

# Privacy policy

## 1. Overview

The following information is meant to help you understand what data we process on our website and what rights you have in this regard. We take the protection of your personal data very seriously and treat your data solely in accordance with applicable legal provisions.

## 2. Party responsible for processing data

The party responsible for processing data on our website is **Coop Cooperative**, Thiersteinerallee 12, 4053 Basel, Switzerland. All enquiries should be made to coop@home, Customer Service, Fegistrasse 9, 8957 Spreitenbach, Switzerland [info@coopathome.ch](mailto:info@coopathome.ch).

## 3. Processed data

The following is an overview of the data that are processed when you visit our website. We will explain the purpose and the legal basis for processing these data and indicate how long the data are stored.

### a) Functioning of the website and creation of log files

When you visit our website, the Internet service provider automatically collects and stores information in "server log files" that your browser transmits to us. These are:

- Browser type and browser version
- Operating system used
- User's Internet service provider
- Host name of connected device
- Date and time of server access
- User's IP address
- Referrer URL
- Time of server access
- Login status

These data cannot be attributed to a particular person and will not be merged with data from other sources. The purpose of storing log files is to guarantee the proper functioning of our website as well as the security of our IT systems. Consequently, such data are processed on the legal basis of the legitimate interests of the party processing the data.

Data are only stored for as long as is necessary to fulfil the purpose of being collected, and are therefore deleted automatically after a period of three months. Log file storage is essential for the operation of the website, and you do not have the option of contesting this.

b) How we use cookies

Our website uses cookies. Cookies are text files that are stored on your device's operating system via your browser whenever you visit our website.

Cookies allow us to make our website more user-friendly. By storing cookies on your device, we are able to identify your browser when you visit our site again. This allows us to save certain settings (e.g. language settings, login information, form data, contents of shopping basket) and prevent you having to enter these again the next time you visit our website. The use of cookies and the related processing of your data take place on the legal basis of our legitimate interest in providing you with a user-friendly website.

Cookies are stored on your device. You therefore have full control over the use of cookies. You can delete them or, alternatively, disable or limit them by changing the settings on your Internet browser. If you disable cookies on our website, you may not be able to enjoy the website's full functionality.

c) How we use Google Analytics

Our website uses **Google Analytics**, a service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). Google uses cookies stored on your device that allow your use of the website to be analysed. The information generated by the cookie regarding your use of this website – e.g. browser type, operating system used, referrer URL (the site from which you accessed our website), IP address, time of server access – is transmitted to and stored on a Google server in the USA. The IP address transmitted by your browser in this context is not merged with any other Google data. We have also added the "anonymizeIP" code to Google Analytics on this website. This ensures that all data are collected anonymously. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and then truncated there. Google may forward this information to third parties if this is required by law or to the extent that third parties process these data on behalf of Google. The Privacy Shield agreement, under which Google is certified, applies in relation to the USA.

In the case of **Google Analytics**, Google will use the data on our behalf to evaluate your use of the website, compile reports on website activity and provide us with other services related to the use of the website and the Internet. We use Google Analytics on the legal basis of our legitimate interest in analysing our website.

You can prevent cookies being stored by changing the appropriate settings in your browser. However, please note that doing so may mean you will not be able to enjoy the full functionality of this website. You can also opt out of Google Analytics by downloading and installing the browser add-on available at <https://tools.google.com/dlpage/gaoptout>. As an alternative to the browser add-on or within browsers on mobile devices, you can click the following link to set an opt-out cookie that will prevent Google Analytics from collecting data on this website in future: [link to follow shortly\*]. The opt-out cookie only works in this browser and only for this domain. If you delete your cookies in this browser, you must click the link again. To learn more about how Google Analytics handles user data, please refer to the Google privacy policy (<https://support.google.com/analytics/answer/6004245?hl=en>).

Our website uses Google Analytics including the functions of Universal Analytics. This allows us to analyse the activities on our sites across devices (e.g. access via laptop and later via smartphone). The assignment of a user ID to a user as a pseudonym makes this possible. Such an assignment occurs, for example, when you register for a customer account or sign in with your customer account. No personal data will be forwarded to Google. The additional functions of Universal Analytics will not result in a limitation of the aforementioned data protection measures that include IP address anonymization and the Google Analytics opt-out.

d) How we use Google AdWords conversion tracking

Our website uses Google AdWords conversion tracking, which involves a cookie being stored on your device for the purpose of tracking and performance measurement whenever you access our website via a Google ad. We do not collect any personally identifiable information about users. Our legitimate interest in measuring website performance serves as the legal basis.

