

Privacy Policy

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1 Privacy Policy

Thank you for your visit to our shop. We are proud to count your company among our customers.

The general section of this privacy policy (sections 2 to 3) informs you about how we handle your personal data within the Muller Martini Group; its specific sections (sections 4 to 6) explain how personal data are handled on the eshop.mullermartini.com online platform.

You will also find important information about your rights in relation to your personal data in section 7.

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2 Name and address of controller

For the purposes of the GDPR, controllers are:

- for our **eshop.mullermartini.com** shop:
Müller Martini AG
Untere Brühlstrasse 13
4800 Zofingen
Switzerland
Phone: +41 62 745 45 45
Email: info@ch.mullermartini.com
- **For all other data** which our independent **country subsidiaries** are responsible for processing in their dealings with our customers and suppliers:
- **Belgium, Netherlands, Luxembourg:**
<https://www.mullermartini.com/en/bel/contact/benelux/>
- **Denmark, Estonia, Finland, Norway, Sweden:**
<https://www.mullermartini.com/en/dnk/contact/nordic/>
- **Germany:**
<https://www.mullermartini.com/en/deu/contact/germany/>
- **France, Monaco:**
<https://www.mullermartini.com/en/fra/contact/france/>
- **Italy, San Marino:**
<https://www.mullermartini.com/en/ita/contact/italy/>
- **Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Latvia, Lithuania, Macedonia, Montenegro, Austria, Poland, Romania, Serbia, Slovakia, Slovenia, Czech Republic, Ukraine, Hungary:**
<https://www.mullermartini.com/en/aut/contact/austria/>
- **Portugal:**
<https://www.mullermartini.com/en/prt/contact/portugal/>
- **Spain:**
<https://www.mullermartini.com/en/esp/contact/spain/>
- **Switzerland and the rest of the world:**
<https://www.mullermartini.com/en/che/contact/switzerland/>
- **United Kingdom, Faroe Islands, Ireland, Iceland:**
<https://www.mullermartini.com/en/gbr/contact/uk/>

2.1 Point of contact for privacy issues

Please contact us at the following email address with your privacy concerns:
privacy@mullermartini.com

3 General information about data processing

3.1 Scope of personal data processing

Our approach is essentially to process personal data only to the extent that is necessary for the provision of our services. Personal data are generally processed only with the consent of the user. An exception applies in cases in which there are practical reasons why prior consent can not be obtained, and the law permits processing of the data.

3.2 Regulations governing the processing of personal data

The legal regulation which governs obtaining a data subject's consent for the processing of their personal data is Art. 6 (1) a of the EU General Data Protection Regulation (GDPR, or DSGVO in German).

The legal regulation which governs the processing of personal data necessary for the fulfilment of a contract to which the data subject is a party is Art. 6 (1) b of the GDPR. This also applies to processing operations which are required for pre-contractual formalities.

In cases where personal data must be processed to fulfil a legal obligation to which our company is subject, the applicable legal regulation is Art. 6 (1) c of the GDPR.

In the event that vital interests of the data subject or another natural person require personal data to be processed, the applicable legal regulation is Art. 6 (1) d of the GDPR.

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If processing is necessary to safeguard the legitimate interests of our company or of a third party, and where the data subject's own interests, fundamental rights and freedoms do not prevail over the aforementioned interests, the applicable legal regulation is Art. 6 (1) f of the GDPR.

3.3 Data deletion and storage duration

Data subjects' personal data will be deleted or locked as soon as the purpose of the storage is satisfied. In addition, such storage may be provided for by the European or national legislator in EU regulations, laws or other regulations to which the controller is subject. Data are also deleted or locked when a storage period prescribed by the specified standards expires, unless there is a need for further storage of the data in order to complete or fulfil a contract.

3.4 Data transmission to a third country

Personal data are transmitted to Switzerland. The reasons for this are twofold:

1. Our systems are provided (hosted) from Switzerland.
2. For the purposes of fulfilling contracts with our customers, personal data must be supplied to our headquarters and production facilities in Switzerland.

Data are transmitted subject to a decision on adequacy in accordance with Article 45 (1) of the GDPR, providing an adequate level of protection under Switzerland's national legislation.

