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# *SOM Data Privacy*

## *Data Privacy Policy*

Version 20180328

## 1 Data Privacy Policy

Provider and data controller in the definition of the data protection law:

*SomnoMed AG  
(hereinafter "SOM")  
Baarerstrasse 125  
6300 Zug/ Switzerland  
Phone: +41 (0) 41 501 46 40  
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Email: [info@somnomed.com](mailto:info@somnomed.com)  
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*The Company has the purpose of developing and designing, producing, distributing and trading dental medical, dental technical and human medicinal products and devices, as well as offering services that relate to said products and services.*

*Commercial register number: CHE-113.950.331*

*Data Protection Coordinator: [EUDataProtection@somnomed.com](mailto:EUDataProtection@somnomed.com)*

## 2 Scope

2.1 This Data Privacy Policy provides users with information about the kind, scope and purpose of the gathering and use of their data that is gathered and used by the responsible provider.

2.2 The legal scope for data protection is provided by the Federal Law on Data Protection (*Datenschutzgesetz*, "DSG") and the data protection regulations of the European Union (hereinafter referred to as "Data Protection Requirements").

2.3 SOM obligates its employees and cooperation partners accordingly for the observation of the Data Protection Requirements.

2.4 The following policy provides an overview of how SOM assures this protection and what kind of data is gathered for which purpose.

2.5 For all questions and communication relating to data protection, please contact the Data Protection Officer of SOM at the email address [EUDataProtection@somnomed.com](mailto:EUDataProtection@somnomed.com) or by letter sent to the address of SomnoMed AG specified above.

## 3 Gathering of general information

Every time this offer is accessed, we or the webspace provider gather information automatically. This information, also referred to as server logfiles, is of a general nature and does not permit identifying you personally.

The following, among other data, is gathered: name of the website, file, date, data volume, web browser and web browser version, operating system, domain name of your internet provider, the so-called referrer URL (the page from which you have accessed our offer) and the IP address.

Without this data, it would be partly impossible to deliver and display the contents of the website. To this end, the gathering of the data is necessarily required. In addition, we use the anonymised information for statistical purposes. The data helps us optimise the offer and improve the technology. We furthermore reserve the right to check the logfiles in subsequence if we suspect that our offer is used illegally.

## 4 Handling of personal data

*Definition:* Deemed personal data is all information by means of which a person can be definitively identified. Thus, it is data that can be traced back to a person.

Personal data includes the first and last name, phone number and email address.

This data is gathered, used and, if applicable, transmitted by the provider only insofar as the lawmaker expressly permits it or alternatively, if the user consents to the gathering, processing, use and transmission of the data.

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## 5 Personal data

5.1 For generating an order, the following data is gathered and stored of you:

General data of perspective service customers:

- First and last name
- Company name
- Country
- Street
- Post code
- Place/City
- Phone number
- Email address

(hereinafter referred to as "Personal Data").

5.2 SOM and its cooperation partners may use the Personal Data for purposes other than one of the purposes listed above, only to the extent as it is permitted according to Article 14 of the Swiss Constitution and the data protection laws of Switzerland (Data Protection Act, DSG) to protect the justified interests of a third party or to avert risks to the security of the state or the public, or to investigate crimes.

5.3 The Personal Data is stored and processed exclusively on servers within the European Union.

## 6 Performance of services subject to cost

We query additional data so that we can perform services subject to cost. This applies, for example, to the details regarding payment.

So that the security of your data during the transmission is assured, we work with encryption protocols (e.g. SSL) via HTTPS, which reflect the current state of technology.

## 7 Newsletter

If you sign up for our newsletter, we will use the data entered by you exclusively for this purpose or to inform you about the conditions that are relevant for this service or the registration. We do not pass on this data to third parties.

To receive the newsletter, a valid email address is required. Furthermore, the IP address, from which you sign up for the newsletter and the date on which you subscribe to the newsletter are saved. We use this data as proof in the case of abuse if a third-party email address is used to sign up for the newsletter. To ensure moreover that an email address is not entered on our distribution list through third parties acting in abuse, we work with a so-called "double opt-in" procedure in accordance with the law. As part of this procedure, the subscription of the newsletter, the mailing and confirmation email and the receipt of the subscription email are logged.

You have the opportunity at any time to revoke the consent given for the storing of the data, your email address and its use for mailing the newsletter. For revocation, we provide a link for you in each newsletter and on the website. You also have the option to inform us of your intention to revoke using the contact options specified in this document.

