

Beyond Gravity Website and Cookies Privacy Notice

Data protection is a matter of trust, and your trust is a core value of the Beyond Gravity. This privacy notice („**Privacy Notice**“) is based on the EU General Data Protection Regulation („**GDPR**“) – even where the GDPR does not apply – to ensure a high level of protection for all individuals whose personal data is processed by all legal entities of the Beyond Gravity in the frame of how and for what purpose we collect, process, and use personal and other data when you access and use our websites and mobile apps, as well as in connection with cookies and other technologies.

This Privacy Notice describes the processing of personal data by all legal entities of Beyond Gravity, unless specified otherwise, such as additional privacy notices or in a contract.

1. Who we are

Beyond Gravity (including Beyond Gravity companies and legal entities controlled by Beyond Gravity) is responsible for the processing of personal data according to this Privacy Notice (also referred hereinafter to as “**we**” and/or “**us**”). Each Beyond Gravity company that processes personal data for its own business purposes acts as a data controller. For example, if you interact with a company about a matter concerning that company, it will be the controller of the personal data processed in parity with your request.

A list of the Beyond Gravity companies and their contact details is available at <https://www.beyondgravity.com/en/imprint>.

For further information on how Beyond Gravity processes your data, please refer to our general Beyond Gravity Privacy Notice available at www.beyondgravity.com/en/privacy.

If you have any questions or requests in relation to the processing of your personal data, you can contact our Data Protection Team at data.protection@beyondgravity.com.

2. Which personal data do we process and for what purposes?

“**Personal data**” is the information relating to yourself (or from which you may be identified). We may have obtained your Personal Data from yourself directly through:

a. Log data

Every time you use our websites or apps, certain data is automatically generated and temporarily stored in so-called log files. For example, the following data may be stored:

- IP address of your end device (tablet, PC, smartphone, etc.),
- Information about your internet service provider,
- Information about the operating system of your end device,
- Information about the referring URL,
- Information about the browser used,
- Date and time of access, and
- Content accessed when visiting the website.

The log data is processed for the purpose of enabling the use of our websites and apps (connection establishment), ensuring their functionality, system security, stability, optimization of our online offers, and for statistical purposes, in accordance with our internal policies and regulations and in compliance with the applicable laws.

Aside from this, the log data and possibly other data available to us will be evaluated for the purpose of preventing or detecting attacks on our websites or other unauthorized activities involving our apps. If

necessary, the data will be used for identification in the context of criminal proceedings and for civil and criminal proceedings against the persons concerned.

b. Cookies and similar technologies

We collect information using first party and third-party cookies and similar tools and technologies (hereinafter referred to collectively as “cookies”) across our website to improve its performance (e.g., to analyse how well the website is performing) and enhance the user experience (e.g., remembering your previously set preferences such as language settings).

Cookies are individual codes, or small text files (similar to a serial number) that our server or servers of our service providers transmit to your system when you connect to our website, and that your system (browser, mobile device) accepts and stores until the set expiration time. Cookies help our website to recognize your device the next time you visit it. Web beacons, pixel tags or other similar files can also do the same thing. The cookies used on our website do not collect information that identifies you personally: they collect more general information, for example, on how users arrive at and use our website, or a user’s general location, about the number of visitors to the websites, the pages visited, and the time spent on the websites. Your system transmits these codes to our server or the service provider’s server with each additional access. They are often required for the functionality of our website.

Other technologies may be used to recognize you with some likelihood (i.e., to distinguish you from other users), such as «fingerprinting». Fingerprinting combines your IP address, the browser you use, screen resolution, language settings and other information that your system tells each server).

You may refuse the use of cookies and similar technologies by selecting the appropriate settings on your browser or by declining cookies when you visit our websites. However, this may affect your experience on the website, and you might be prevented from accessing some features of our website or certain content and/or functionality might not be available.

Cookies that are essential for technically error-free and optimal operation of our services may be stored on the basis of our legitimate interest (“strictly necessary cookies”). Cookies that are not technically essential may be set only when you have given your consent.

