

Privacy policy

THOMMEN WATCHES, ASJA Imagine AG, Spiegelhofstrasse 56, 8032 Zurich, is the operator of the website www.thommenwatches.com and is therefore responsible for the collection, processing and use of your personal data and for ensuring that the data processing complies with applicable law.

Your trust is important to us. We take the issue of data protection seriously and ensure appropriate security. It goes without saying that we comply with the legal provisions of the Federal Data Protection Act (DSG), the Ordinance to the Federal Data Protection Act (VDSG), the Telecommunications Act (FMG) and, where applicable, other provisions of data protection law, in particular the General Data Protection Regulation of the European Union (DSGVO).

To help you understand what personal information we collect from you and for what purposes we use it, please review the information below.

1) Principles of data processing on www.thommenwatches.com

The personal data collected on the website www.thommenwatches.com

- a) are processed lawfully, fairly and in a manner that is comprehensible to the data subject.
- b) are used solely for the implementation and processing of the services and offers provided on the website. Under no circumstances will they be further processed for other purposes.
- c) which are inaccurate with regard to the purposes of their processing shall be deleted or corrected without delay.
- d) Are stored only as long as necessary for the purposes for which they are processed.
- e) are processed in a manner that ensures appropriate security, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage.

2) Lawfulness of data processing

By viewing the website www.thommenwatches.com, the user gives his consent to the processing of personal data concerning him, especially since this may also be assumed to be in the user's overriding interest.

The user has the right to revoke his consent at any time (by e-mail at info@thommenwatches.com). The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

3) Scope and purpose of the collection, processing and use of personal data

a) when visiting www.thommenwatches.com

When you visit www.thommenwatches.com, our servers temporarily store every access in a log file. The following data is collected without your intervention and stored until automatic deletion after twelve months at the latest:

- the IP address of the requesting computer,
- the date and time of access,
- the name and URL of the retrieved file,
- the website from which the access was made,
- the operating system of your computer and the browser you are using,
- the country from which you have accessed and the language settings of your browser as well as
- the name of your Internet access provider.

This data is collected and processed for the purpose of enabling the use of our website (connection establishment), ensuring system security and stability, and enabling the optimization of our Internet offering, as well as for internal statistical purposes. In particular, the IP address is used to record the country of residence of the website visitor and to preset the language of the website accordingly. Furthermore, the IP address is evaluated in the event of attacks on the network infrastructure of www.thommenwatches.com and for statistical purposes.

In addition, when you visit our website, we use so-called pixels and cookies to display personalized advertising and to use web analytics services.

b) when using our contact form

You have the possibility to use a contact form to get in touch with us. The entry of the following personal data has to be made:

- Salutation,
- First and last name,
- Address (street, house number, postal code, city),
- Phone number and
- E-mail address.

Failure to provide this information may hinder the delivery of our services.

We use this data only to be able to answer your contact request in the best possible and personalized way. You can object to this data processing at any time and request that we delete your data (by e-mail at info@thommenwatches.com).

c) when registering for our newsletter

On our website you have the possibility to subscribe to our newsletter. Registration is required for this. The following data must be provided as part of the registration:

- Salutation,
- First and last name,
- Address (street, house number, postal code, city),
- Phone number and
- E-mail address.

The above data are necessary for data processing. We process this data exclusively in order to personalize the information and offers sent to you and to better align them with your interests.

By registering, you give us your consent to process the data provided for the regular dispatch of the newsletter to the address you have provided and for the statistical evaluation of usage behavior and the optimization of the newsletter. This consent constitutes our legal basis for the processing of your e-mail address within the meaning of Art. 6 (1) lit. a DSGVO. We are entitled to commission third parties with the technical processing of advertising measures and are entitled to pass on your data for this purpose.

At the end of each newsletter you will find a link that allows you to unsubscribe from the newsletter at any time. As part of the unsubscription, you can voluntarily inform us of the reason for the unsubscription. After unsubscribing, your personal data will be deleted. Further processing only takes place in anonymized form for the optimization of our newsletter.

