COOKIE POLICY

Our websites and apps use cookies and software to analyse their use. By analysing this data, valuable findings into the needs of users can be gained. These findings help to further improve the quality of the offering. Specifically, the following data set is stored unrestricted for each request:

- your IP address;
- log in data; location;
- browser plug-in types and versions;
- operating system and platform;
- information about your visit, including the URL clickstream (sequence of page views); through and from our website;
- products that you look at or have searched for;
- download failure;
- duration of the visit on certain pages and interactions between the pages.

A merging of this data with other data sources will not be carried out.

1. What are Cookies?

Cookies are small text files that are stored on your computer or smartphone when you visit one of our websites. They contain information about the websites you visit, which the browser stores when you surf the Internet.

Cookies make it possible to recognise users when they re-visit a website, and can, for example, serve to prevent you from having to log in to one of our websites if you have already successfully logged in once. Furthermore, cookies are suitable for storing and transmitting information about the surfing behaviour of the user.

This information is stored in a simple text file on your computer that the server can access to read and save the information.

A cookie is always bound to a unique domain (the server that stored the cookie) so that the server that created the cookie can also access it.

Cookies are used both to improve the quality of service, including the storage of user preferences, and to recommend content and search results, and to track user trends such as what content users consume. As a result, the use of digital platforms can be evaluated and valuable knowledge about the needs of users can be gained. These findings help to further improve the quality of digital platforms.

2. What types of cookies are there?

2.1. Functionality Cookies (Required Cookies)

These cookies are required to take full advantage of our products and their functionalities. This can be, for example, saving user settings or saving your data when you register so that you do not have to enter it more than once. The information collected through functionality cookies applies solely to the website you visit, but no information is collected about your browsing behaviour on other websites.

2.2. Performance or Web analytics cookies (Cookies subject to approval)

These cookies anonymously - i.e. without it being possible to draw any conclusions about you - collect information about the usage habits of the visitors of a website or an app (for example,

surfing behaviour, visited subpages of the Internet offering, clicked advertising banners, etc.). Such information can be, for example, at what time most hits to the corresponding website occurred or which (sub)pages are visited most frequently. This information is summarised and evaluated by means of performance or Web analysis tools, with the purpose of gaining insights into the use, user-friendliness and functionality of websites or apps and to be able to continuously develop these. Therefore, these cookies are important for improving the quality of our products. Furthermore, such cookies are used to analyse the number of page views and other indicators of the performance of websites or apps.

2.3. Cookies for advertising purposes (Cookies subject to approval)

These cookies are not created by the currently visited website, but by another provider (= third-party provider). The third-party provider, typically an advertiser, uses these cookies to track your visits to any page displaying third-party advertising. The website being visited has no influence on the third-party providers or their cookies; they also change - depending on the advertisement. Some browsers allow you to selectively block third-party cookies.

2.4 Legal basis

Cookies which are required to carry out the electronic communication process or to provide certain functions are stored on the basis of GDPR Art. 6 para. 1 (f). The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimised provision of its services.

The storage of performance and analysis cookies is based on GDPR Art. 6 para. 1 (f). The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising.

3. Which cookies are used on the websites and how can they be controlled?

3.1. Required Cookies (Functionality Cookie)

Required cookies are necessary for you to use our websites. For this reason, you cannot disactivate such cookies. For example, we place the following "Required Cookies" on our websites:

Session Tracking Cookie: Allows the reconstruction of a coherent session (website visit) as well as maintaining a login status when visiting the website.

3.2. Cookies subject to consent

You can refuse these cookies: see below (opt-out links) or below in point **5. Your cookie settings: How do you enable or disable cookies that require consent?** We use the following cookies that require your consent:

3.2.1 Performance or Web analytics cookies

Google Analytics: We use Google Analytics, a Web analysis service provided by Google Inc. ("Google"). Google uses cookies. The information generated by the cookie about the use of the online offering by the user is usually transmitted to a Google server in the USA and stored there.

