

Privacy Policy

As at: May 2018

1. General

Goldbach Audience (Switzerland) AG (hereinafter 'Goldbach Audience') is a subsidiary of Goldbach Group AG based in Küsnacht, Switzerland. Goldbach Audience is a technology-based media service provider whose customers include both online advertisers ('advertisers') as well as website publishers ('publishers'). We offer innovative products and services that allow advertisers to better reach their target audiences while enabling content publishers to promote, build and monetise their websites and apps.

Protection of personal data is of particular concern to Goldbach Audience. We believe that secure, protected and respectful procedures in dealing with user information are essential for the success of our company and the growth and viability of the Internet as a whole. We are a member of IAB Europe, the professional association of the European digital and interactive marketing industry ('IAB'). Goldbach Audience adheres to the Europe-wide principles for voluntary self-regulation of digital advertising business for usage-based online advertising. You can find more information on the 'Online Behavioural Advertising Framework' from the European Interactive Digital Advertising Alliance (EDAA): <http://www.edaa.eu>. In this context, Goldbach Audience has been independently assessed, certified and awarded the EDAA Trust Seal by ePrivacy GmbH.

Goldbach Audience processes your personal data (hereinafter 'data') on the basis of the statutory provisions of Switzerland's *Bundesgesetz über den Datenschutz vom 19. Juni 1992, SR 231.1* (Federal Act on Data Protection of 19 June 1992, hereinafter 'DSG') and the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter 'GDPR'). Below you will find a quick, simple overview of the key aspects of data processing in the context of our products and services. Here we inform you of your rights and explain to you the decisions you can make in relation to the collection of your data. At the end you will find contact details that you can use if you have any questions or concerns around data protection.

2. Products for which we collect data

Goldbach Audience supplies advertising (e.g. banners, video spots) from hundreds of advertisers to a range of websites and apps (hereinafter 'Goldbach Audience products'). You can find a list of the websites and apps to which Goldbach Audience supplies advertising at <http://www.goldbachaudience.ch/de-ch/fuer-publisher/referenzen>.

In providing its services, Goldbach Audience – on its own initiative and without the operator of the website being able to influence the purpose or means of the processing activity – uses innovative target group products that allow Goldbach Audience to more precisely reach their target audiences and to promote websites and apps through the sale of advertising. These target group products can also be formed from the use of data that Goldbach Audience collects and processes.

2.1 Cookies – definition and purpose

Goldbach Audience uses 'cookies' for the purpose of creating its target group products. These are small text files that, through the browser, are saved down onto the hard drive of the device used by a visitor to a website or app (hereinafter 'user') and stored there for the purposes of data collection. When you as a user visit one of the websites or apps of the Goldbach Audience network, the automated systems of its service providers (e.g. ad servers, data management platforms) use cookies to collect usage data related to visits to these websites and apps. These text files may contain information that can be read again at a later date.

First party cookies are cookies that are associated with a particular domain (e.g. a website). Only this domain can write information in the cookie and read it again at a later date. First party cookies are primarily used to provide users with a better, faster browsing experience on a website. They can, for instance, record certain user settings in the cookie so the user doesn't have to enter them anew on each visit.

Third party cookies are cookies that originate from a domain other than that of the website. Third party cookies are generally set by technology suppliers or advertising networks. As online and/or mobile advertisers ('advertisers') and website and app operators ('publishers') may wish to run their campaigns across multiple domains or websites, third party cookies enable them to recognise users from different domains and to store information in the third party cookie. Should a user visit a website, for instance, the advertising network that supplies an ad on that site may place a third party cookie on the user's computer. The cookie can be used to trace user data such as site visits and duration. Should the user later visit another website which contains an ad from the same advertising network, the same cookie will be used even though it comes from a different website – the third party supplier is the same in this situation. This means that the advertising network can follow the user beyond the limits of the domain and supply targeted advertising.