We use the services of Active Campaign to send the newsletter. The provider is the US provider ActiveCampaign, LLC, 150 N. Michigan Ave Suite 1230, Chicago, IL, US, USA. Active Campaign is a service with which, among other things, the dispatch of newsletters can be organized and analyzed. When you enter data for the purpose of receiving newsletters (e.g. your e-mail address), this data is stored on Active Campaign's servers in the USA. Active Campaign has a certification according to the "EU-US Privacy-Shield". The "Privacy Shield" is an agreement between the European Union (EU) and the USA to ensure compliance with European data protection standards in the USA. Active Campaign allows us to analyze our newsletter campaigns.

When you open an email sent with Active Campaign, a file contained in the email (known as a web beacon) connects to Active Campaign's servers in the USA. This makes it possible to determine whether a newsletter message has been opened and which links, if any, have been clicked on. In addition, technical information is recorded (e.g. time of retrieval, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. It is used exclusively for the statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients. If you do not want any analysis by Active Campaign, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. Furthermore, you can also unsubscribe from the newsletter directly on our website. The data you provide for the purpose of receiving the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the servers of Active Campaign after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this. Privacy policy: <https://www.activecampaign.com/privacy-policy/>

The dispatch service provider may use the data of the recipients in pseudonymous form, i.e. without assignment to a user, to optimize or improve its own services, e.g. to technically optimize the dispatch and presentation of the newsletter or for statistical purposes. However, the dispatch service provider does not use the data of our newsletter recipients to write to them itself or to pass the data on to third parties.

The data you provide for the purpose of receiving the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the servers of the respective newsletter service provider after you unsubscribe from the newsletter. Data that has been stored by us for other purposes (e.g. e-mail addresses for the member area) remains unaffected by this.

We use third-party email marketing services to send our newsletter. Our newsletter may therefore contain a so-called web beacon (tracking pixel) or similar technical means. A web beacon is a 1x1 pixel, invisible graphic that is associated with the user ID of the respective newsletter subscriber.

The recourse to corresponding services enables the evaluation of whether the e-mails with our newsletter were opened. In addition, this also allows the click behavior of newsletter recipients to be recorded and evaluated. We use this data for statistical purposes and to optimize the newsletter in terms of content and structure. This enables us to better tailor the information and offers in our newsletter to the individual interests of the respective recipient. The tracking pixel is deleted when you delete the newsletter.

To prevent tracking pixels in our newsletter, please set your mail program to not display HTML in messages.

d) Registration and customer account

On our website you have the possibility to register and thus open a customer account. For this purpose, the following data must be provided:

- Salutation,
- First and last name,
- Address (street, house number, postal code, city),
- Phone number and
- E-mail address.

The above data are necessary for data processing. We process this data exclusively in order to personalize the information and offers sent to you and to better align them with your interests.

By registering, you give us your consent to process the data provided for the regular dispatch of promotions (online or print) to the address you have provided and for the statistical evaluation of usage behavior. This consent constitutes our legal basis for the processing of your data within the meaning of Art. 6 (1) lit. a DSGVO. We are entitled to commission third parties with the technical processing of advertising measures and are entitled to pass on your data for this purpose.

You can revoke your consent to the processing of your data at any time (at info@thommen-watches.com). After revocation, your personal data will be deleted.

e) Provision of services by third parties

On our website, it is possible to place orders with third parties or to use services provided by third parties. The corresponding services may be provided by third parties. You will be informed accordingly about the forwarding to our partners. Depending on the service, various data is collected in this context. This involves, for example, the following data:

- Salutation,
- First and last name,
- Address (street, house number, postal code, city),
- Phone number and
- E-mail address.

Failure to provide this information may impede the order process. The provision of other information is optional and does not affect the use of our website.

