

Privacy Statement

1. Scope

- 1.1 This Privacy Statement applies to the use of the digital solution Schaerer Coffee Link (hereinafter, the “Web Portal”), the services offered through the Web Portal and the coffeemakers featuring a telemetric module (hereinafter “Schaerer Coffee Link connected”) to which such services apply. This Web Portal is offered by **Schaerer AG, Allmendweg 8, Postfach 336, 4528 Zuchwil, Schweiz, E-Mail: info@schaerer.com** (hereinafter “Schaerer”) as the controller as defined in the Data Protection Act (Datenschutzgesetz “DSG”) or in the EU General Data Protection Regulation (hereinafter the “GDPR”). The processing of your data is subject to the DSG. If necessary, the GDPR may also be applicable in individual cases, which is why reference is made to it in detail below. You can contact our data protection officer using the contact form available under *Send Inquiry to the Data Protection Officer* or at our postal address marked *Attention: Data Protection Officer*.
- 1.2 Protecting your personal data is important to us, in particular, protecting your personal rights when we process and use your personal data. Below, we inform you about the collection of personal data when you use the Web Portal. The term *personal data* includes all data relating to you personally, for example, your name, postal address, e-mail address, and user behavior.
- 1.3 The Web Portal is provided by WMF Group GmbH, Eberhardstraße 35, D-73312 Geislingen an der Steige, e-mail: info@wmf-group.com (hereinafter “WMF”), as the technical provider of the Web Portal for the WMF Group. Personal data will be transmitted to WMF as part of the provision of services. Data will be transmitted to WMF pursuant to Article 6 (1) f) of the GDPR. The legitimate interest referred to in said article is the central management of the Web Portal on behalf of the WMF Group of companies and the data collected through the Web Portal as part of the services offered.

2. Automated Data Collection and Processing

- 2.1 As with every other web service, our server collects information automatically and stores it temporarily in server log files unless you deactivate such collection. If you view content in our Web Portal, we collect the following data which for technical reasons we need if we are to display the contents of the Web Portal to you and to ensure the stability and security thereof (legal basis: Article 6 (1) f) of the GDPR):
 - the IP address of the computer from which the inquiry is sent;

- the file inquired about by the client;
- the http response code;
- the Internet page from which you are visiting (referrer URL);
- the date and time the server inquiry is sent;
- the type and version of the browser used; and
- the operating system on the computer sending the inquiry.

No server log files are evaluated in association with an individual person. The provider is not able to allocate the data to any specific person or persons at any time. The data is not merged with data from any other sources.

- 2.2 To enable us to design this website to meet specific needs and to optimize it, solutions and technologies developed by econda GmbH (www.econda.de) are employed to collect and save anonymized data and use such data to create usage profiles using pseudonyms. To this end, cookies may be used to facilitate the recognition of Internet browsers. However, without the visitor's express consent, no usage profiles are merged with data related to the person behind any pseudonym at any time. In particular, IP addresses are anonymized immediately which makes associating usage profiles with IP addresses impossible. Visitors to this website can object to the future collecting and saving of data at any time at <http://www.econda.de/econda/datenschutz/widerruf-datenspeicherung.html>.

We use econda to analyze the use of our website and to enhance such use regularly. The resulting statistics allow us to improve our offerings and to make them more interesting for you, the user. The data collected are saved permanently and analyzed pseudonymously. The legal basis for our use of econda is Article 6 (1) p. 1 f) of the GDPR where applicable. For more information, please refer to econda's [privacy statement](https://www.econda.de/datenschutzhinweise/) available at <https://www.econda.de/datenschutzhinweise/>.

- 2.3 This website uses Google Analytics, a web analytics service provided by Google Inc. (hereinafter, "Google"). Google Analytics uses small text files, referred to as cookies, which are saved on your computer to facilitate analysis of your website use. The information generated by cookies regarding your use of this website typically is transmitted to and saved on a Google server located in the United States. If and when IP anonymization is activated on this website, Google will truncate your IP address for transmission among member states of the European Union or to other member states of the Agreement on the European Economic Area. Only in exceptional cases will your full IP address be transmitted to a Google server in the United States and then truncated. At the request of the operator of

this website, Google will use the information to evaluate your use of this website, to compile reports on website activity, and to provide the operator of this website with other services relating to website activity and Internet use.

According to Google, the IP address transmitted from your browser as part of Google Analytics will not be merged with any other data held by Google.

You may refuse the saving of cookies by selecting the appropriate settings in your browser software; however, please note that if you do so you may not be able to use the full functionality of this website. In addition, you can object to Google's collection of data generated by cookies which data relates to your use of this website (including your IP address) as well as to Google's processing of the data. To do so, download and install the browser plug-in available at <http://tools.google.com/dlpage/gaoptout?hl=de>.

This website uses Google Analytics with the addendum *_anonymizeIp()*. This means that IP addresses are truncated before being processed and cannot be associated with individual persons. In the event a personal association to you of any data collected in connection with you is possible, such association is excluded without delay and the personal data is erased immediately.