We use cookies with the purpose of making our target group products user-friendly and user-oriented. Some cookies remain stored on your device until you as the user delete them. They make it possible for Goldbach Audience to recognise your browser on your next visit, for instance. Other cookies are only stored for the duration of the visit to the website. If you do not wish to have cookies transfer data, you can also configure your browser so it informs you when it is about to set cookies, and you can allow them on a case-by-case basis.

2.1.1 Third party cookies

In order to optimise the services it supplies, Goldbach Audience uses technologies that contain cookies.

In order to supply advertising in the Goldbach Audience network, Goldbach Audience uses the following suppliers who set third party cookies on its users' computers:

Supplier	Purpose	Supplier's privacy policy
1plusX	<p>Data management platform/analysis supplier: Suppliers of platform technology for the collection, analysis, storage and segmentation of online data.</p>	<p>http://1plusx.com/privacy-policy/</p>
Appnexus	<p>Appnexus offers a number of services within the area of programmatic advertising placement.</p> <p>Adserver: Technology which supplies advertising to websites and monitors progress and performance of advertising.</p> <p>Demand-side platform (DSP): Technology supplier which allows advertisers to purchase advertising inventory from multiple advertising exchanges using multiple data providers and auction-based bids.</p> <p>Supply-side platform (SSP): Technology supplier which supports publishers in selling advertising space across multiple networks and/or exchanges and to optimise advertising revenue.</p>	<p>https://www.appnexus.com/en/company/platform-privacy-policy</p>
Google	<p>Google offers a number of services within the area of programmatic advertising placement.</p> <p>Adserver: Technology which supplies advertising to websites and monitors progress and performance of advertising.</p> <p>Demand-side platform (DSP): Technology supplier which allows advertisers to purchase advertising inventory from multiple advertising exchanges using multiple data providers and auction-based bids.</p> <p>Supply-side platform (SSP): Technology supplier which supports publishers in selling advertising space across multiple networks and/or exchanges and to optimise advertising revenue.</p>	<p>https://policies.google.com/privacy</p>
Lotame	<p>Data management platform/analysis supplier: Suppliers of platform technology for the collection, analysis, storage and segmentation of online data.</p>	<p>https://www.lotame.com/legal/</p>

Meetrics	Analysis supplier: Supplier of platform technology that enables the creation of analyses and reports for the assessment of digital advertising.	https://www.meetrics.com/en/data-privacy/
Facebook Ads Pixel	Supplier for analysis, segmentation and conversion optimisation on Facebook.com.	https://www.facebook.com/business/learn/facebook-ads-pixel https://www.facebook.com/privacy/explanation

Where the above-mentioned companies process personal data on behalf of Goldbach Audience, they have concluded a processing contract with Goldbach Audience as defined by Art. 28 GDPR. These agreements guarantee that the supplier takes adequate technical and organisational measures to ensure the legally compliant protection of your data. You can find the privacy policies of the suppliers at the links listed above. Please note that the websites of these suppliers set cookies and that the suppliers may therefore process personal data, and possibly their partners and appointed service providers as well.

Moreover, advertising customers may place third party cookies through advertising space in the Goldbach Audience network and store them on users' devices. In this case, the advertising customer is contractually obliged to adhere to data protection provisions.

2.1.2 Our own cookies, or first party cookies

We also use cookies on our own website (www.goldbachmedia.ch).

We use the data we gather with our own cookies to make our services more user-friendly. Some cookies remain stored on your device until you delete them. They make it possible for us to recognise your browser on your next visit, for instance. Other cookies only remain stored for the duration of your visit to our website.

2.1.3 Your handling of cookies

Users can also change the settings of their web browser and block all cookies. However, because cookies are used in a wide variety of ways, blocking them from your web browser can restrict your usage of different websites.