See: 2000/518/EC: Commission Decision of 26 July 2000 pursuant to Directive 95/46/EC of the European Parliament and of the Council on the adequacy of the protection of personal data in Switzerland (published as file number K(2000) 2304).

3.5 Disclosure to third parties

We transfer your personal data to third parties only where necessary for the fulfilment of contracts with your company. The legal regulation governing the the data transmission is Art. 6 (1) b of the GDPR.

4 Provision of eshop.mullermartini.com and creation of logfiles

4.1 Description and scope of data processing

Each time our website is accessed, our system automatically collects data and information from the remote computer system in question.

The following data are collected:

1. Information about the browser type and version used
2. The user's operating system
3. The user's Internet service provider
4. The user's IP address
5. Date and time of access
6. Websites from which the user's system accesses our website
7. Websites that are accessed by the user's system via our website

The data are stored in log files on our system independently from other personal data belonging to the user.

4.2 Legal regulations governing data processing

The legal regulation governing the temporary storage of data and log files is Art. 6 (1) f of the GDPR.

4.3 Purpose of data processing

Data are stored in log files for purposes of website functionality. In addition, these data are used to optimise the website and to ensure the security of our information technology systems. Data collected in this way are not used for marketing purposes.

4.4 Storage duration

Data in log files are stored for a maximum of seven days. In the event that they are stored for longer, users' IP addresses are deleted or anonymised, ensuring it is no longer possible to identify the visiting client.

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4.5 Objection and deletion rights

The collection of data for use by the website, and the storage of the data in log files, is essential for the website's operation. Consequently, users are not entitled to raise objections.

5 Use of cookies on eshop.mullermartini.com

5.1 Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored in and read from the Internet browser on the user's computer system. When a user visits a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string that allows the browser to be uniquely identified when the website is visited again.

We use cookies to make our website more user-friendly. Some aspects of our website require the visiting browser to be re-identified following a page change.

The following data are stored and transmitted in cookies:

1. Language settings
2. Identification of the current shopping basket
3. Login information

In addition, we use cookies on our website that allow us to analyse users' browsing behaviour. To this end, the following data may be transmitted:

1. Entered search terms
2. Page view frequency
3. Use of website features
4. Browser
5. Operating system
6. Internet provider
7. Screen resolution
8. City
9. Country

User data collected in this way are pseudonymised using technical means. This removes the ability to link the data to a specific visiting user. The data will not be stored together with the user's other personal data.

5.2 Legal regulations governing data processing

The legal regulation which governs the processing of personal data via cookies is Article 6 (1) b of the GDPR or Art. 6 (1) f of the GDPR.

5.3 Purpose of data processing

The purpose of using cookies, which are essential from a technical point of view, is to make websites easier for users to use. Some features of our website cannot be offered without the use of cookies. Such features require the browser to be re-identified after changing pages.

We require cookies for the following applications:

1. Language settings
2. Shopping basket
3. Login

User data collected through technically required cookies will not be used to create user profiles.

Cookies are used also for analysis purposes in order to improve the quality of our website and its contents. We use analysis cookies to discover how the website is used, enabling us to keep improving our service.

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5.4 Storage duration, objection and deletion options

Cookies are stored on the user's computer, and sent to us from there. This means that as a user, you have full control over the use of cookies. By changing the settings in your internet browser, you can disable or restrict the sending of cookies. Cookies that have already been saved can be deleted at any time. This action can also be performed automatically. If cookies are disabled for our website, it may not be possible to use all the functions of the website to their full extent.

You also have the option of opting out of the use of analysis cookies by installing the browser add-on available via the following link:

<https://tools.google.com/dlpage/gaoptout>

6 Registration at eshop.mullermartini.com

6.1 Description and scope of data processing

Our shop offers users the opportunity to register by providing personal information. The data are entered via an input screen, and are then sent to us and stored. No data are transferred to third parties. The following data are collected during the registration process:

1. Company name
2. Customer number (if available)
3. First name
4. Surname
5. Address
6. Postcode
7. Place
8. Country
9. Telephone
10. Email address

The collected data are processed by the Muller Martini subsidiary responsible for your company.