Cookies expire after 30 days and are not used to identify users. If you do not wish to participate in the tracking programme, you can block the relevant cookies by changing your browser settings.

e) How we use Google Remarketing and other retargeting technologies

Our website uses the features of Google Analytics Remarketing combined with the cross-device capabilities of Google AdWords and Google DoubleClick. To this end we collaborate with Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). This feature makes it possible to link advertising target groups created with Google Analytics Remarketing to the cross-device capabilities of Google AdWords and Google DoubleClick. In practice, this allows personalized advertising tailored to your interests and based on your previous usage and browsing behaviour on one device (e.g. mobile phone) to be displayed on any one of your other devices (e.g. tablet or PC). Your web and app browser history is linked to your Google account for this purpose, provided you have given the relevant consent.

To support this feature, Google Analytics collects Google-authenticated IDs of users that are temporarily linked to our Google Analytics data. This enables us to define and create target groups for cross-device advertising.

Our website uses remarketing technology for marketing purposes. The aggregation of the data collected in your Google account takes place on the legal basis of your consent, which you may give or withdraw from Google. For data collection operations not merged together in your Google account (for example, because you do not have a Google account or have objected to this merging), the collection of data is based on our legitimate interest in analysing usage behaviour and employing user-specific advertising.

You can opt out of cross-device remarketing/targeting by turning off personalized advertising in your Google account via the following link (<https://www.google.com/settings/ads/onweb/>).

For more information and the Google privacy policy, go to <https://www.google.com/policies/technologies/ads/>.

For retargeting purposes, we also collaborate with Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA), using cookies to collect and analyse anonymized information about the behaviour of website visitors. This helps us to tailor advertising directly to your interests. Our legitimate interest in improving our content serves as the legal basis.

You can prevent cookies being stored by changing the appropriate settings in your browser.

f) Social media plug-ins

Our website uses plug-ins from the Google-operated YouTube website in the form of embedded videos. The operating company of YouTube is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you visit one of our pages with a YouTube plug-in, a connection to YouTube's servers will be established. Data regarding which of our pages you have visited will then be transmitted to YouTube's servers. If you are logged in to your YouTube account,

YouTube can attribute your browsing behaviour directly to your personal profile. The Privacy Shield agreement applies to data transfers to the USA.

The purpose of using YouTube plug-ins is to make our content visually appealing. Our legitimate interest in positioning our content therefore serves as the legal basis.

You can log out of your YouTube account to prevent your browsing behaviour being attributed to your personal profile. For additional information on the handling of user data, please refer to YouTube's privacy policy (<https://policies.google.com/privacy>).

g) Registering your customer account

When you create a customer account on our website, we collect the necessary data such as name, address, date of birth, e-mail address, telephone number and password. Your customer account is designed to process orders and ensures that you need not re-enter your data every time you place an order. Your consent serves as the legal basis.

Your data may also be used for specific advertising purposes. You can opt out of this at any time. Our legitimate interests serve as the legal basis.

h) How we use customer and order data

When you place an order via our website, we collect the data necessary for processing the order, e.g. name, address, e-mail address, method of payment, contents of shopping basket, date of delivery, type of delivery, browser, and, if applicable, vouchers, mobile phone number, and delivery address. To complete an order, you must have a password-protected user account.

We will treat your data as confidential, only forwarding them to third parties when necessary for the purpose of executing the contract. We must provide the forwarding agent with your name and address for delivery purposes, and the relevant financial services provider with your payment details for payment purposes. We use SSL encryption technology as a matter of course when entering and transmitting your payment information, thereby protecting your data from external access.

Please note that information about payment experiences – particularly those related to uncontested claims unpaid after the due date – as well as debt collection reports and address data will be forwarded to Intrum Finance Services AG (Eschenstrasse 12, 8603 Schwerzenbach, Switzerland) and MF Group AG (Am Bohl 6, 9004 St. Gallen, Switzerland) for legitimate purposes. Intrum AG and MF Group AG will use the data to verify your identity and creditworthiness, and provide the data to authorized third parties. Intrum AG and MF Group AG may analyse these payment experiences using mathematical and statistical methods of calculation that facilitate automated decision-making, particularly for assessing a person's creditworthiness. Our legitimate interests serve as the legal basis.

We also use Arvato profile tracking software that enables us to identify potentially fraudulent orders. Thanks to Arvato, we can check orders deemed to be fraudulent and block the device from which these orders have originated. We forward all data collected during the ordering process to Arvato Financial Solutions (Kaistrasse 7, 40221 Düsseldorf, Germany) once the respective order is completed. Our legitimate interest in the security of our online shop serves as the legal basis.