At <http://www.youronlinechoices.eu>, users can also simply and easily deactivate cookies with one click. To deactivate cookies from Goldbach Audience and/or its engaged third parties, you can deactivate providers listed under items 2.1.1, 2.2 and 2.3 at <http://www.youronlinechoices.eu>. In this deactivation process, your computer will request an ID tag for the 'deactivation cookie', which prevents anonymous data being associated with your computer, thus preventing Goldbach Audience from using this data to send targeted advertising or other content to your web browser. Please note that this deactivation process deletes the cookie ID that is assigned to your computer,

but not the cookie itself – the cookie must stay on your computer so Goldbach Audience can recognise the user's deactivation. For users who use multiple computers or browsers, this means that cookies must be deactivated for each computer and browser. When users switch computers or delete cookies from their computers, they must repeat the deactivation process.

2.2 Social plugins

Our Internet sites may use social plugins from LinkedIn, Xing, Twitter or others. These plugins are marked with the logo of the provider and may appear as small buttons, such as a Twitter or LinkedIn button.

When you open our pages that contain these plugins, your browser establishes a direct connection with the computers of the providers. The content of the plugin is transferred directly from the provider to your browser and integrated into the page. By integrating the plugin into the computer, the provider receives the information that you have opened our page. If you are logged in with the provider at the time, the provider may associate the visit with your profile. If you interact with plugins – i.e. if you click on one of the buttons – the associated information will be transferred directly from your browser to the provider and stored there.

If you do not wish the provider to collect data about you via our website, you must log out of the provider before visiting our website. Even when you are logged out, the provider gathers anonymised data through social plugins and will set a cookie on your device. This data may be associated with your profile if you log in with the provider at a later date.

The purpose and scope of the data collection and the provider's further processing of your data as well as your relevant rights and configuration options for protecting your privacy can be found on the data protection guidance of the provider.

Name of the social plugin	Name of the social network	Data protection notice
Facebook 'Like' button	Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA	https://www.facebook.com/about/privacy/
Google '+1' button	Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	https://developers.google.com/+/web/buttons-policy
Twitter 'Retweet' button	Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA	http://twitter.com/privacy
Disqus	Disqus, Inc., 301 Howard St., Suite 300, San Francisco, CA 94105, USA	https://help.disqus.com/customer/portal/articles/466259-privacy-policy

LinkedIn	LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland	https://www.linkedin.com/legal/privacy-policy?trk=hb_ft_priv
Xing	XING AG, Dammtorstrasse 30, 20354 Hamburg, Germany	https://www.xing.com/privacy
Pinterest	Pinterest Germany GmbH Friedrichstrasse 88, 4. Stock 10117 Berlin	https://policy.pinterest.com/en/privacy-policy

If you would prefer that providers do not collect data on you through these cookies, you can select the function 'Block third-party cookies' in your browser settings. The browser will not send any more cookies to the server if there is embedded content from other providers. This setting may mean that other features of our website no longer function.

2.3 Web analysis tools

Our website www.goldbachmedia.ch also uses features of the web analysis service Google Analytics from Google Inc. located at 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Here, cookies are used to enable analysis of the user's use of the website. The information generated in this way is transferred to the provider's server and stored there. You can find further information in the data protection notice for Google Analytics at: <https://support.google.com/analytics/answer/6004245?hl=en>

As Clause 2.1.3 describes, you can determine for yourself which cookies to accept, either in general through the browser or at the site <http://www.youronlinechoices.eu>.

2.4 Log files

Whenever you access our website, your Internet browser transfers certain user data to us for technical reasons and this data is stored in protocol, or log files. This includes the following user data: date and time of access to our website; name of page accessed; IP address of your computer or mobile device; address of the website from which you were referred to our website; data volume transferred, as well as the name and version of your browser.

Evaluating log files helps us to continually improve our Internet services and make them more user-friendly, to find and remove errors more quickly and to manage our server capacities. By using the log data we can determine, for instance, which times of day are particularly popular for usage of our Internet services, and make available corresponding data volumes to ensure you have the best possible user experience.

2.5 Newsletters, 'web beacons' and events

When you register for a newsletter on our website, we will send you an email with a link to confirm your registration.

You can unsubscribe from the newsletter at any time using the link included with each newsletter or by sending an email to oba@ch.goldbach.com. We will then immediately delete your data that we use for dispatch of the newsletter and you will receive no more newsletters.

