

Privacy Policy

As of September 1st 2018

1. Who Are We?

The following company ("we" or "us") is responsible for the data processing activities covered by this Privacy Policy:

Federation of Migros Cooperations

Limmatstrasse 152

CH-8005 Zürich

E-Mail: m-infoline@migros.ch

Phone: +41 800 84 0848

We have appointed a Data Protection Officer who may be contacted as follows:

privacy@mgb.ch

2. Which Personal Data Do We Process and for What Purposes?

We process a wide range of personal data for different reasons and purposes. Further information is provided in this section, in possible declarations of consent and, in many instances, in the applicable general terms and conditions, conditions of participation, and additional privacy policies. We generally collect personal data directly from you, e.g. when you transfer data to us or communicate with us. However, personal data may also be collected from other sources, especially in the case of the following data:

- information from public registers, e.g. the debt enforcement register;
- information obtained from private providers such as credit reference agencies, mailing list brokers, databases to prevent fraud and money laundering, etc.;
- information obtained from the internet, the media and media monitoring agencies;
- information obtained from online service providers, e.g. providers of web analytics services;
- information relating to payment transactions carried out by financial services providers;
- information obtained from any company you work for, e.g. name, contact details, title, role, etc.;
- information concerning you that other parties have supplied to us, e.g. in the course of any administrative or court proceedings, or during any interactions with us.

The purposes for which we process personal data concerning you in particular include the following:

- communicating with you and with third parties;
- providing customer services;
- providing, managing, backing up and customizing websites, apps, online offers and other infrastructure, e.g. Wi-Fi;
- entering into and performing contracts with you;
- entering into and performing contracts with suppliers, customers and business partners that are connected to you and managing relationships with customers and suppliers;
- gaining a better understanding of our end customers and their behavior and interests, evaluating and improving acceptance levels for our products and services as well as our communications in relation to products and services;
- advertising and marketing, e.g. staging events, conducting competitions, etc. and sending targeted

information and marketing communications by post and electronically (unless the recipient has objected to direct marketing);

- conducting market research and opinion polls;
- preparing and undertaking corporate takeovers and sales as well as similar transactions;
- administration and management of IT and other resources;
- accounting, archiving, training and other administrative purposes;
- reviewing and improving our internal processes and sharing personal data within the Migros Group;
- ensuring the safety of our employees and premises as well as areas;
- reviewing and meeting legal requirements, including court orders or orders issued by authorities, for compliance purposes and for the purpose of detecting and investigating abuses;
- enforcing our rights and the rights of affiliated companies and defending any claims against us, our employees, our affiliated companies and against our contracting and business partners in court or in relation to the authorities, within or outside Switzerland.

3. To Whom Do We Disclose Personal Data?

Our employees have access to your personal data to the extent required for the purposes defined and for the performance of the activities of the employees in question. These include employees in other departments and in support roles, e.g. IT. Our employees act in accordance with our instructions and are bound by confidentiality and non-disclosure obligations in handling your personal data. We may transfer your personal data to any third parties that supply services to us (e.g. IT service providers) both within and outside the Migros Group.

Furthermore, personal data may be transferred to other companies which may (also) use such data for their own purposes. In such cases, the data recipient is legally responsible **as the controller of the data**. This would apply in the following circumstances, for example:

- IT services, for example in the areas of hosting, cloud services, the delivery of email newsletters, and data analysis and enhancement
- If we are required to transfer personal data to another company in relation to transactions contemplated or carried out by us, including company mergers or the acquisition or sale of individual parts of a company or its assets.
- We may disclose your personal data to third parties (e.g. to the courts and authorities within Switzerland and abroad) if this is required by law. We also reserve the right to process your personal data in order to satisfy a court order or for the purpose of enforcing or defending legal rights or claims or if we consider such processing to be necessary on any other legal grounds. We may also disclose your personal data to other parties involved in any proceedings.
- If we transfer claims against you to other companies, such as collection agencies.

4. When Do We Transfer Your Personal Data Abroad?

The recipients of your personal data may be located abroad – including outside of the EU or EEA. The countries in question may not have laws in place that afford your personal data the same level of protection as provided in Switzerland or in the EU or the EEA. In transferring your personal data to such a country, we are required to ensure the protection of your personal data in a suitable manner. One means of doing so is to conclude data transfer agreements with the recipients of your personal data that ensure the required level of data protection. Please contact us if you would like a copy of our data transfer agreements.

5. How Do We Process Personal Data in relation to websites and email newsletters?

When you visit our website, we will process technical data, e.g. information on the time you accessed our website, the duration of the visit, the pages accessed, and the end device used (tablet, PC, smartphone, etc.), to enable us

to provide the website, for reasons of IT security, and to improve user-friendliness. In addition, we use "cookies", files that are stored on your end device (tablet, PC, smartphone, etc.) when you visit our website, as well as similar technology. Several cookies are required for the functionality of the website and are deleted automatically following the visit. We use other cookies to save settings (e.g. language selection) for subsequent visits, to obtain anonymous statistics regarding website use. We may also use cookies on partner websites in order to display advertisements that may be of interest to you and evaluate your response to such advertisements. However, the relevant partner will not receive any personal data concerning you as a result.

