

This privacy policy is intended to inform you comprehensively about how and for what purposes we collect, process and use your personal data. It applies to all processing activities within the scope of our business and online operations and is designed to ensure transparency in line with statutory information obligations.

1. General Information

This privacy policy explains how AxD AG processes personal data in accordance with the Swiss Federal Act on Data Protection (FADP / CH-DSG) and, where applicable, the EU General Data Protection Regulation (GDPR). It applies to all persons whose data we process in the course of our business activities.

2. Controller

AxD AG
Kaisermatt 3
CH-5026 Densbüren
E-Mail: info@axdag.ch
Website: www.axdag.ch

3. Types of Data Processed

We particularly process the following categories of personal data:

- Contact details (name, address, telephone number, email)
- Contract and payment information
- Communication content (emails, correspondence)
- Technical data (IP address, log files, device information)

4. Purposes and Legal Bases of Processing

- Performance of a contract or pre-contractual measures (Art. 6(1)(b) GDPR / Art. 31(2)(a) FADP)
- Compliance with legal obligations (Art. 6(1)(c) GDPR / Art. 31(1) FADP)
- Protection of legitimate interests (Art. 6(1)(f) GDPR / Art. 31(1) FADP)
- Consent (Art. 6(1)(a) GDPR / Art. 6(6) FADP)

5. Recipients and Processors

We disclose personal data to third parties only where legally permissible and necessary for the provision of our services. This includes in particular:

- Hosting providers
- Email service providers
- Payment processors
- IT support and maintenance service providers

We have concluded agreements with all processors in accordance with legal requirements. This may also include cloud services, platform operators, marketing and analytics providers, as well as payment and shipping service providers, where necessary for contract performance or based on your consent.

6. International Data Transfers

At present, no personal data is transferred to countries outside Switzerland or the EEA. Should such a transfer become necessary in the future, it will be carried out only in compliance with legal requirements and ensuring an adequate level of data protection (e.g., EU Standard Contractual Clauses or equivalent safeguards). In cases where a transfer to countries without an adequate level of data protection is unavoidable, such transfer will be carried out solely using appropriate safeguards such as Standard Contractual Clauses or Binding Corporate Rules (BCR).

7. Web Analytics, Tracking & Third-Party Providers

We may use analytics tools, marketing and remarketing services, as well as social media plugins on our website and in our online services. These may process personal data such as IP addresses and usage/browser data to generate statistics, optimize advertising or enable interactions with social media platforms. Where legally required, such processing takes place only on the basis of your consent, which you can withdraw at any time. Please note that when social media plugins are loaded, personal data may be transmitted directly to the respective provider. Examples include web analytics tools, advertising networks, A/B testing services, tag management systems and social media integrations.

8. Storage Periods

Personal data is retained only for as long as necessary for the purposes for which it was collected or as required by statutory retention periods. After these periods expire, data is deleted or anonymized. As a guideline, contract and accounting data is typically retained for 10 years, communication data for 2 years, and application documents for 6 months after conclusion of the recruitment process, unless longer statutory periods apply.

9. Data Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse or destruction. These include, among others, access restrictions, encryption, regular security reviews, firewalls, access-control systems, password management, regular data backups and staff training on secure data handling.

10. Cookies and Tracking

Our website uses technically necessary cookies. For optional cookies (e.g., analytics or marketing cookies), we obtain your consent before use. You can withdraw your consent at any time via the cookie settings on our website. When using social media plugins or embedded content (e.g., videos, maps), personal data may also be transferred to third parties. For details, please refer to section "Web Analytics, Tracking & Third-Party Providers".

11. Rights of Data Subjects

Data subjects have the right to request access, rectification, erasure, restriction of processing, data portability and to object to processing. There is also a right to lodge a complaint with the competent data protection supervisory authority. If personal data has not been collected directly from you, we will inform

you about its source where legally required. In the case of manifestly unfounded or excessive access requests, a reasonable fee may be charged or the request refused, as provided by Swiss data protection law.

12. Social Media Profiles

We maintain publicly accessible profiles on social networks and platforms to communicate with customers, prospects and users and to provide information about our services. Personal data of visitors may be processed, in particular for communication purposes and to measure reach. Processing is carried out by the respective platform providers in accordance with their privacy policies, which also provide information on purposes, legal bases and your rights.

13. Changes to this Privacy Policy

We reserve the right to amend this privacy policy at any time. The current German language version published on our website is authoritative. (as of 13 August 2025)