We use Google Analytics regularly to analyze and enhance the use of our website. The resulting statistics allow us to improve our offerings and make them more interesting for you, the user. In exceptional cases in which personal data is transmitted to the United States, Google is bound by the EU-US Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>). The legal basis of our use of Google Analytics is Article 6 (1) p. 1 f) of the GDPR, where applicable.

Information regarding the third-party provider is as follows: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, fax: +353 (1) 436 1001; terms of use: <http://www.google.com/analytics/terms/de.html>; overview of data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>; privacy statement: <http://www.google.de/intl/de/policies/privacy>.

- 2.4 In addition, this website uses the online advertising service Google AdSense through which you can be provided with advertising based on your interests. We are interested in displaying advertising to you that could be of interest to you, thus making our website more appealing to you. To this end, statistical information about you is collected and then forwarded to our advertising partners for processing. The respective advertisements are marked *Google Ads*.

When you visit our website, Google is notified that you have accessed our website. To this end, Google uses a web beacon to install a cookie on your computer. The data specified in 2.1 above is transmitted. We cannot influence the data collected and have no knowledge of the full scope of the data collection or the period of time

for which such data is saved. Your data is transmitted to and evaluated in the United States. If you log in with your Google account, your data can be associated with that account directly. If you object to such association, please log out. The data may be forwarded to one or more of Google's contracting partners, to third parties, and/or to authorities. The legal basis for such processing of your data is Article 6 (1) p. 1 f) of the GDPR, where applicable. This website does not use Google AdSense to run third-party advertisements.

You have several options to prevent Google AdSense from installing cookies on your computer: a) you can adjust the settings of your browser software accordingly (among other things, suppressing third-party cookies results in you no longer receiving any third-party advertisements); b) you can deactivate interest-specific Google advertisements via <http://www.google.de/ads/preferences> which setting, however, will be deleted when you erase your cookies; c) you can deactivate interest-specific advertisements of providers who have joined the self-regulation campaign *About Ads* via <http://www.aboutads.info/choices> which setting, however, will be deleted when you erase your cookies; d) you can deactivate such option permanently in your Firefox, Internet Explorer, or Google Chrome browser at <http://www.google.com/settings/ads/plugin>. Please note that if you do so, you may not be able to use all the functions of this website.

For further information regarding the purpose and scope of the collection and processing of data or regarding your rights in this regard and the settings available to you to protect your privacy, please contact Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, U.S.A. or go to data protection terms for advertising at <http://www.google.de/intl/de/policies/technologies/ads>.

3. Collection and Processing of Data Provided on a Voluntary Basis

3.1 General contact

Generally, your provision of your personal data to us through our Web Portal (your last name, first name, e-mail address and/or postal address) is voluntary. This data is used to manage your contract, process your inquiries and/or your orders, perform our own market research or opinion polls, and make decisions regarding the advertising materials we send out by mail and/or e-mail. The personal data you provide will not be used in any other way; in particular, it will not be transmitted to third parties for advertising purposes, market research or opinion polls. We will erase the data collected from you when saving such data no longer is required or, depending on statutory retention obligations, we will restrict the processing of such data. The legal basis for this is Article 6 (1) b) of the GDPR or Article 6 (1) f) of the GDPR, where applicable.

3.2 Registration and Use of Schaerer Coffee Link

When you register on our Web Portal, we collect your data (name, first name, e-mail address, address) to process the contractual relationship. If you include a coffee machine in your profile, the technical data transmitted by the coffee machine in accordance with number 4 will be linked to your profile. The legal basis for processing is Art. 6 para. 1 sentence 1 lit b GDPR, where applicable.

In addition, we process your data within the scope of a concluded service contract for the execution of repairs and maintenance measures, for the improvement of our offer, for demand-oriented advertising for our products as well as for product improvement and development. The legal basis for processing the user's personal data is the respective execution of the contract (Art. 6 para. 1 sentence 1 b GDPR, where applicable) and the legitimate interests of Schaerer (Art. 6 para. 1 sentence 1 b GDPR, where applicable).

3.3 Placing orders in the Web Portal

If you choose to order goods through the Web Portal, it will be necessary for you to enter into a contract with us. To this end, you will be asked to provide the personal data we require to handle your order. Data which is mandatory to facilitate contract management will be so marked; all other information you provide is offered on a voluntary basis. We process the data you provide to handle your order. To this end, we will forward your payment data to our house bank or to an online payment service contracted by us. The legal basis for this is Article 6 (1) p. 1 b) of the GDPR, where applicable.

Moreover, we can process the data you provide to us so that we can inform you about other interesting products in our portfolio or send e-mails containing technical information to you.

Your data will be used only for the period of time required for the existing customer relationship. Irrespective thereof, we are obligated by commercial and tax laws to save your address, payment and order information for a ten-year period.

4. Use of Data Transmitted by a Coffeemaker featuring Schaerer Coffee Link connected

- 4.1 Generally, the telemetric module that facilitates a bidirectional exchange of data also facilitates the remote and continuous retrieval of data to ensure efficient control, management and optimization of processes of a business nature or relevant to the services.