Google will use this information on our behalf to evaluate the use of our online offering by users, to compile reports on the activities within this online offering and to provide us with other services related to the use of this online offer and internet usage. In this case, pseudonymous usage profiles of the users can be created from the processed data.

We only use Google Analytics with activated IP anonymisation. This means that the IP address of the users will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional

cases will the full IP address be sent to a Google server in the US and shortened there. The IP address submitted by the user's browser will not be merged with other data held by Google.

Users can prevent the storage of cookies by setting their browser software accordingly; users may also prevent the collection by Google of the data generated by the cookie and related to their use of the online offer and the processing of such data by Google by downloading and installing the browser plug-in available at the following link: http://tools.google.com/dlpage/gaoptout?hl=de.

For more information about Google's use of data for marketing purposes, configuration and opt-out options, please visit Google's websites: https://www.google.com/intl/en/policies/privacy/partners/ ("Use of data by Google when you use websites or apps of our partners"), http://www.google.com/policies/technologies/ads ("Use of data for marketing purposes "), http://www.google.com/settings/ads ("Manage information which Google uses to show you advertising") and http://www.google.com/ads/preferences/ ("Determine which advertising Google shows you").

Adjust: We use the "Adjust" analysis program for apps. This analysis program uses IP addresses of the users for analysis purposes; however, these are only used anonymously. A conclusion to a specific person is not possible. More information can be found here: https://www.adjust.com.

Mouseflow: We use Mouseflow. Mouseflow, a Web analysis tool from Mouseflow ApS, Flaesketorvet 68, 1711 Copenhagen, Denmark. This tool uses randomly-selected IP-anonymised visitors and records data. The data create a log of mouse movements and clicks. This allows randomly selected site visits to be replayed and potential improvements to the information service to be derived from them. The information is not personal and will not be shared. If you do not want this recording, you can disable it on any website that uses Mouseflow, using the following link: www.mouseflow.com/opt-out/.

OEWA: http://www.oewa.at

The Austrian Web Analyser offers reach measurement for online service providers and information about visit frequencies, visit duration and statistics on the number of subpages visited.

Leadfeeder: An analysis service by Liidio Oy, Mikonkatu 17, 0100 Helsinki, Finland. For its analysis, Leadfeeder accesses the list of website visitors' IP addresses provided by Google Analytics and links the list of IP addresses with information about the companies that can be found on the Internet at these IP addresses. Due to the shortening of the IP addresses of the website visitors implemented with the use of Google Analytics, a direct relation to persons is not established. A direct relation to a person may be inferred by reviewing the linked company information.

3.2.2   Cookies for marketing purposes

These cookies are used to make advertisements more relevant to you. They inhibit features such as preventing the constant re-appearance of the same ad, ensure that ads are displayed correctly, and in some cases, select ads that are tailored to your interests.

Facebook Pixel: With your consent, we use the "visitor action pixel" of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") within our website. With its help, we can track users' actions after they've seen or clicked on a Facebook ad. This allows us to track the effectiveness of Facebook advertising for statistical and market research purposes. The data collected in this way is anonymous for us, i.e. we do not see the personal data of individual users. However, this data is stored and processed by Facebook, about which we inform you according to our knowledge. Facebook can connect this data to your Facebook account and also use it for their own advertising purposes, according to Facebook's data usage policy https://www.facebook.com/about/privacy/. You can allow Facebook and its partners to display

ads both on and off Facebook. For this purpose, it may store a cookie on your computer. Please click here to revoke your consent: https://www.facebook.com/ads/website_custom_audiences/

Smart AdServer: To be excluded from the Smart Adserver ad server service, you can opt-out by clicking this link: http://www.smartadserver.com/diffx/optout/IABOptout .aspx
You will be redirected after clicking on a page that confirms your opt-out. After that, the Smart AdServer will no longer store cookies on your computer or smartphone.

