

Content

1. Purpose of the privacy policy and responsibility 1

2. Processed personal data 1

3. Legal basis..... 2

4. Collection of access data and log files 2

5. User account and online services 2

6. Contact us..... 2

7. Comments and contributions 3

8. Data obtained from third parties (without your cooperation/participation) 3

9. Lotteries 3

10. Cookies & range measurement 3

11. Social media functions 4

12. Newsletter 5

13. Safety precautions 5

14. Disclosure of data to third parties 5

15. User rights and data protection contact 6

16. Data protection representation in the European Union (EU) and in the European Economic Area (EEA)..... 6

Privacy Policy

1. Purpose of the privacy policy and responsibility

This privacy policy informs you about the type, scope and purpose of the processing of personal data within our online offer and the associated websites, functions and contents (hereinafter jointly referred to as "online offer" or "website"). This privacy policy applies regardless of the domains, systems, platforms and devices (e.g. desktop or mobile) on which the online offer is executed.

The person responsible for the processing (controller) is Diogenes Verlag AG, Sprecherstrasse 8, 8032, Zurich, Switzerland.

2. Processed personal data

The personal data of users processed within the scope of this online offer include:

- Inventory data (e.g., names and addresses of customers),
- Contract data (e.g. services used, names of agents),
- Usage data (e.g. the visited websites of our online offer) and
- Content data (e.g. entries in the contact form).

The term "user" covers all categories of persons affected by the data processing. These include our business partners, customers, interested parties and other visitors to our online offering. The terms used, such as "user", are to be understood as gender-neutral.

3. Legal basis

We process personal data of the users only under observance of the relevant data protection regulations, i.e., in particular

- when data processing is necessary for the provision of our contractual services, e.g. processing of orders, as well as online services,
- when data processing is required by law,
- the user has given his or her consent to the processing of data, or
- on the basis of our legitimate interests in data processing (i.e. interest in the analysis, optimisation as well as economic operation and security of our online offer, in particular in measuring the reach, creating profiles for advertising and marketing purposes as well as collecting access data and using the services of third-party providers.

4. Collection of access data and log files

- 4.1. On the basis of our legitimate interests, we collect data about every access to the server on which this service is located (so-called server log files). Access data includes the name of the accessed website, file, date and time of access, transferred data volume, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.
- 4.2. Log file information is stored for security reasons (e.g. to investigate misuse or fraud). Data whose further storage is required for evidentiary purposes are excluded from deletion until the respective incident has been finally clarified.

5. User account and online services

- 5.1. Users of the website can optionally create a user account (especially in the "Press" and "Book Shop" sections). The user accounts are not public and cannot be indexed by search engines. If users have terminated their user account, their data with regard to the user account will be deleted, unless their retention is necessary for legal reasons. It is up to the users to save their data before the end of the contract once the contract has been terminated. We are entitled to irretrievably delete all user data stored during the term of the contract.
- 5.2. During registering, re-registering and using our online services, we save the IP address and the time of the respective user action. The storage is based on our legitimate interests, as well as those of the user, in protection against misuse and other unauthorized use. This data is not transmitted to third parties, in principle, unless it is necessary to pursue our claims or there is a legal obligation to do so.
- 5.3. We process your personal data and usage data stored in the user profile in order to provide you with information on products of the Diogenes Verlag Ltd. unless you have objected to this processing. Our products can be advertised by post, telephone and e-mail. In particular we would like to provide you with reading copies, so that we can win you over for our new publications. Your contact details (delivery address and e-mail) will be passed on to our booksellers before the official launch of a book, so that they can send the copies. Registered media representatives also have the option of ordering review copies in the press area; you have the option of objecting to the processing of your personal data for this purpose at any time (see Section 13.1).

6. Contact us

- 6.1. If you contact us (via contact form or e-mail), your details will be processed in order to process your contact request.
- 6.2. User information can be stored in our Customer Relationship Management System ("CRM System") or comparable request organizer.

- 6.3. We use the system „Dynamics NAV“, of the provider Microsoft Corporation, Redmond, USA based on our legitimate interests (efficient and fast processing of user requests).

7. Comments and contributions

- 7.1. If users leave comments or other contributions, their IP addresses are stored for 7 days based on our legitimate interests.
- 7.2. This takes place for our safety, if someone leaves illegal content in comments and contributions (insults, forbidden political propaganda, etc.). In this case we can be prosecuted ourselves for the comment or contribution and are therefore interested in the identity of the author.

8. Data obtained from third parties (without your cooperation/participation)

- 8.1. As part of our activities, we obtain personal data from third parties and from publicly accessible sources for press purposes (delivery of press releases, review copies, cooperation ideas, etc.) and to send electronic reading copies. We receive information about first and last names, postal addresses, e-mail addresses, branch, department and function.
- 8.2. We receive this personal data from the following sources:
 - trade partners,
 - the internet.