You may change your cookie settings at any time and withdraw any consent that you have already given.

Please find below examples of services by third-party service providers that may use cookies and similar technologies:

Our websites may use the following **analytics services**:

- **Matomo**, operated by InnoCraft Ltd., 150 Willis St., 6011 Wellington, New Zealand.
- **Google Analytics**, operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA or, for services provided in the European Economic Area and in Switzerland, by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. **We do not use “Google Analytics” on our website; however, it may be used if you are using a Google service, which might be embedded in our website.** For statistical analysis of visitor access, cookie-generated user information may be transmitted to our servers and stored for usage analysis for the purpose of optimising our website.

We provide links below to the privacy notices of the mentioned providers, which contain information about the purposes and scope of the processing of your personal data, as well as your rights and ways of protecting your privacy:

- **Matomo**: <https://matomo.org/privacy-policy/>
- **Google Analytics**: <https://policies.google.com/privacy?hl=de>

We may also use functionalities from **social media providers**, which may result in the provider concerned processing data about you.

Our websites may contain links or plug-ins that redirect visitors to the websites of the following social networks.

- **"Facebook"**, operated by Meta Platforms Inc., 1601 Willow Rd, 94025 Menlo Park, USA, or if the service is provided in the EU by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland; and **"Instagram"**, operated by Meta Platforms Inc., 1601 Willow Rd, 94025 Menlo Park, USA, or if the service is provided in the EU by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.
- **"Pinterest"**, operated by Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103-4904, USA.
- **"YouTube"**, a service operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA or, for services provided in the European Economic Area and in Switzerland, by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.
- **"Twitter"**, operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107 USA.
- **"LinkedIn"**, operated by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland.
- **"XING"**, operated by XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany.

If you click on the respective links or buttons, you will be redirected to the websites of the social networks listed above.

If you click on the relevant link or button, information that you have viewed on certain pages of our websites may be forwarded to the servers of the above social networks. For users who are logged into these social networks at the same time, this means that the usage data may be assigned to their personal account or profile. If you use the links or buttons, it cannot be excluded that this information will be transmitted directly from your browser to the mentioned social networks and stored there. Even if you are not a member of the mentioned social networks, these social networks may nevertheless still identify and store your IP.

To learn about the purpose and scope of the processing of your data, and about your rights and ways to protect your privacy, please visit the following websites where the privacy notices of the providers can be viewed:

- **Facebook:** <https://de-de.facebook.com/policy.php>
- **Instagram:** <http://instagram.com/about/legal/privacy/>
- **Pinterest:** <https://policy.pinterest.com/de/privacy-policy>
- **YouTube:** <https://policies.google.com/privacy?hl=de>
- **Twitter:** <http://twitter.com/privacy>
- **LinkedIn:** <https://www.linkedin.com/legal/privacy-policy>
- **XING:** <https://privacy.xing.com/de/datenschutzerklaerung>

If you do not consent to the mentioned social networks collecting data about you, please log off from the respective account before visiting our website. You also have the option of blocking add-ons or the websites on your browser.

Social media content displays: We may use certain services for displaying webpages and managing our social networks to display content on social media and plug-ins. The following services may be used:

- **"Dirico"**, operated by Staffbase Koblenz GmbH, Universitätsstraße 3, 56070 Koblenz, Germany, <https://dirico.io/en/>.
- **"Walls.io"**, operated by Walls.io GmbH, Schönbrunner Straße 213/215, 3rd Floor, 1120 Wien, Austria, <https://walls.io/>.

Clicking on, liking, commenting, or similarly interacting with the respective social network could create a link to the service. Your IP address could be made available to the service provider. This could also be the case even if you are not logged onto the social network concerned.