The data you enter is usually collected directly by the provider concerned or, in the case of certain offers, forwarded to them by us. For such further processing of the data, the data protection provisions of the respective provider apply in these cases. The legal basis for the processing of the aforementioned data is the fulfillment of a contract within the meaning of Art. 6 (1) lit. b DSGVO.

4) Use of your data for advertising purposes

a) In general

THOMMEN WATCHES, ASJA Imagine AG may use personal data of users of www.thommen-watches.com for the purpose of advertising its services (online and/or print advertising etc.). THOMMEN WATCHES, ASJA Imagine AG is permitted to pass on personal data to third parties for this purpose. The user expressly agrees to this use of his data.

b) Creation of pseudonym usage profiles

In order to provide you with personalized services and information on our website (on-site targeting), we use and analyze the data we collect about you when you visit the website. In the corresponding processing, so-called cookies may also be used if necessary. The analysis of your user behavior may lead to the creation of a so-called usage profile. A combination of the usage data only takes place with pseudonymous, but never with non-pseudonymized personal data.

To enable personalized marketing in social networks, we integrate so-called remarketing pixels from Facebook and Twitter on the website. If you have an account with a social network included via this and are logged in there at the time of the page visit, this pixel links the page visit with your account. Log out of your account before visiting the site to prevent a link. You can make further settings for advertising in the respective social networks in your user profile. We base the creation of pseudonymized user profiles for advertising and analysis purposes on a legitimate interest within the meaning of Art. 6 (1) lit. f DSGVO. The legitimate interest consists of direct marketing and analysis of the use of our website.

c) Re-targeting

We use re-targeting technologies on the website. This involves analyzing your user behavior on our website in order to subsequently offer you advertising tailored to your individual needs on partner websites as well. Your user behavior is recorded pseudonymously. Most re-targeting technologies work with cookies.

d) Google Ads Remarketing and/or Doubleclick by Google

This website uses Google Ads Remarketing and/or Doubleclick by Google, services of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"), to serve ads based on the use of previously visited websites. Google uses the so-called DoubleClick cookie for this purpose, which enables your browser to be recognized when visiting other websites. The information generated by the cookie about your visit to these websites (including your IP address) will be transmitted to and stored by Google on servers in the United States (for more information about transfers of personal data to the United States, please refer to Section 12 below).

Google will use this information for the purpose of evaluating your use of the website in relation to the advertisements to be displayed, compiling reports on website activity and advertisements for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. However, Google will not associate your IP address with any other data held by Google.

We also use Google Tag Manager to manage the usage-based advertising services. The Tag Manager tool itself is a cookie-less domain and does not collect any personal data. Rather, the tool triggers other tags, which in turn may collect data. If you have opted out at the domain or cookie level, it will remain in place for all tracking tags implemented with Google Tag Manager.

You can prevent re-targeting at any time by rejecting or switching off the relevant cookies in the menu bar of your web browser. In addition, you can request an opt-out for the aforementioned additional advertising and re-targeting tools via the Digital Advertising Alliance website at optout.aboutads.info.

e) Use of Google AdSense

This website uses Google AdSense, an advertising integration service provided by Google Inc. ("Google"). Google AdSense uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. Google AdSense also uses so-called web beacons (invisible graphics). Through these web beacons, information such as visitor traffic on these pages can be evaluated.

The information generated by cookies and web beacons about the use of this website (including your IP address) and delivery of advertising formats will be transmitted to and stored by Google on servers in the United States. This information may be passed on by Google to contractual partners of Google. However, Google will not merge your IP address with other data stored by you.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

5) Integration of third-party services and content

It may happen that content or services from third-party providers, such as city maps or fonts from other websites, are integrated within our online offer. The integration of content from third-party providers always requires that the third-party providers perceive the IP address of the user. With-

out the IP address, the content cannot be sent to the user's browser. The IP address is thus required for the display of this content. Furthermore, the providers of the third-party content can set their own cookies and process the users' data for their own purposes. In doing so, user profiles can be created from the processed data. We will use this content in a data-saving and data-avoiding manner as far as possible and select reliable third-party providers with regard to data security.