We use the external service 'xCampaign' from the processor Schober Information Group (Schweiz) AG located at Theaterstrasse 17, 8400 Winterthur (hereinafter 'xCampaign') for the dispatch and analysis of the newsletter. We have entered into a service contract with xCampaign in which they undertake to protect your personal data and only to process it on our account and in accordance with their data protection regulations.

Usage analysis: Our newsletter contains a 'web beacon'. This is a one-pixel file that is retrieved by the server of our processor xCampaign when the newsletter is opened. This records technical information on the browser and operating system of the newsletter recipient, along with the IP address for the purpose of technical improvement of newsletter dispatch. The service also analyses if and when the newsletter is opened and what links are clicked on, which helps us improve our newsletter content and make it more relevant to recipients. We do not analyse or monitor individual newsletter recipients.

Sometimes, within the newsletter, we must refer you as the newsletter recipient to websites of our external service providers, for instance, to access the latest version of their privacy policies. Please note that the websites of these services set cookies and that the services and their partners (e.g. Google Analytics) may therefore process personal data. We have no influence over this. You can find further information in the privacy policies of our service providers <https://www.schober.ch/unternehmen/datenschutz/>.

Should you register for one of our events, your first and last name, sex and email address are stored. In this case, too, we will send you an email for you to confirm your registration. We reserve the right to store your registration details for other events which may interest you based on your attendance at other events. You can prevent further receipt of invitations at any time via the relevant link in the invitation, or by sending an email to oba@ch.goldbach.com.

2.6 Application details

If you apply for a position at a company that is part of Goldbach Group AG, we store your application details as part of the application process. If the position remains vacant or if it is filled by another person, the purpose of the original data storage is void and we will delete your application details and/or return your documents to you. Application data is only accessible to people within the company who are actually involved with the application. They may include the potential manager (incl. other decision-makers) and employees of the HR department. Should we wish to retain your application details beyond the application process for other positions in the future we will only do so with your consent, and we will inform you of your right of withdrawal.

3. What data does Goldbach Audience process?

3.1 Data of contractual partners, interested parties and inquirers

We collect your personal data when you establish contact with us, for example as an interested party, inquirer or contractual partner. This is particularly the case if you express an interest in our products, make inquiries, request quotes or approach us by email or telephone, or if you are in an existing business relationship with us. For the initiation and performance of the contract as well as the purpose of customer contact, we process the following personal data:

- Personal identification details
e.g. first and last name, address, date of birth, nationality, email address, telephone number
- Company data
e.g. industry and commercial register data
- Order and payment data
e.g. product details; payment methods; customer number

3.2 Service and product data

The services and products of Goldbach Audience do not contain user identification details (such as name, address, email address etc.). We can only use the IP address – after prior encryption – to identify a user profile. The IP address is collected in this case but immediately pseudonymised (e.g. through deletion of the last 8 bits). This allows a rough approximation of the user's location.

This data gathered by Goldbach Audience only contains information such as websites visited, date and time at which websites or apps were visited, interactions between content and ads as well as unique client IDs. The technology used to collect this data contains cookies and web beacons or similar technological features which are deleted again after a certain time (see Clause **Fehler! Verweisquelle konnte nicht gefunden werden.**, below).

As well as the details on usage behaviour gathered in this way, Goldbach Audience also enriches this data pool with characteristics added by itself or its service providers for the purpose of deriving interest profiles. These characteristics primarily consist of segment identifiers, such as football fan, smart shopper, adventurous traveller and so on. **Under no circumstances does Goldbach Audience make any presumptions about 'sensitive' characteristics, such as an individual's credit rating, susceptibility to illness, political orientation or similar information.** It is only with the entirety of the data pool and tracking of user behaviour that a personal reference to data may potentially be made in the context of Goldbach Audience services and products.

3.3 Newsletter data

When you subscribe to one of our newsletters, we process the data that you enter as a newsletter recipient. Mandatory data includes first and last name, sex, language and your email address.