6.2 Legal regulations governing data processing

The legal regulations which govern the temporary storage of data are Art. 6 (1) f of the GDPR and, in cases where registration establishes a business relationship between your company and Muller Martini, Art. 6 (1) b of the GDPR.

6.3 Purpose of data processing

User registration is required to fulfil a contract with the user or to carry out pre-contractual measures.

6.4 Storage duration

The data will be deleted as soon as they are no longer required to achieve the purpose of their collection.

6.5 Objection and deletion rights

As a user, you have the option of cancelling the registration at any time. You can change the data stored about you at any time.

Please contact the responsible Muller Martini company of your country or privacy@mullermartini.com

If the data are required to fulfil a contract or complete pre-contractual formalities, those data may only be deleted ahead of schedule if not prevented by contractual or legal obligations.

7 Rights of the data subject

In cases where personal data relating to you are being processed, you are the data subject within the meaning of the GDPR and you have the following rights in respect of the controller:

7.1 Right of information

You may ask the controller to confirm whether personal data concerning you are being processed by us. If such processing is taking place, you can request that the controller supply the following information:

1. the purposes for which the personal data are being processed;
2. the categories of personal data being processed;
3. the recipients, or categories of recipients, to whom the personal data relating to you have been disclosed or are still being disclosed;
4. the planned duration of storage of your personal data or, if specific information is not available, the criteria for determining the duration of storage;
5. the applicability of the following rights: the right to correct or delete any personal data relating to you, the right of restriction of processing by the controller, or the right of appeal against such processing;
6. the applicability of a right of appeal to a supervisory authority;
7. all available information on the source of the data if the personal data has not been collected from the data subject;
8. the use of automated decision-making processes, including profiling under the meaning of Art. 22 (1) and (4) of the GSGVO (GDPR) and - in these cases at least - meaningful information about the decision-making logic involved, as well as the scope and intended impact of such processing on the data subject.

You have the right to request information about whether your personal information is being transferred to a third-party country or an international organisation. In this respect, you can request the appropriate guarantees in accordance with Art. 46 of the GDPR in connection with the transfer.

7.2 Right to rectification

You have a right to require the controller to correct and/or add to your data if the personal data relating to you are incorrect or incomplete. The controller must make the correction without delay.

7.3 Right of restriction of processing

You may request a restriction of processing of your personal data under the following circumstances:

1. should you contest the accuracy of your personal information, for a period of time that enables the controller to verify the accuracy of your personal data;
2. the use being made of the data is unlawful and you decline the option of the deletion of your personal data, demanding instead that the use of that personal data be restricted;
3. the controller no longer requires the personal data for processing purposes, but you require those data in order to assert, exercise or defend legal claims, or
4. if you objected to the processing of the data under the terms of Art. 21 (1) of the GDPR, and it has not yet been established whether the controller's legitimate reasons for use outweigh your own reasons.

In the event that the processing of personal data concerning you has been restricted, such data may be used only with your consent or for the purpose of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person, or for reasons of important public interest of the Union or a Member State.

If the restriction of processing has been applied in accordance with the above conditions, the controller will inform you before the restriction is lifted.

7.4 Right of deletion

a) Deletion responsibilities

You may require the controller to delete your personal information immediately, and the controller is required to delete that information immediately if any of the following reasons apply:

1. Your personal data are no longer necessary for the purposes for which they were collected or otherwise processed.

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2. You withdraw your consent to the processing in accordance with Art. 6 (1) a or Art. 9 (2) a of the GDPR, and there is no other legal justification for the processing.
3. You raise an objection to the processing in accordance with Art. 21 (1) of the GDPR, and there are no prior justifiable reasons for the processing, or you raise an objection to processing in accordance with Art. 21 (2) of the GDPR.
4. Your personal data have been processed unlawfully.
5. The personal data concerning you are required to be deleted in order to fulfil a legal obligation under Union law, or the law of the Member States to which the controller is subject.
6. The personal data relating to you were collected in relation to information society services offered pursuant to Art. 8 (1) of the GDPR.

b) Information to third parties

If the controller has made the personal data concerning you public and is required to delete those data in accordance with Article 17 (1) of the GDPR, it must, with due regard to available technology and implementation costs, take appropriate measures, including those of a technical nature, to inform controllers who process the personal data that you, as a data subject, have requested the deletion of all links to such personal data or of copies or replications of such personal data.