## 8 Contact form

If you contact us via the online form or by email, we will save the information entered by you, so that we can reply to your enquiry and ask potential follow-up questions.

## 9 Integration of third-party services and contents

Our offer sometimes includes contents, services and work of other providers. This can include, for example, maps that are made available by Google Maps, videos of YouTube as well as graphics and photos of other websites. So that this data can be called up and displayed in the user's browser, it is necessarily required to transmit the IP address. The providers (hereinafter referred to as "Third-Party Providers") thus recognize the respective user's IP address.

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Even if we apply our best efforts to exclusively protect Third-Party Providers, who solely need the IP address to be able to transmit contents, we have no influence over whether the IP address might possibly be stored. In that case, this process serves for statistical purposes. If we know that the IP address is stored, we will point this out to our users.

#### 10 Cookies

This website uses so-called cookies. Cookies are text files that are stored on your computer. They contain information about the browser, the IP address, the operating system and your internet connection. We do not pass on this data to third parties and it is also not linked to Personal Data without your consent.

Cookies foremost fulfil two tasks. They help us make navigating our offer easier for you and they enable the correct display of the website. They are not used to introduce viruses or start programs.

Users have the option to also call up our offer without cookies. To do so, the corresponding settings in the browser must be changed. Please find information about how cookies are deactivated via the help feature of your browser. However, we point out that this might limit some functions of this website and user friendliness will be restricted thereby.

#### 11 Facebook social plugin

We embed the plugins of the social network Facebook (address: 1601 South California Avenue, Palo Alto, CA 94304, USA) on our websites. You recognise the plugins – find an overview here: <http://developers.facebook.com/docs/Plug-ins/> – by the Like button or the Facebook logo.

If you call up one of our websites with the Facebook plugin, a direct connection with Facebook will be established. We have no influence over the kind and scope of the data that is gathered, stored and processed by Facebook. We can merely inform you according to our state of knowledge.

Facebook is informed through the plugin that you have called up the corresponding website of our offer. This also applies to users, who are not registered with Facebook. In that case, there is the possibility that Facebook will save the IP address.

If you are a Facebook user and logged in there, the retrieval of a website with Facebook plugin can be definitively attributed to your Facebook user account. In addition, the plugins transmit all interactions when you use, for example, the Like button or post a comment.

To prevent that Facebook saves data about you, please log out of Facebook before your visit our websites. You can furthermore block the plugins by means of add-ons for the browser (for example “Facebook Blocker”).

You can find information on the data privacy policy, the purpose and scope of the data gathering and data processing, as well as the settings options to protect your privacy at Facebook here: <http://www.facebook.com/privacy/explanation.php>.

#### 12 Twitter social plugin

This offer uses features of the service Twitter. It is provided by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA. Twitter offers the so-called “Tweet” function. By using the Twitter function on our websites, the websites visited by you will be linked to your Twitter account and possibly be disclosed to other users. In this process, data is also transmitted to Twitter.

We, as providers, have no knowledge of the content of the transmitted data and their usage by Twitter. You can find more information about this in the data privacy statement of Twitter at <http://twitter.com/privacy>. Twitter offers you the option to define your data privacy settings yourself at the following link: <http://twitter.com/account/settings>.

#### 13 Data avoidance

We store Personal Data in accordance with the principles of data avoidance and data economy only for as long as required or mandated by the lawmaker (statutory storage period). When

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the purpose of the gathered information no longer applies or the storage period ends, we will block or delete the data.

14 Your rights to information, correction, blocking, deletion and objection

You have the right to receive information free of charge on request about the Personal Data stored by us and/or to request a correction, blocking or deletion. Exceptions: The prescribed data storage serves for the processing of business transactions or the data is subject to the statutory retention period.

For these purposes, please contact our Data Protection Coordinator (contact details: see above under point 1).

To be able to respect data blocking at any time, it is required to retain the data in a blocked file for control purposes. If no statutory obligation for archiving applies, you can also request the deletion of the data. Otherwise, we will block the data if you so request.

15 Changes to our Data Privacy Policy

To ensure that our Data Privacy Policy is always in compliance with the current Legal Requirements, we reserve making changes at any time. This also applies in the case that the Data Privacy Policy must be adjusted due to new or revised activities, for example, new services. The new Data Privacy Policy will then apply at your next visit to our offer.

**Status: 28-03-2018**