4. Where does Goldbach Audience get the data it processes?

Goldbach Audience processes your data using the methods described under 'Use of Goldbach Audience products' below, when you visit websites of the Goldbach Audience network.

5. What is the legal basis on which Goldbach Audience processes its data?

We always handle personal data in accordance with the strict regulations of the relevant data protection provisions (the GDPR and the DSG). We only gather and store personal or usage-related data if

- we have your express consent to do so, or
- it is required for the fulfilment of our contractual or statutory obligations, or
- it is required by our legitimate interests.

– **Data collection by consent (Art. 6(1)(a) GDPR):**

If you have consented to Goldbach Audience's processing of your data (for instance, when registering for a newsletter or an event), we will only process in accordance with your consent.

You may withdraw the consent you have given at any time with effect for the future. This withdrawal of consent means that the data to which it pertains will no longer be processed, but data processed prior to withdrawal will have been done so lawfully.

– **Data collection for the fulfilment of our contractual obligations (Art. 6(1)(b) GDPR):**

To perform our contracts, we must process your data. This also applies to pre-contractual details and instances where you contact us to make inquiries. The purpose of data processing is determined in the first instance by the service or product in question. For the performance of the contractual relationship we may, for instance, require your address, your telephone number and/or your email address so we can get in contact with you.

As well as these data protection guidelines, you can also find details on the given purpose of the data processing in the contract documentation, our general terms and conditions as well as produce and service descriptions.

– **Data collection for the fulfilment of our statutory obligations (Art. 6(1)(c) GDPR):**

The processing of your data may be required by statutory obligations to which we are subject (especially related to the retention of business correspondence and contract documentation). These obligations may arise from the Swiss Federal Code of Obligations (OR) or tax legislation, for instance.

– **Data collection for safeguarding of our legitimate interests (Art. 6(1)(f) GDPR):**

Goldbach Audience may process your data if it is required to safeguard its legitimate interests and those of advertisers, insofar as these are not outweighed by the interests of the user. Goldbach Audience may have a legitimate interest, for instance, in the individual customisation of advertising that users of the website and the websites of the Goldbach Audience network see. Here, the user profits from better matching of advertising and the general increase in advertising quality this represents. The processing helps advertisers target campaigns at relevant target audiences. Our legitimate interest in the processing of your data also arises from our own or external marketing purposes, for customer retention or direct marketing permissible by law through newsletters. We also have a legitimate interest in the processing of your data for (potential) prosecution and for administrative purposes within the Goldbach Group (<http://www.goldbachgroup.com/en-us/about-us>).

6. Who receives your data that Goldbach Audience processes?

Your data is transferred to the following recipients:

- Service providers and partners engaged by Goldbach Audience, such as the providers listed under Clause 2.1.1 insofar as they require your data for the fulfilment of their respective tasks. These service providers are contractually obliged to treat your data confidentially and only process it for the provision of the service in question. We use the 'xCampaign' service from processor Schober Information Group (Schweiz) AG, Theaterstrasse 17, 8400 Winterthur, for example, for the dispatch and analysis of our newsletters (see Clause 2.5). xCampaign may also use the data it receives for the improvement of its own services (e.g. improved display of newsletters or for its own commercial purposes). However, xCampaign does not use the data of our newsletter recipients to write to them itself and it does not transfer data to other third parties.
- Within Goldbach Audience and the Goldbach group of companies, your data is handled by those employees and functions that are required to do so for the fulfilment of their respective contractual and statutory obligations, as well as the above-mentioned legitimate interests.
- Goldbach Audience also passes your data on to public bodies and authorities, should it have a statutory obligation to do so.

We are particularly careful when it comes to your personal data outside of Goldbach Audience. In all the above-mentioned cases, Goldbach Audience ensures that third parties can only gain access to the personal data required for the provision of individual tasks. Moreover, Goldbach Audience operates on the basis of industry-specific best practice (see EDAA seal of approval, Clause 1), to ensure that these third parties handle the data securely and confidentially and only for the above-mentioned purposes.

7. When does Goldbach Audience delete your data?

Goldbach Audience only stores your data for as long as it is required for the respective processing purpose.