To learn about the purpose and scope of the processing of your data, and about your rights and ways to protect your privacy, please visit the following websites where the privacy notices of the mentioned providers:

- **Dirico:** <https://dirico.io/en/>
- **Walls.io:** <https://walls.io/>

YouTube: Our webpages may have integrated videos that are linked to YouTube. If you click on the YouTube button in this case, you will be redirected to our videos on the website of YouTube. We then only enable the connection to the YouTube service. YouTube is a service operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA or, for services provided in the European Economic Area and in Switzerland, by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

For more information on the purpose and scope of data collection and use by Google, as well as on your rights and setting options for protection for you as a YouTube customer, please see the privacy notices of YouTube: (www.google.com/policies/privacy/).

Google Maps: The websites may use Google Maps from Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. Google Maps is a web service for displaying interactive maps to visually display geographic information. This service, if used, will show you our location to make it easier for you to reach our premises.

Whenever you open a subpage that contains an integrated Google Maps map, information about your use of our website (e.g., your IP address) is transmitted to Google servers and stored there. The information may also be transmitted to Google LLC's servers in the USA. This is done regardless of whether you are logged in to a user account provided by Google. If you are logged in to Google, your data will be assigned to your account directly.

If you do not want this association with your Google profile, you need to sign out before using this service. Google stores your data (even for users who are not logged in) as usage profiles and evaluates them.

Frontify: Our webpages may use Frontify, operated Frontify AG, Unterstrasse 4, 9000 St. Gallen, Switzerland. Frontify is a content-management system. It is used to manage content efficiently. Frontify collects technical data and data on your visit and product use. This platform is used for the brand portal (brand.beyondgravity.com) and the data sheets for the individual products (products.beyondgravity.com).

Google reCaptcha: Our webpages may use Google reCaptcha, operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA or, for services provided in the European Union, by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The test is used to determine whether the input has been properly processed by a machine or is incorrectly generated by automated means.

The service entails sending the IP address and any other data Google may require for the reCaptcha service to Google and is based on our legitimate interest in ascertaining human agency on the Internet and in preventing misuse and spam.

Use of Google reCaptcha may result in transmitting personal data to Google LLC's servers in the USA.

Further information on Google reCaptcha and Google's privacy policy can be found at: <https://www.google.com/intl/de/policies/privacy/>.

Webfonts: Our website may use external fonts to enhance viewing and show text and fonts clearly. The following providers may be used:

- **Google Fonts**, a service operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA or, for services provided in the European Union, by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.
- **FastFonts**, operated by Monotype GmbH, Spichernstraße 2, 10777 Berlin. When a page is opened, the fonts are loaded into the browser cache for display.

A link to the provider's servers is established for that purpose. As a result, the provider processes usage data, such as your IP address.

To learn about the purpose and scope of the processing of your data, and about your rights and ways to protect your privacy, please visit the following websites where the privacy notices of the above-mentioned providers can be viewed:

- **Google Fonts:** <https://www.google.com/intl/de/policies/privacy/>
- **FastFonts:** <https://www.fonts.com/info/legal>
- **Monotype GmbH:** <https://www.unternehmen.online/meta/datenschutzerklaerung/>

c. Contact form

If you use the contact form on our website to contact us, we will ask you for personal information. A valid e-mail address must be provided for us to be able to respond to your request. You may voluntarily provide additional personal data.

Your personal data will be processed further by e-mail. For technical reasons, encrypted transmission of your contact details cannot be guaranteed. Therefore, it is theoretically possible for unauthorized persons to access or falsify your data.

Processing of the data for contact purposes is based on your freely given consent. By clicking the "Send" button, you agree to processing of your contact details for the purposes of responding to your request or feedback.

Your consent is the sole basis for processing the data entered on the contact form. You may withdraw your consent with future effect at data.protection@beyondgravity.com at any time.

We use your data only insofar as necessary to process your inquiries and for possible further correspondence. In order to be able to process your query and any follow-up questions, the information that we collect when using the contact form will be stored. Barring another statutory duty of retention, the data will be deleted in accordance with data protection law once your queries have been addressed.

d. Newsletter

If you are offered the option to register for a newsletter, we may process the data we have collected from you in this context.