c) Exceptions

The right to deletion does not apply if processing is necessary

1. in the interests of the right to freedom of expression and information;
2. to fulfil a legal obligation required by the law of the Union of Member States, or of Switzerland, to which the controller is subject, or to carry out a task in the public interest or in the exercise of public authority which has been delegated to the controller;
3. for reasons of public interest in the field of public health pursuant to Art. 9 (2) h and i and Art. 9 (3) of the GDPR;
4. for archival purposes of public interest, scientific or historical research purposes or for statistical purposes in accordance with Article 89 (1) of the GDPR, to the extent that the law referred to in subparagraph (a) is likely to prevent or seriously impair the achievement of the objectives of that processing operation, or
5. to assert, exercise or defend legal claims.

7.5 Right of information

If you have approached the controller to exercise your right of data rectification, deletion or restriction, that controller is obliged to notify all recipients to whom your personal data have been disclosed of this data rectification, deletion or restriction, unless this task proves to be impossible or involves a disproportionate effort. You have a right to require the controller to inform you about such recipients.

7.6 Right of data portability

You have the right to receive personally identifiable information you have provided to the controller in a structured, standard and machine-readable format. You also have the right to transfer these data to another person without hindrance by the controller to whom the personal data was supplied, provided that

1. the processing is based on consent in accordance with Art. 6 (1) a of the GDPR or Art. 9 (2) of the GDPR or on a contract in accordance with Art. 6 (1) b of the GDPR, and
2. the processing is performed using automated procedures.

In exercising this right, you also have the right to ensure that the personal data relating to you are transmitted directly from one controller to another, insofar as this is technically feasible. The freedoms and rights of other persons must not be affected through this action.

The right of data portability does not apply in the case of processing personal data necessary to carry out a task in the public interest or in the exercise of public authority which has been delegated to the controller.

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7.7 Objection rights

You have the right at any time, for reasons relating to your own particular situation, to raise an objection against any processing of your personal data in accordance with Art. 6 (1) e or f of the GDPR; this also applies to profiling based on such provisions.

The controller will no longer be entitled to process the personal data concerning you unless it can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or where the purpose of the processing is to enforce, exercise or defend legal claims.

If the personal data relating to you are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for the purpose of such advertising; this also applies to profiling to the extent that it is associated with such direct mail.

If you object to processing for direct marketing purposes, your personal data will no longer be processed for these purposes.

Regardless of Directive 2002/58/EC, you have the option, within the context of the use of information society services, of exercising your right to object by means of automated procedures that use technical specifications.

7.8 Right to revoke the data protection consent declaration

You have the right to revoke your data protection consent declaration at any time. Revocation of this consent does not affect the legality of any processing carried out subject to that consent until your revocation.

7.9 Automated decision in individual cases, including profiling

You have the right not to have any decision made against you which is based solely on automated processing, including profiling, where that decision will have legal consequences for you, or affect you in a similar manner. This does not apply if the decision

1. is required for the purposes of concluding or fulfilling a contract between you and the controller,
2. is permitted under Union or Member State legislation to which the controller is subject, and where such legislation contains appropriate measures to safeguard your rights and freedoms and your legitimate interests, or
3. is taken with your express consent.

However, these decisions must not be based on special categories of personal data as defined in Art. 9 (1) of the GDPR, unless Art. 9 (2) a or g of the GDPR applies and appropriate measures have been taken to protect the relevant rights and freedoms and your own legitimate interests.

With regard to the cases mentioned in (1) and (3), the controller must take appropriate measures to uphold these rights and freedoms and their legitimate interests, including, at a minimum, the controller's right to secure the intervention of a person, the right to express his/her own position and the right to challenge the decision.

7.10 Right of complaint to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to complain to a supervisory authority, in particular in the Member State of your place of residence or employment, or the place of the alleged infringement, if you believe that the processing of the personal data concerning you is in violation of the GDPR.

The supervisory authority to which the complaint has been submitted shall inform the complainant of the appeal's status and outcome, including the option of a judicial remedy pursuant to Article 78 of the GDPR.