Goldbach Audience (Switzerland) AG: The advertising on the websites marketed by Goldbach Audience (Switzerland) AG is optimised for you through the collection and processing of your user behaviour and is aligned to predicted interests. This will benefit you as a user by giving you advertising that is more in line with your interests and less randomly delivered advertising overall. The IP address of your computer is transmitted completely anonymously for technical reasons by an independent third party and is not used for the controlled display of advertising.

Under the following link, you can learn more about how Goldbach Audience (Switzerland) AG handles the data that it collects in connection with its product offerings and services and how these are stored and used. It also explains how to opt-out of data collection: http://www.goldbachaudience.com/en-ch/footer/datenschutz

3.3 Storage duration of cookies

Cookies are stored on your computer for different amounts of time. Some cookies are "session cookies". Session cookies are temporary cookies that remain in the cookie folder of your browser until you leave the website.

Persistent cookies remain in the cookie folder of your browser for much longer (this period depends on the particular cookie).

Cookies stored in the browser can be deleted via the settings of your browser, making them no longer available to applications.

4. Social Plug-Ins

The websites also include so-called social plug-ins (hereinafter buttons) of social networks such as Facebook, Twitter, Google+, Instagram and LinkedIN. When you visit our website, these buttons are disabled by default, i.e. they do not send any data to the respective social networks without your intervention. Before you can use the buttons, you must activate them by clicking. The button will remain active until you disable it or delete your cookies.

After activation, a direct connection is established with the server of the respective social network. The content of the button is then transmitted by the social networks directly to your browser and incorporated by them into the website. After activating a button, the social network can already collect data, regardless of whether you interact with the button. If you are logged in to a social network, this can assign your visit to this website to your user account. A social network cannot assign visits to other websites unless you have activated the respective button there.

If you are a member of a social network and do not want it to associate the information you collect when you visit our website with your stored membership information, you must log out of the social network before activating the buttons.

We have no control over the scope of data collected by the social networks through their buttons. The purpose and scope of the data collection and the further processing and use of the data by the respective social networks as well as their respective rights and configuration options for the protection of your privacy can be found in the privacy policy of the respective social networks.

5. Your cookie settings: How do you enable or disable cookies that require consent?

5.1 Required cookies are necessary to use our websites, therefore you cannot deactivate these cookies.

5.2 All cookies subject to approval can be deactivated as follows:

<u>Cookie Banner</u>: When you visit one of our websites for the first time, a cookie banner appears where you can agree to or reject the setting of cookies that require consent.

<u>Opt-out links for cookies</u>: You can refuse cookies on the website using the opt-out links above.

<u>Browser settings</u>: Your browser can be configured so that cookies are only created with your consent or are generally rejected.

You have the ability to control and prevent the use of cookies by configuring your browser as follows:

- Internet Explorer, see here (https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies) Tools - Internet Options - Advanced tab - check the box under Security in the "Send "Do Not Track" requests to sites visited with Internet Explorer" - confirm
- Firefox, see here (https://support.mozilla.org/en/kb/cookies-loans-data-of-websites-collecting) Menu - Settings - Privacy - "Create custom settings" - make the desired settings under "Cookies" - confirm
- Google Chrome, see here (https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en) Menu - Settings - Advanced Settings - in the "Privacy" section click on "Content Settings" - set the desired checkmark under "Cookies" - confirm
- Safari, see here (https://support.apple.com/kb/ph21411?locale=en_US) Safari - Settings - Privacy - under "Cookies and website data" make the desired settings - confirm

5.3 "Do not track" feature: Some Web browsers have a "do not track" feature that tells Web sites that they do not want their online activity to be recorded.

5.4 Disabling cookies may limit the functionality of our websites and apps.

6. Changes to our cookie policy

This cookie policy was last updated on 25/05/2018. From time to time, we may update this cookie policy when we add new products and apps or streamline our current offer, or when technologies and laws change. Changes take effect with the release of the revised cookie policy.

In the event of significant changes, we will inform you and, if required by applicable law, we will seek your consent.