The following presentation provides an overview of third-party providers and their content, along with links to their data protection declarations, which contain further information on the processing of data and, in part already mentioned here, opt-out options:

External fonts from Google, Inc., <https://www.google.com/fonts> ("Google Fonts"). The integration of Google Fonts is done by a server call at Google (usually in the USA). Privacy policy: <https://www.google.com/policies/privacy/>,
Opt-Out: <https://www.google.com/settings/ads/>.

Maps of the service "Google Maps" of the third-party provider Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. By visiting the website, Google receives the information that you have accessed the corresponding sub-page of our website. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you do not want the assignment with your profile at Google, you must log out before activating the button. Google stores your data as usage profiles and uses them for the purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation is carried out in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right. For more information on the purpose and scope of data collection and processing by Google, as well as further information on your rights in this regard and settings options for protecting your privacy, please visit <https://www.google.com/policies/privacy/>, Opt-Out: <https://www.google.com/settings/ads/>.

Videos from the "YouTube" platform of the third-party provider Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://www.google.com/settings/ads/>.

This website uses the reCAPTCHA service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). The purpose of the query is to distinguish whether the input is made by a human or by automated, machine processing. The query includes the sending of the IP address and possibly other data required by Google for the reCAPTCHA service to Google. For this purpose, your input is transmitted to Google and further used there. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser as part of reCaptcha will not be merged with other data from Google. Your data may also be transmitted to the USA in the process. The processing is based on Art. 6 (1) lit. a DSGVO with your consent. You can revoke your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until revocation. You can find more information about Google reCAPTCHA and the associated privacy policy at: <https://www.google.com/privacy/ads/>.

This website uses the Google Tag Manager. This is a solution with which we can manage so-called website tags via an interface and thus, for example, integrate Google Analytics and other Google marketing services into our online offering. The tag manager itself, which implements the tags, does not process any personal data of the users. With regard to the processing of users' personal data, please refer to the following information on Google services.

Usage Guidelines: <https://www.google.com/intl/de/tagmanager/use-policy.html>.

We use the WordPress plugin WooCommerce from Automattic Inc., 60 29th Street #343 San Francisco CA, 94110, USA for our online store. At this point, we refer to the privacy policy of WooCommerce. This can be viewed at the following link: <https://automattic.com/privacy/>. The user agrees that his entered data will be forwarded to WooCommerce for the purpose of payment processing.

We use the WordPress DHL Commerce plugin for our online store. At this point we refer to the privacy policy of DHL. This can be viewed at the following link: <https://www.dhl.com/global-en/home/footer/privacy-notice.html>. The user agrees that his entered data will be forwarded to DHL for the purpose of payment processing.

Instagram Feed by Instagram; Instagram privacy policy: <https://help.instagram.com/519522125107875>.

In the context of the performance of contracts, we use one or more payment service providers on the basis of the Swiss Data Protection Ordinance and, to the extent necessary, of Art. 6 para. 1 lit. b. EU-DSGVO. In addition, we use external payment service providers on the basis of our legitimate interests pursuant to the Swiss Data Protection Ordinance as well as and to the extent necessary pursuant to Art. 6 para. 1 lit. f. EU-DSGVO in order to offer our users effective and secure payment options. The data processed by the payment service providers includes inventory data, such as the name and address, bank data, such as account numbers or credit card numbers, passwords, TANs and checksums, among others, as well as the contract, totals and recipient-related information. The information is required in order to carry out the transactions. However, the data entered is only processed by the payment service providers and stored with them. We as the operator do not receive any information about (bank) account or credit card, but only information to confirm (accept) or reject the payment. Under certain circumstances, the data is transmitted by the payment service providers to credit agencies. The purpose of this transmission is to check identity and creditworthiness. In this regard, we refer to the terms and conditions and data protection information of the payment service providers. For the payment transactions, the terms and conditions and the privacy policy of the respective payment service providers apply, which can be accessed within the respective website or transaction applications. We also refer to these for the purpose of further information and assertion of revocation, information and other data subject rights.