We store your personal data no longer than the termination of the contractual relationship with you, or as long our legitimate interest in the processing persists. This last case may apply if legal claims arising from the contractual relationship may be asserted or as long as statutory retention and documentation obligations require. Reasons for this may include:

- The fulfilment of company and fiscal retention obligations, particularly those mandated by the Swiss Federal Code of Obligations and tax legislation.
 - The receipt of evidence for legal disputes arising from statutes of limitation.
1. Depending on their type, temporary and/or permanent cookies remain on your computer or mobile device for between one month and ten years and are automatically deleted once the programmed term has expired. However, we only process the information generated by the cookies for a maximum of 90 days. Depending on the decision of the website operator, providers other than Goldbach Audience may set cookies on the basis of consent. You may demand the deletion of data as defined in Clause 14.2 below at any time by sending an email to oba@ch.goldbach.com.

8. Are you obliged to make your data available to Goldbach Audience?

To perform our contracts and for our business relationships as well as processing and responding to contact inquiries, we require the following personal data from you:

- Data required for establishing and conducting a business relationship or a contact inquiry (e.g.: name, address, telephone number or email address)
- Data required for associated contractual obligations

Without this personal data we are generally not in a position to enter into and carry out a contractual relationship with you.

If you do not wish Goldbach Audience to collect your data using cookies, you can prevent this as described in Clause 2.1.3 above. However, this may restrict the functionality of the website or app.

9. Why and how does Goldbach Audience create profiles based on your user behaviour?

For Goldbach Audience to create and continually optimise services and products (target group products), it uses the technical option of automated profiling, particularly in the analysis or prediction of aspects related to personal preferences, interests, behaviour, location and change of location.

Goldbach Audience may also process your data to evaluate certain personal aspects (profiling). This applies for example to the following cases:

- Through targeted marketing, Goldbach Audience may wish to ensure that the materials it displays to you are tailored to your needs.
- To evaluate the interest of users of websites and apps, Goldbach Audience uses characteristics that are derived from the cookie data. From this we may calculate the

probability that a user may belong to a certain interest category. This calculation is made on the basis of statistical procedures. The interests calculated in this way support Goldbach Audience in categorising its products and services.

10. Data processing by Goldbach Audience outside the EU/EEA

You acknowledge that your data may be processed by Goldbach Audience outside your country of residence. Goldbach Audience warrants to its contractual partners and all users whose data is collected that the data is only processed in countries that offer the same level of data protection as Switzerland or the EU.

Should data be processed by its service providers (contract processors) outside the EEA, Goldbach Audience ensures that the company in question can guarantee sufficient protection, such as that provided by a Privacy Shield agreement (www.privacyshield.gov). Should adequate protection not be guaranteed, Goldbach Audience will conclude a contract with the company that includes EU-standard clauses for the transfer of personal data outside the EU.

11. Data transfer within the Group

Data that is collected on our own behalf or on behalf of our customers may be stored and processed in any country in which the Goldbach Group maintains subsidiaries, branches offices, or agency or customer facilities. The user acknowledges and accepts that information made available by the user may be transferred outside of the country in which the user is resident and to any company that belongs to the parent company Goldbach Audience, that is, that belong to the Goldbach Group. By making this information available, the user consents to data being transferred in this way. Goldbach Audience warrants to its contractual partners and all users whose data is collected that the data is only processed in countries that offer the same level of data protection as Switzerland or the EU. Should data be processed by a data processing company in another country, we will determine whether the company in question can guarantee sufficient protection, such as that provided by a Privacy Shield agreement, or if sufficient protection is not guaranteed we will conclude a contract with the company that includes EU-standard clauses for the transfer of personal data outside the EU.

12. Data transfer arising from change of control

Should another company acquire all or essentially all of the assets of our company due to consolidation, merger, acquisition of assets or other transactions, we retain the right to transfer all data (including personal data) that is in our possession or which we administer to the purchasing party.