Your email address is the only personal data required to be able to send you the newsletter. Your email address may be stored so that we can send you the newsletter. The legal basis is your consent. You may voluntarily provide us any additional details and information, indicated separately. This data may be used for the purpose of addressing the email newsletter to you personally and/or personalizing it for you.

We keep a record of your consent and are bound to make the content of that record available on request.

If you register for an e-mail newsletter, we may electronically record and store the personal information that you provide to us. Initially, the purpose of this processing is to complete the so-called double opt-in procedure for you to consent to the regular sending of the email newsletter. This means that after you have provided your personal data, we will send an email to your email address asking you for your confirmation. If you do not confirm your registration, your data will be deleted.

If you confirm, we store your IP address and the date and time of confirmation. This procedure is intended to verify that you have indeed registered for the email newsletter and to enable us to detect and prevent any potential misuse of your personal data. This serves to protect our legitimate interests in data security as well as yours.

Please be advised that we may monitor the activity of the readers of our email newsletter. To perform this monitoring, the emails we send contain what are known as web beacons or tracking pixels. These web beacons or tracking pixels are single-pixel image files optionally provided by our service provider to measure the performance of our newsletters. The legal basis is your consent.

No tracking takes place if your default settings in your e-mail program disable images from being displayed. The tracking described above will be activated when you allow images to be displayed.

The data collected during registration (your e-mail address and any information you have voluntarily provided) will be deleted as soon as the data are no longer needed for the purposes for which they were collected, for instance, if you unsubscribe from the newsletter or withdraw your consent.

The data and information gathered using the tracking function will be stored by us for as long as you remain subscribed to the newsletter. If you unsubscribe or withdraw your consent, your data will continue to be stored in an anonymised form for statistical purposes only.

3. On what legal bases do we process your personal data?

This Privacy Notice is aligned with the EU General Data Protection Regulation (“GDPR”) and the Swiss Federal Data Protection Act (“FDPA”). However, if and when these laws apply depends on each individual case. If the EU General Data Protection Regulation EU 2016/679 (“GDPR”) applies to our processing, then the legal basis is article 6 para. 1 let. b, and let. f GDPR, permitting the processing of Personal Data for the purposes of entering into and carrying out a contract and for legitimate interests.

We process personal data according to the applicable law on the following legal bases:

- legitimate interest of our company or the legitimate interests of a third party (article 6 para. 1 let. f GDPR),
- based on your consent (article 6 para.1 let. a GDPR),

If you provide us with **special categories of personal data** (e.g., sensitive personal data), we will process these on the basis of your consent (article 9 para. 2 let. a GDPR). In addition, we are also using your personal data in anonymous form for statistical purposes.

We do not intend to use your personal data for purposes other than those listed above. Otherwise, your prior consent will be obtained.

You are generally under no obligation to disclose personal data to us. However, we must collect and process certain data to be able to conclude and perform a contract, and for compliance and security purposes.

4. Who may have access to your personal data?

Third-party service providers may process your personal data on our behalf. Several of these are outlined in this Privacy Notice. Please note that the engagement of service providers and their processing may change over time. The list of providers will be updated time to time as described in p. 5 of this Privacy Notice. The examples provided are intended to inform you about the types of providers we utilize.

Generally, our service providers process personal data on our behalf as so-called processors. Our processors are obliged to process personal data exclusively in accordance with our instructions, taking appropriate security measures. There are certain service providers who act as joint controllers with us or as independent controllers (e.g., for the data they use to improve their services). You can find more information on the processing of several service providers via the links in this Privacy Notice.

Some of our service providers are located in countries outside of Switzerland, the EU or the EEA, as indicated below. These countries may not have laws that protect your personal data to the same extent as the laws in Switzerland, the EU, or the EEA. We ensure an appropriate level of data protection when engaging service providers by way of contractual agreements (including typically the European Commission’s standard contractual clauses available [here](#)).

5. How long do we retain your personal data?

The retention periods for personal data depend on the purpose of the processing activities. We will retain your Personal Data for as long as it is necessary for the respective purpose and/or as subsequently authorized by you unless a longer period is required by applicable laws. After the expiration of the retention period, your personal data will be either deleted or retained in a form that does not allow your personal identification (e.g., through anonymization). Retention concepts of our third-party service providers are described in their respective Privacy Notices, available via the above-mentioned links.