Payment services provided by the payment service provider Stripe Inc, 510 Townsend Street, San Francisco, CA 94103, USA. Privacy Policy: <https://stripe.com/de/privacy>. The user agrees that his entered data will be forwarded to Stripe for the purpose of payment processing.

6) Disclosure of data to third parties

We will only pass on your personal data if you have expressly consented to this, if there is a legal obligation to do so or if this is necessary to enforce our rights, in particular to enforce claims arising from the relationship between you and us.

In addition, we pass on your data to third parties insofar as this is necessary in the use of the website for the provision of the services requested by you as well as the analysis of your user behavior. Insofar as this is necessary for the purposes mentioned in sentence 1, the transfer may also take place abroad. Insofar as the website contains links to third-party websites, we no longer have any influence on the collection, processing, storage or use of personal data by the third party after clicking on these links and we accept no responsibility for this.

7) Transfer of personal data abroad

We are also entitled to transfer your personal data to third companies (contracted service providers) abroad, insofar as this is necessary for the data processing described in this privacy policy. These are obligated to data protection to the same extent as we ourselves. If the level of data protection in a country does not correspond to that in Switzerland or the European Union, we will

ensure by contract that the protection of your personal data corresponds to that in Switzerland or the EU at all times.

8) Data security

We use appropriate technical and organizational security measures to protect your personal data stored with us against manipulation, partial or complete loss and against unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

You should always keep your payment information confidential and close the browser window when you have finished communicating with us, especially if you share the computer with others.

We also take internal data protection very seriously. Our employees and the service companies commissioned by us have been obligated by us to maintain confidentiality and to comply with the provisions of data protection law.

9) Cookies

Cookies help in many aspects to make your visit to our website easier, more pleasant and more meaningful. Cookies are information files that your web browser automatically stores on your computer's hard drive when you visit our website. Cookies do not damage your computer's hard drive, nor do they transmit users' personal information to us.

We use cookies, for example, to better tailor the information, offers and advertising displayed to you to your individual interests. Their use does not result in us obtaining new personal data about you as an online visitor. Most Internet browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or a message always appears when you receive a new cookie.

Disabling cookies may prevent you from using all the features of our website.

10) Data transmission security with SSL

For security reasons and to protect the transmission of confidential content, this website uses SSL/TLS encryption. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

11) Tracking Tools

On our website we use so-called tracking tools. With these tracking tools, your surfing behavior on our website is observed. This observation takes place for the purpose of demand-oriented design and continuous optimization of our website. In this context, pseudonymized usage profiles are created and small text files stored on your computer ("cookies") are used.

a) Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website is usually transmitted to a Google server in the USA and stored there. The IP address transmitted by your browser as part of Google Analytics is not merged with other data from Google. We have also extended Google Analytics on this website with the code "anonymizeIP". This guarantees the masking of your IP address so that all data is collected anonymously. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>. As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent the collection by Google Analytics by clicking `inserting a click` on this link. An opt-out cookie will be set that prevents future collection of your data when visiting this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you must set the opt-out cookie again. [Note Instructions on how to integrate the opt-out cookie can be found at: <https://developers.google.com/analytics/devguides/collection/gajs/?hl=de#disable>.

We continue to use Google Analytics to analyze data from Double Click cookies and also Ads for statistical purposes. If you do not wish this, you can deactivate it via the Ads Preferences Manager (<http://www.google.com/settings/ads/onweb/?hl=de>).