13. Changes to these data protection guidelines

We reserve the right to make changes to these data protection guidelines by publishing an updated version on this site. The date on which the current data protection guidelines was published will always be displayed at the top of this page. Any changes to this Privacy Policy will be carried out in accordance with the applicable (data protection) legislation.

14. What rights do you have in relation to Goldbach Audience?

Goldbach Audience endeavours to respond to your questions and concerns as quickly as possible. However, sometimes it may take up to one month for you to receive an answer. Should we require longer than a month, we will naturally inform you ahead of time.

In some cases, Goldbach Audience is not permitted to provide information. Provided that it is legally permitted to do so, Goldbach Audience will always provide you with a prompt reason for this refusal. You have the right to lodge complaints (see below).

14.1 Right to information and rectification

You can demand information on your personal data that Goldbach Audience processes at any time. Should your data be incomplete, you may demand its completion. Should your details be incorrect or outdated, you may demand rectification. If Goldbach Audience has transferred your details to a third party, Goldbach Audience will inform this third party of your rectification, provided this is permissible by law.

14.2 Right to erasure of your personal data

You may demand the immediate erasure of your data if:

- your data is no longer required for the purpose for which it was gathered,
- you withdraw your consent and Goldbach Audience has no other legal basis for processing,
- you refuse processing and there are no countervailing reasons to process the data that are worthy of protection,
- your data was unlawfully processed,
- your data must be erased to comply with legal requirements, or
- your data was gathered in relation to information society services (e.g. advertising) that are directed at children (as defined by Art. 8 GDPR).

14.3 Right to restriction of processing of your personal data

You have the right demand a restriction (comparable to a block) on processing of your data if

- you contest the correctness of your data, for the time that Goldbach Audience requires to evaluate its correctness,
- the processing is not being carried out lawfully and you demand restriction rather than erasure,
- Goldbach Audience no longer requires your data for the purpose of processing but you nonetheless require it for assertion or exercise of, or defence against legal claims, or
- you have raised an objection and insofar as it has not been established that your interests prevail.

14.4 Right to object

You have the right to object at any time, on grounds relating to your particular situation, to processing of personal data that arises from legitimate interest or for the performance of a task that is in the public interest; this also applies to profiling. Goldbach Audience will no longer process the personal data unless we can prove compelling reasons worthy of protection for the processing that prevail over your interests, rights and freedoms, or if the processing serves the assertion, exercise or defence of legal claims.

Where personal data is processed for the purposes of direct marketing, you have the right to object at any time to the processing of personal data for the purpose of such marketing; this also applies to profiling provided that it is connected to such direct marketing.

14.5 Your right to data portability

Under the provisions of Art. 20 GDPR, you have the right to receive the personal data you have provided to Goldbach Audience in a structured, transferable format.

14.6 Your right to lodge complaints

If you are of the opinion that Goldbach Audience's processing of your data infringes data protection legislation or your data protection rights have been otherwise infringed by its processing activities, according to the DSG and GDPR you are entitled to lodge a complaint.

You can also lodge a complaint to the IAB if it relates to interest-based advertising: <http://www.youronlinechoices.com/uk/make-a-complaint>.

Should you have questions, concerns or comments regarding Goldbach Audience's processing of your personal data, please contact us by email or post at:

Goldbach Audience (Switzerland) AG

Seestrasse 39

8700 Küsnacht ZH

Switzerland

Email: oba@ch.goldbach.ch

15. Get in touch

Should you have questions, concerns or comments regarding the processing of your personal data or these data protection guidelines, please contact us by email or post at:

Goldbach Audience (Switzerland) AG

Seestrasse 39

8700 Küsnacht ZH

Switzerland

Email: oba@ch.goldbach.ch

If you contact us using a form on the website or by email, we will store the details you enter for the purposes of processing your query and for the event of follow-up questions, for a period of six months. We will not pass this data on without your consent.

Data Protection Officer:

Christian Rakowski
Goldbach Audience (Switzerland) AG
Seestrasse 39
8700 Küsnacht ZH
Switzerland
oba@ch.goldbach.com