9. Lotteries

- 9.1. You may take part in our lotteries which are run by us electronically. We will use the data listed in each lottery for the purposes required for its realisation, i.e. in particular to draw lots, notify the winner (by e-mail or telephone) and send the prize. The data will be deleted after the end of the lottery.
- 9.2. If we collaborate with cooperation partners (third-party companies) to run the lottery, your personal data will be passed on to them. This is necessary for the prize to be transferred. In addition, the personal data provided by you may be used by our cooperation partners for marketing purposes specified in the respective lottery. We will inform you of our cooperation partners during the lottery. With your participation in the lottery you agree to this processing.

10. Cookies & range measurement

- 10.1. Cookies are information that is transferred from our web server or third party web servers to the user's web browser and stored there for later retrieval. Cookies can be small files or other types of information storage.
- 10.2. We use "session cookies", which are only stored for the duration of your current visit on our website (e.g. to enable the storage of your login status or the shopping basket function and thus the use of our online offer). A randomly generated unique identification number, a so-called session ID, is stored in a session cookie. A cookie also contains information about its origin and the storage period. These cookies cannot store any other data. Session cookies are deleted when you have finished using our online offer and, for example, log out or close your browser.
- 10.3. Users will be informed about the use of cookies in the context of pseudonymous range measurement within the scope of this privacy policy.
- 10.4. If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.
Google Analytics: On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer), 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 offer by users is generally transferred 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 offer by users, to compile reports on the activities within this online offer and to provide us with further services associated with the use of this online offer and Internet usage. Pseudonymous user profiles can be created from the processed data.

We use Google Analytics only with IP anonymization enabled. This means that the IP address of users is truncated by Google within member states of the European Union or in other states which are party to the agreement on the European Economic Area. Only in exceptional cases is a full IP address transmitted to a Google server in the United States and truncated there. The IP address transmitted by the user's browser is not merged with other Google data. Users may refuse the use of cookies by selecting the appropriate settings on their browser software; users may also prevent Google from collecting data generated by the cookie relating to their use of the website and from processing this data by downloading and installing the browser plug-in available at the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>

Further information on data use by Google, setting and objection possibilities can be found on the websites of Google: <https://www.google.com/intl/de/policies/privacy/partners> ("How Google uses information from sites or apps that use our services"), <http://www.google.com/policies/technologies/ads> ("Advertising"), <http://www.google.de/settings/ads> ("Control the information Google uses to show you ads"), Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law

(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

11. Social media functions

- 11.1. This website contains "Addthis" plugins that allow you to bookmark or share interesting website content. The use of "Addthis" leads to the use of cookies. The data generated (such as time of use or browser language) is transferred to the Add This LLC in the USA and processed there. You will find further information on data processing and data protection measures used by Add This LLC under www.addthis.com/privacy. In particular, this website contains information on the type of data processed and the purpose for which it is used. We do not process the data concerned. By using the "Addthis" field you agree to the data processing by Add This LLC, in the scope that is evident on the website www.addthis.com. You can object to the use of your data at any time by using "Opt Out Cookies": <http://www.addthis.com/privacy/opt-out>.
- 11.2. Our website contains links to and sharing functions of social networks such as
 - Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA, operated within the EU by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland),
 - Instagram Inc. (1601 Willow Road, Menlo Park, CA, 94025, USA, YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA),
 - Twitter Inc. (795 Folsom St., Suite 600, San Francisco, CA 94107, USA) and
 - YouTube (YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA).
- 11.3. If you are logged in to one of the social network services while visiting one of our websites with the corresponding plug-in, the provider of the respective social network may be able to recognize the information collected about your specific visit and assign it to your personal user account or publish it. If, for example, you use the "Share" button of the respective social network, this information may be stored in your user account and published on the platform of the respective social network provider. If you want to prevent this, you must either log out from the respective social network before clicking on the graphic or make the corresponding settings in your user account of the social network.

