visitor behaviour in order to design and improve the offer presented on this website in line with requirements. Google Analytics uses "cookies", which are small text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. In the event that IP anonymisation is activated on this website, however, your IP address will be truncated 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 for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. The usage profiles kept under a pseudonym will also not be merged with personal data about the user without the user's express and separately declared consent. Thus, the balancing of interests shows that there are no overriding interests on your part (Art. 6 I S. 1 f DSGVO). You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. In addition, you can prevent the collection of the data generated by the cookie and related to your use of the website (incl. your IP address) to 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>).

You can view Google's privacy policy at <http://www.google.de/intl/de/policies/privacy/>. For more information on terms of use and data protection, please visit

<http://www.google.com/analytics/terms/de.html> or

<http://www.google.com/intl/de/analytics/privacyoverview.html>. We would like to point out that the code "anonymizelp" has been added to Google Analytics on this website to ensure anonymised collection of IP addresses (so-called IP masking).

### **6.2 Social media links**

We have our own social media pages with the third-party providers that can be reached via links from this website. Using the links will take you to the respective websites of the third-party providers (e.g. Facebook, Twitter, Google+). To avoid unnecessary data transfer, we recommend that you log out of the respective third-party provider before using a corresponding link, so that usage profiles cannot be created by the third-party provider simply by using the link.

### **6.3 Google Web Fonts**

We use so-called web fonts from Google in order to be able to display a uniform font on our website. These are automatically stored in your browser cache when you call up one of our pages in order to enable the desired display. If your browser does not support the web fonts

used, a standard font from your computer may be used. In this case, no interests of the user are affected which outweigh this technical necessity (Art. 6 I S. 1 f DSGVO). You can view Google's privacy policy here: <https://www.google.com/policies/privacy/> Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq>.

#### **6.4 OpenStreetMap**

A map showing the location of our stations is embedded on this website. This map uses data from OpenStreetMap, a free project with the purpose of collecting freely usable geodata and keeping it in a database for use by anyone (Open Data). In order for the map to be displayed to you, information about the use of this website, including your IP address, is forwarded to OpenStreetMap. These services are operated by the OpenStreetMap Foundation (OSMF), 132 Maney Hill Road, Sutton Coldfield, West Midlands, B72 1JU, United Kingdom, for the OSM community. In order for the map to be displayed to you, information about the use of the OSM services is forwarded to OpenStreetMap. In addition, a so-called session cookie is stored on the visitor's computer. Details can be found in the section "Cookies". You can find out how OpenStreetMap stores your data on OpenStreetMap's privacy page.

#### **7. contacting us**

To contact us regarding data protection, please feel free to use the contact options below. Responsible person in the sense of the DSGVO:

Rent A Bike AG  
Steinmatt 1  
CH-6130 Willisau  
Email: [info@rentabike.ch](mailto:info@rentabike.ch)  
Phone: +41 41 925 11 70