

General Privacy Policy

By using our website www.backerelc.ch, you consent to the collection, processing and use of data as described below. Our website can be visited without registration. This data such as pages called or name of the retrieved file, date and time are stored on the server for statistical purposes, without this data are directly related to your person. Personal data, in particular name, address or e-mail address are collected as far as possible on a voluntary basis. Without your consent, the data will not be passed on to third parties.

The processing of personal data, such as the name, address, e-mail address or telephone number of a data subject, is always in accordance with the Data Protection Regulation and in accordance with the country-specific data protection provisions applicable to BACKER ELC AG. By means of this privacy policy, our company wishes to inform the public about the nature, scope and purpose of the personal data we collect, use and process. Furthermore, data subjects will be informed about their rights under this privacy policy.

Privacy policy for registration on www.backerelc.ch

The data subject has the opportunity to register on the website of the controller, providing personal information. The personal details that are sent to the controller are derived from the respective input mask used for the registration. The personal data entered by the data subject shall be collected and stored solely for internal use by the controller and for his own purposes. The controller may arrange for the disclosure to one or more job processors, such as a parcel service provider, who also uses the personal data solely for internal use.

By registering on the website of the controller, the IP address assigned by the Internet server provider (ISP) of the data subject, the date and time of registration are also stored. The storage of this data takes place against the background that only so the misuse of our services can be prevented. If necessary, these data are used to investigate past crimes. In this respect, the storage of this data is necessary to secure the controller. A transfer of these data to third parties is not, unless there is a legal obligation to pass on or the disclosure of the prosecution serves.

The controller shall, at any time upon request, provide information to each data subject as to which personal data about the data subject is stored. In addition, the controller corrects or deletes personal data upon written instruction from the data subject. A data protection officer known by name in this privacy policy and the entire body of the data controller's employees are available to the data subject as a contact person in this context.

Privacy policy for cookies

Our website uses cookies. These are small text files that make it possible to store user-specific information on the user's device while using the website. Cookies make it possible, in particular, to determine the frequency of use and the number of uses of the pages, to analyze page usage behavior, and also to make our offer more customer-friendly. Cookies are stored at the end of a browser session and can be recalled when the page is visited again. If you do not want this, you should set your Internet browser to refuse to accept cookies.

Privacy Policy for Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. To disable Google Analytics, Google will provide a browser plug-in at <http://tools.google.com/dlpage/gaoptout?hl=en>. Google Analytics uses cookies. These are small text files that make it possible to store specific user-related information on the user's device. These allow an analysis of the use of our website offer by Google. The information collected by the cookie about the use of our pages (including your IP address) is usually transmitted to a Google server in the USA and stored there. We point out that on this website Google Analytics has been extended by the code "gat._anonymizeIp();" in order to ensure an anonymous collection of IP addresses (so-called IP-Masking). If the anonymization is active, Google truncates IP addresses within member states of the European Union or in other contracting states of the Agreement on the European Economic Area, and therefore no identification of your identity is possible. Only in exceptional cases will the full IP address be sent to a Google server in the US and only then shortened. Google complies with the privacy policy of the Privacy Shield Agreement and is registered with the US Department of Commerce's Privacy Shield Program and uses the information gathered to compile our web pages to report to us and provide other related services to us provide. Learn more at <http://www.google.com/intl/en/analytics/privacyoverview.html>.

Privacy Policy for Newsletter Tracking

BACKER ELC AG informs its customers and business partners at regular intervals by delivering a newsletter about company offers. The company newsletter can only be received by the data subject if (1) the data subject has a valid e-mail address and (2) the data subject has been deposited with BACKER ELC AG in the customer database or registered for the newsletter dispatch. For legal reasons, a confirmation e-mail will be sent to the e-mail address registered by a data subject for the first time for the newsletter dispatch in a double-opt-in procedure. This confirmation email is used to check whether the owner of the e-mail address as the person concerned authorized the receipt of the newsletter. When subscribing to the newsletter, we also store the IP address of the computer system used by the person concerned at the time of registration, as well as the date and time of registration, as assigned by the Internet Service Provider (ISP). The collection of this data is necessary in order to understand the (possible) misuse of an affected person's e-mail address at a later date and therefore serves as legal safeguards for the controller. The personal data collected in the context of registering for the newsletter will be used exclusively to send our newsletter. In addition, subscribers of the newsletter may be informed by e-mail if this is necessary for the operation of the newsletter service or registration, as might be the case in the event of changes to the newsletter offer or technical changes. There will be no transfer of the personal data collected as part of the newsletter service to third parties. Subscription to our newsletter may be terminated by the person concerned at any time. The consent to the storage of personal data that the data subject has given us for the newsletter dispatch can be revoked at any time. For the purpose of revoking the consent, there is a corresponding link in each newsletter. It is also possible to deregister at any time directly on the website of the BACKER ELC AG from the newsletter or to inform the controller in a different way.

Privacy policy for the website www.backerelc.ch


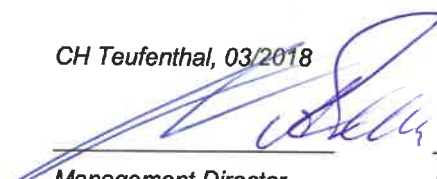
Due to legal regulations, the website of BACKER ELC AG contains information that enables quick electronic contact to our company as well as direct communication with us, which also includes a general address of the so-called electronic mail (e-mail address). If an affected person contacts the data controller by e-mail or through a contact form, the personal data provided by the data subject will be automatically saved. Such personal data, voluntarily transmitted by an individual to the controller, is stored for the purpose of processing or contacting the data subject. There is no disclosure of this personal data to third parties.

Privacy policy for revocation

Any person affected by the processing of personal data has the right, granted by the European directive and regulatory authority, to revoke consent to the processing of personal data at any time. If the data subject wishes to assert their right to withdraw their consent, they may at any time contact our data protection officer or another employee of the controller.

As a responsible company we do without automatic decision-making.

CH Teufenthal, 03/2018



Management Director Data Protection Officer