We also use cookies of third-party providers enabling them to collect information they may require for the purpose of providing services. We will not transfer any personal data to such third parties. However, third parties may collect information on your use of our website to facilitate the provision of their services. This primarily involves statistical evaluations of website use. However, third-party providers may, in certain circumstances, combine information gathered about you with data from other websites you have visited and use this information for their own purposes (e.g. to manage advertising on partner sites of the providers concerned). The provider concerned may be able to identify you if you have registered with that provider. Any such processing of your personal data will be undertaken under the responsibility of the provider in accordance with its own data protection rules.] [One such example of statistical analysis is the Google Analytics service provided by Google in the US. Google uses cookies to collect information about your behavior on our website and the end device (tablet, PC, smartphone, etc.) used for this purpose, e.g. details of your browser, the website from which you accessed our website, the name of your provider, your IP address, the date and time you accessed the website, websites visited, duration of the visit and, where applicable, visits to other websites and apps. We receive analyses from Google based on this information. Google stores this information in the US. However, your IP address will be shortened beforehand within the EU or EEA. You can prevent the use of Google Analytics by installing the browser add-on available at <https://tools.google.com/dlpage/gaoptout>.

If we distribute newsletters by email, we may be able to establish whether or when you opened the email, allowing us to assess your use of the email and provide offers that better match your interests. You can stop the processing of such data in your email program.

You can prevent the use of the technologies specified: You can set your browser to prevent cookies from being accepted and delete any cookies stored. You can also adjust the settings in your email program to ensure that information on email use is not transmitted.

Our websites also incorporate functions from social networks such as Facebook, Twitter, YouTube, Google+, Pinterest and Instagram. These functions are disabled by default. Enabling such functions may allow social network providers to log your visit to our website. Such providers may use this information for their own purposes, under their own responsibility and in accordance with their own data protection rules.

6. For How Long Do We Store Your Personal Data?

We store your personal data in a personalized form for as long as it is required for the specific purpose for which it was collected. In the case of contracts, personal data is stored for at least the duration of the contractual relationship. We also store personal data if we have a legitimate interest in doing so, e.g. for documentation and evidential purposes or to safeguard and defend legal rights. We also store your personal data if it is subject to a statutory retention requirement.

7. How Do We Protect Your Personal Data?

We take appropriate technical measures (e.g. encryption, pseudonymization, record keeping, access restrictions, data backups) and organizational measures (e.g. instructions issued to employees, confidentiality agreements, audits) in order to safeguard your personal data, protect you against unauthorized or unlawful processing activities, and to address the risk of loss, unintentional changes, inadvertent disclosure, or unauthorized access. In general, however, security risks cannot be completely ruled out; certain residual risks are unavoidable in most cases.

8. What Rights Do You Have in Connection with the Processing of Your Personal Data?

You may object to the processing of your personal data at any time, especially to data processing related to direct advertising (e.g. advertising emails).

Under the law applying to you, you also have the right of access, the right to rectification, the right to erasure, the right to restriction of processing, the right to object to the processing of data, and the right to receive personal data that you have provided to us in a readable format and free of charge. You also have the right to withdraw your consent, which will not affect the lawfulness of processing based on consent before its withdrawal. You can also lodge a complaint with the competent data protection authority.

9. What Else Do You Need to Bear in Mind?

We process your personal data in particular on the basis of the following principles:

- the conclusion of a **contract** with the data subjects or for pre-contractual measures requested by the data subjects;
- legitimate interests: these include, for example, interests in connection with customer support and communications with customers, including outside the framework of a contract; interests in the performance of marketing activities; our interest in getting to know our customers and other individuals better; our interest in improving existing products and services and developing new ones; our interest in protecting customers, employees and other individuals and data, as well as secrets and assets of the Migros Group; our interest in ensuring IT security, especially in connection with the use of websites and other IT infrastructure; our interest in safeguarding and organizing business operations, including the running and further development of websites and other systems; any interest in the enforcement or defense of legal rights and claims; and our interest in complying with Swiss law and internal rules and regulations;
- consent provided by you where we have separately requested such consent;
- compliance with legal requirements.

Incidentally, there is no general obligation to disclose personal data to us unless you have entered into a contractual relationship with us that establishes such an obligation. We will, however, be required to collect and process any personal data that is necessary or legally prescribed for the purposes of commencing and performing a contractual relationship and meeting related obligations. Otherwise, it will not be possible for us to conclude or continue the contract in question. It is also necessary, in practice, to process log data and certain other types of data in connection with website use. In relation to any communications with us, it is also necessary for us, as a minimum, to process personal data that you transfer to us or that we transfer to you.

10. Changes to this Privacy Policy

This Privacy Policy may be updated over time, especially if we change our data processing activities or if new legal provisions become applicable. We will actively inform individuals whose contact details are registered with us of any material changes, provided that we can do this without disproportionate effort. In general, however, the version of the Privacy Policy in force at the time at which the data processing activity in question commences is applicable.