If you have registered your Coop Supercard with us, we will store your Supercard number on our system as well as the number of points necessary for transaction purposes, your points

credit, and your verified address data. Your consent serves as the legal basis. For more information, please refer to the Supercard General Terms and Conditions at <https://www.supercard.ch/de/ueber-supercard/agb.html>.

Details of your purchases can be tracked anonymously and automatically for marketing and statistical purposes. We perform dedicated evaluations to define target audiences. This allows us to notify customers individually of special offers and other services based on their previous purchases. Our legitimate interest in improving our content serves as the legal basis.

E-mails containing news and information about special offers may be sent several times a year to your specified e-mail address. The purpose of this is to inform you about the latest promotions. Our legitimate interests serve as the legal basis. By clicking the footer in one of these e-mail, you can opt out of future e-mails.

i) Vouchers

We forward the pseudonymized and encoded hash values of your e-mail address and IP address to Sovendus GmbH (Moltkestr. 11, 76133 Karlsruhe, Germany) for the purpose of offering you specific and interesting vouchers. The pseudonymized hash value of your e-mail address is used to take into account any potential objections against advertising by Sovendus. The IP address is used by Sovendus for data security only and will normally be anonymized within seven days. We also forward the pseudonymized order number, order value with currency, session ID, voucher code and time stamp to Sovendus for invoicing purposes. If you are interested in a Sovendus voucher, if there is no objection registered under your e-mail address, and if you click on the voucher banner only shown in this case, then your encoded title, name and e-mail address will be forwarded to Sovendus for the purpose of preparing the voucher.

To learn more about how Sovendus processes your data, please refer to the Sovendus privacy policy at [www.sovendus.de/en/privacy\\_policy/](http://www.sovendus.de/en/privacy_policy/).

We forward your data for marketing purposes on the legal basis of our legitimate interest in positioning additional content.

j) Newsletter

You can sign up to our free supermarket and wine newsletters via our website. In this case, the data that you enter for this purpose in the input screen are transmitted to us. We store the following information for newsletter dispatch purposes: your gender, first name, last name, e-mail address and preferred language. Your registration for our newsletter is not complete until you receive an e-mail allowing you to confirm your e-mail address via the link provided. This ensures that no one can register using someone else's e-mail address. The newsletter is dispatched via salesforce.com Sàrl (Route de Longeraie 9, 1110 Morges, Switzerland). We forward your data to salesforce.com Sàrl for this purpose.

We record your e-mail address for the purpose of dispatching the newsletter. Additional personal data mean that we can prevent our services and your e-mail address being misused and can address you with a personal salutation. Your consent serves as the legal basis.

You can cancel the newsletter at any time via the link in the e-mail. Any cancellation will only apply to the newsletter in question. If you wish to cancel both newsletters, you must cancel each one separately.

#### 4. Your rights

Your rights in relation to your personal data are as follows:

a) Right to information

You can ask for confirmation as to whether your personal data are being processed by coop@home, and, where that is the case, request access to these personal data.

b) Right to rectification

If your personal data is inaccurate or incomplete, you can request that these data be amended and/or completed.

c) Right to deletion

You can request the deletion of your personal data. We will delete the data provided conditions allow this.

You have no right to the deletion of your data if processing is necessary for the purpose of exercising the right to freedom of expression, fulfilling a legal obligation, performing a task in the public interest, or establishing, exercising or defending legal claims.

d) Right to restriction of processing

You can request that the processing of your personal data be restricted if you contest the accuracy of these data, if processing is unlawful, if the data are no longer required, or if you object to processing.

Where processing has been restricted, such data may subsequently only be stored. Further processing is only permitted with your consent, for the establishment, exercise or defence of legal claims, for the protection of the rights of another person, or for reasons of important public interest.

You will be notified if the restriction on processing is lifted.

e) Right to object

You can object to the processing of your personal data on grounds relating to your particular situation, as far as our legitimate interests or the performance of a task in the public interest constitute the legal basis for processing these data.

Furthermore, you have the right to object if your personal data are processed for the purpose of direct marketing. If you do so, the data will no longer be used for this purpose.

f) Right to data portability

Where processing is based on consent or a contract and the processing is carried out by automated means, you have the right to receive your personal data in a structured, commonly used and machine-readable format and transmit these data to a third party.

You can ask to have your personal data transmitted directly, where technically feasible. The rights and freedoms of others must not be affected as a result.

If any of your personal data are inaccurate, you can also request that they be amended.

g) Right to revoke the data protection declaration of consent

You have the right at any time to revoke your consent to the processing of your personal data. The revocation of consent does not affect the lawfulness of the processing effected up to the time of revocation.