When a coffeemaker featuring Schaerer Coffee Link connected is put into operation, information on the coffeemaker's operation and status (hereinafter,

“Technical Data”) is transmitted to Schaerer. Technical Data includes, but is not limited to, the following:

- the type and number of the devices connected to the coffeemaker, for example, a cooling unit with compatible sensor technology;
- meter values and statistics on brewings, beverage and maintenance meters, milk temperature (in the case of an add-on device or an add-on cooling unit), boiler temperature, etc.;
- commands and functions executed via the Web Portal, including the time;
- status of the coffeemaker (on, off, and the time of status change);
- data regarding radio transmission, including the signal strength, the provider selected, and the radio cell in which the coffeemaker is located;
- diagnostic and error messages for the coffeemaker and all devices connected to it;
- types and times of cleaning;
- software versions, time of installation of software updates, and log files of the software; and
- settings for beverages and for the coffeemaker.

4.2 If the user does not use Schaerer Coffee Link, Schaerer cannot associate the Technical Data to a specific person. The Technical Data is not associated to a specific user profile until the user connects the coffeemaker featuring Schaerer Coffee Link connected. If such connection facilitates an association between the Technical Data and a specific person pursuant to the DSG or the GDPR, where applicable, we process the data for the provision of the contractually agreed-upon services in connection with the user’s use of the Web Portal. The legal basis for this is Article 6 (1) b) of the GDPR, where applicable. All personal data is saved for the duration of the usage relationship and is erased within one month after such relationship is terminated. Statutory retention periods remain unaffected. The data collected can be used for internal purposes at any time, but may not be transmitted to third parties.

If in addition to the primary users one or more persons are activated as secondary users of a connected coffeemaker, we also process the aforementioned data relating to the use of the connected coffeemaker by the secondary user or users in this context so as to facilitate the use of the connected coffeemaker by the secondary user or users as specified in the service description (Article 6 (1) b) of the GDPR, where applicable).

- 4.3 As part of our customer service, we obtain access to the Technical Data. The use of Technical Data is predominantly on a pseudonymized basis. Technical Data is used in association with a specific person only to provide the services agreed upon in the contract with the customer regarding the use of the Web Portal or in an existing service contract. We reserve the right to use third parties for the provision of maintenance services and to grant such third parties access to the user's data as part of such data processing. The user's data will not be forwarded to any third party beyond that scope.
- 4.4 We reserve the right to use Technical Data and, in particular, anonymized or pseudonymized usage-related data for statistical purposes and to develop our products further. The same applies if the user ceases to use Schaerer Coffee Link. This data is of a technical and device-specific nature exclusively. No data will be evaluated at the personal level.

5. Transmission to Third Parties

To the extent you provide us with personal data, we will not transmit any such personal data to any third party, except

- to the extent you consented to such transmission (see 3.2 above): When data is collected you will be informed of the recipient or categories of recipients;
- within the framework of the provision of the Web Portal: to WMF pursuant to 1.3 above;
- as part of the processing of your inquiries and/or your orders and your use of our services: to subcontractors commissioned by us to whom we transmit only such data as is required to fulfill the respective assignment and such contractors shall use such data for specific purposes only;
- as part of processing activities: to external service providers whom we have selected diligently and have commissioned and who are bound by our instructions and by the provisions of the DSG or the GDPR and are controlled on a regular basis; and
- in compliance with legal obligations: to parties authorized to obtain such personal data.

6. Cookies

6.1 The Web Portal uses cookies, small text files that are saved locally in your browser's cache. The following types of cookies, the scope and functionality of which are explained below, are used:

- transient cookies (see 6.2 below) and

- persistent cookies (see 6.3 below).
- 6.2 Transient cookies are erased automatically when you close your browser. Transient cookies include, but are not limited to, session cookies which save session IDs that can be used to associate diverse requests from your browser with one joint session. In this way, your computer is recognized when you return to the Web Portal. Session cookies are deleted when you log out or close your browser.
- 6.3 Persistent cookies are erased automatically after a predefined period of time, which period of time may vary depending on the cookie. You can delete persistent cookies in the security settings of your browser at any time.
- 6.4 You can configure your browser settings to meet your needs such that, for example, acceptance of third-party cookies or of all cookies is refused. Please note that in this case you may not be able to use all the functions of the Web Portal.
- 6.5 We use cookies to identify you during your ensuing visits to the Web Portal, provided you have set up an account with us. Otherwise, you will be required to log in every time you visit the Web Portal.

7. Your Rights

- 7.1 By law, you have the following rights towards us with regard to personal data concerning you. Please note that the existence and scope of the respective rights may vary depending on the data protection legislation applicable in the specific case. You have a right of
- access,
 - rectify or erase,
 - restrict processing,
 - object to processing, especially based on legitimate interests, and
 - portability.

Please forward all inquiries in writing to die Schaerer AG, Allmendweg 8, Postfach 336, 4528 Zuchwil, Switzerland, e-mail: info@schaerer.com. Alternatively, you can use the contact form.

- 7.2 In addition, you have the right to lodge a complaint with a data protection supervisory authority if you are not satisfied with our processing of your personal data.