12. Newsletter

- 12.1. To subscribe to the newsletter, simply enter your name and e-mail address. The use of the delivery service provider, carrying out the statistical surveys and analyses and logging of the application procedure are carried out on the basis of our legitimate interests. We are interested in using a user-friendly and secure newsletter system that serves both our business interests and the expectations of users.
- 12.2. **Contents of the newsletter:** We will only send newsletters, e-mails and other electronic notifications containing advertising information (hereinafter "newsletters") with the consent of the recipients or legal permission. If the contents of a newsletter are specifically described within the scope of a registration, this is decisive for the consent of the users. Apart from that, our newsletters contain information about our products, offers, promotions and our company.
- 12.3. **Delivery providers:** The newsletter is sent via «Campaign Monitor», a newsletter distribution platform of the US provider Campaign Monitor Pty Ltd., 631 Howard St., 5th Floor, San Francisco, CA 94105, USA. The data protection regulations of the delivery service provider can be found here: <https://www.campaignmonitor.com/policies/#privacy-policy>. According to its own information, the delivery service provider can use this data in pseudonymous form, i.e. without allocation to a user, to optimise or improve its own services, e.g. to technically optimize the dispatch and presentation of the newsletter or for statistical purposes, in order to determine which countries the recipients come from. However, the delivery service does not use the data of our newsletter recipients in order to contact them directly or pass them on to third parties.
- 12.4. **Statistical surveys and analyses:** The newsletters contain a so-called "web-beacon", i.e. a pixel-sized file which is retrieved from the server of the delivery service when the newsletter is opened. Within the scope of this retrieval, technical information, such as information about the browser and your system, as well as your IP address and time of retrieval are initially collected. This information is used to technically improve the services based on the technical data or the target groups and their reading behaviour based on their retrieval locations (which can be determined using the IP address) or access times. The statistical surveys also include determining whether the newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. However, it is not our intention, nor that of the delivery service provider, to observe individual users. The evaluations serve us, rather, to recognize the reading habits of our users and to adapt our contents to them or to send different contents according to the interests of our users.
- 12.5. **Cancellation/Revocation:** You can cancel the receipt of our newsletter at any time, i.e. revoke your consent. With this, your consent to their dispatch by the delivery service provider and the statistical analyses expire as well. A separate revocation of the delivery by the delivery service provider or the statistical evaluation is unfortunately not possible. You will find a link to cancel the newsletter at the end of each newsletter. If users have only subscribed to the newsletter and cancelled their subscription, their personal data will be deleted.

13. Safety precautions

We take organizational, contractual and technical security measures in accordance with the state of the art in order to ensure that the regulations of data protection laws are observed and thus to protect the data processed by us against accidental or intentional manipulation, loss, destruction or access by unauthorized persons.

14. Disclosure of data to third parties

- 14.1. We may disclose your personal information to the following recipients and for the following purposes:
- to our external service providers, e.g. for personnel management, accounting,
 - marketing services, sales, product and service provision, personnel services, telecommunications and IT;

- to booksellers for delivery of reading copies (see Section 5.3);
 - to our auditors;
 - if you specifically request it;
 - if disclosure is necessary to comply with a court order or legal or regulatory obligation; or
 - if the disclosure of this personal data is in connection with the intended sale or other sale of our company or of company assets or parts of the company.
- 14.2. We only pass on user data to the named recipients if this appears necessary for contractual purposes or due to legal requirements or if it is based on our legitimate interest in an economical and effective operation of our business.
- 14.3. If we use external service providers to provide our services, we take appropriate legal precautions as well as appropriate technical and organizational measures to ensure the protection of personal data in accordance with the relevant legal regulations.
- 14.4. If content, tools or other resources from other providers (hereinafter jointly referred to as "third party providers") are used within the scope of this privacy policy and their named registered office is in a third country, it is to be assumed that data is transferred to the countries in which the third party providers have their registered office. Third countries are countries outside Switzerland and the EU or the European Economic Area. Data is only transferred to third countries if an adequate level of data protection is guaranteed, e.g. by the conclusion of sufficient guarantees, in particular by means of EU standard contractual clauses, or a recognised certification of the recipient. (z.B. Privacy Shield certifications).

15. User rights and data protection contact

- 15.1. **Your rights:** Users have the right, upon request and free of charge, to receive information about the personal data that we have stored about them. In addition, users have the right to correct inaccurate data, to limit the processing and deletion of their personal data, if applicable, to assert their rights to data portability and, in the event of an assumption of unlawful data processing, to file a complaint with the competent supervisory authority.
- Users can object to the future processing of their personal data in accordance with legal requirements at any time. The objection may be lodged in particular against processing for direct marketing purposes. Likewise, users can, in principle, revoke consents with effect for the future.
- 15.2. **Deletion:** The personal data stored by us will be deleted as soon as they are no longer required for their intended use and the deletion is not prevented by any statutory storage obligations or legitimate interests in storage on our part (e.g. for the enforcement of our legal claims).
- 15.3. **Your data protection contact:** If you have any questions or concerns regarding data protection, please contact us at datenschutz@diogenes.ch or write to us at Diogenes Verlag AG, Datenschutz, Sprecherstrasse 8, 8032, Zurich, Switzerland.

16. Data protection representation in the European Union (EU) and in the European Economic Area (EEA)

We have the following data protection representation in the European Union (EU) and in the European Economic Area (EEA) including the Principality of Liechtenstein pursuant to Art. 27 GDPR as an additional point of contact for supervisory authorities and data subjects for enquiries relating to the General Data Protection Regulation (GDPR):

VGS Datenschutzpartner UG
 Am Kaiserkai 69
 20457 Hamburg
 Deutschland

info@datenschutzpartner.eu

Last Update: 29.01.2018