6. How do we protect your personal data?

We take appropriate technical and organisational security measures to maintain the required security of your personal data and to protect it against unauthorised or unlawful processing and to prevent the risk of loss, unintentional alteration, unintentional disclosure, or unauthorised access.

7. What are your rights in respect to your personal data?

You have certain rights under applicable data protection laws, in particular the following rights, in each case as set forth and within the limits of applicable law:

- **Right of access:** You are entitled to a copy of the personal information we hold about yourself and certain details on how we use it. Your personal data will usually be provided to yourself in writing, unless otherwise requested, or where you have made the request by electronic means, in which case the information will be provided to you by electronic means where possible. If you make a subject access request and there is any question about who you are, we may require you to provide information from which we can satisfy ourselves as to your identity.
- **Right to rectification:** We take reasonable steps to ensure that the information we hold about yourself is accurate and complete. However, if you do not believe this is the case, you can ask Beyond Gravity to update or amend it.
- **Right to erasure:** In certain circumstances, you have the right to ask Beyond Gravity to erase your personal information, for example where the personal information we collected is no longer necessary for the original purpose or where you withdraw your consent. However, this will need to be balanced against other factors (e.g., we may have legal and regulatory obligations, which means we cannot comply with your request).
- **Right to restriction of processing:** In certain circumstances, you are entitled to ask us to stop using your personal information, for example where you think that the personal information, we hold about yourself, may be inaccurate or where you think that we no longer need to use your personal information.
- **Right to data portability:** In certain circumstances, you have the right to ask that we transfer personal information that you have provided to us to another third party of your choice.
- **Right to object:** You have the right to object to processing, which is based on our legitimate interests, which is the case here. Unless we do have a compelling legitimate ground for the processing, we will no longer process the personal data on that basis when you file an objection. Note however, that we may not be able to provide certain services if we are unable to process the necessary personal data for that purpose.
- **Rights relating to automated decision-making:** You have the right not to be subjected to automated decision-making, including profiling, which produces legal effect for yourself or has a similar significant effect. We generally do not use automated decision-making or profiling in the employment context, but if you have been subject to an automated decision and do not agree with the outcome, you can contact the Beyond Gravity Data Protection Team (data.protection@beyondgravity.com) below and ask us to review the decision.

- **Right to withdraw consent:** In most cases, we do not base the processing of your personal data on your consent. However, it may happen that we ask for your consent in specific cases. In case we do this, you have the right to withdraw your consent to further use of your personal information. To withdraw your consent, please contact the Beyond Gravity Data Protection Team. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law. In addition, if you withdraw consent, it will not affect the lawfulness of what we have done before such withdrawal.
- **Right to lodge a complaint:** You have the right to lodge a complaint with a supervisory authority. The supervisory authority of your country of residence will generally be competent for a complaint and will also provide advice or direct you to another supervisory authority.

To exercise these rights, please contact our Beyond Gravity Data Protection Team at (data.protection@beyondgravity.com).

Please note that these rights are subject to certain conditions and may be subject to exceptions.

8. Contact details

If you have any questions or would like to exercise your rights in relation to the processing of your personal data, please contact the Beyond Gravity Data Protection Team (data.protection@beyondgravity.com).

Physical requests may be sent to:

Beyond Gravity Services AG
Global Data Protection Officer
Bahnhofplatz 10b
3011 Bern
Switzerland

or to each respective Beyond Gravity company in its role as Data Controller. List of Beyond Gravity companies and their contact details is available at <https://www.beyondgravity.com/en/imprint>.

9. Changes to this Privacy Notice

This privacy notice may be changed by us unilaterally from time to time, in particular, if we change our data processing or in case of new legislation. Please refer often to this page for the latest information and the effective date of any changes. The version published on this website is the current version. Changes to the Notice shall not apply retroactively.