We use Google Analytics including the functions of Universal Analytics or Google Analytics 4 (GA4). This allows us to analyze the activities on our pages across devices (e.g. accesses via laptop and later via a tablet). This is made possible by the pseudonymous assignment of a user ID to a user. Such an assignment occurs, for example, when you register for a customer account or log in to your customer account. However, no personal data is forwarded to Google. Even if additional functions are added to Google Analytics with Universal Analytics or Google Analytics 4, this does not mean that a restriction of data protection measures such as IP masking or the browser add-on is associated with this.

b) Google Ads

We use the online advertising program "Google Ads" and within the framework of Google Ads the conversion tracking. Google Conversion Tracking is an analysis service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). When you click on an ad placed by Google, a cookie for conversion tracking is stored on your computer. These cookies lose their validity after 30 days, do not contain any personal data and are therefore not used for personal identification. If you visit certain web pages on our website and the cookie has not yet expired, Google and we can recognize that you clicked on the ad and were redirected to this page. Each Google Ads customer receives a different cookie. Thus, there is no possibility that cookies can be tracked across Ads customers' websites.

The information obtained using the conversion cookie is used to create conversion statistics for Ads customers who have opted in to conversion tracking. Here, customers learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that personally identifies users.

If you do not wish to participate in tracking, you can object to this use by preventing the installation of cookies through a corresponding setting in your browser software (deactivation option). You will then not be included in the conversion tracking statistics. Further information and the Google privacy policy can be found at: <http://www.google.com/policies/technologies/ads/> and <http://www.google.de/policies/privacy/>.

c) Hotjar

This website uses the service of Hotjar to improve the user experience. Hotjar Ltd Hotjar Ltd is a European company based in Malta (Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe). Mouse clicks as well as mouse and scroll movements can be recorded. Likewise, keystrokes performed on this website can be recorded. Personalized information is not recorded. Hotjar uses a tracking code to collect and transmit your data. When you visit our website, the Hotjar tracking code automatically collects data based on your activity and stores it on Hotjar servers (located in Ireland). In addition, the cookies placed by the website on your computer or terminal device also collect data. Hotjar privacy policy: <https://www.hotjar.com/privacy/>, Opt-Out: <https://www.hotjar.com/opt-out>.

12) Social media plug-ins

The social plugins described below are used on the website. The plugins are deactivated by default on our website and therefore do not send any data. You can activate the plugins by clicking on the corresponding social media button.

If these plugins are activated, your browser establishes a direct connection with the servers of the respective social network as soon as you call up one of our websites. The content of the plugin is transmitted directly to your browser by the social network and integrated into the website by it. The plugins can be deactivated again with one click.

For more information, please see the respective privacy statements of Facebook, Twitter and Google.

a) Plugins from Facebook

Social plugins from Facebook are used on this website to make our web presence more personal. For this purpose, we use the "LIKE" or "SHARE" button. This is an offer from the US company Meta, 1 Hacker Way, Menlo Park, CA-94025, USA.

By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Facebook account or are not currently logged in to Facebook. This information (including your IP address) is transmitted by your browser directly to a Facebook server in the USA and stored there.

If you are logged in to Facebook, Facebook can directly assign your visit to our website to your Facebook account. If you interact with the plugins, for example by clicking the "LIKE" or "SHARE" button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends.

Facebook may use this information for the purposes of advertising, market research and demand-oriented design of the Facebook pages. For this purpose, Facebook creates usage, interest and relationship profiles, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our website and to provide other services associated with the use of Facebook.

If you do not want Facebook to assign the data collected via our website to your Facebook account, you must log out of Facebook before visiting our website.

For the purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights in this regard and setting options for protecting your privacy, please refer to Facebook's privacy policy at: <https://www.facebook.com/policy.php>

b) Plugins from Twitter

Plugins of the short message network Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA are integrated on our website. You can recognize the Twitter plugins (tweet button) by the Twitter logo on our site. If you have activated social plugins, a direct connection is

established between your browser and the Twitter server. Twitter thereby receives the information that you have visited our site with your IP address. If you click the Twitter "tweet button" while logged into your Twitter account, you can link the content of our pages on your Twitter profile. This allows Twitter to associate the visit to our pages with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Twitter. For more information, please refer to the privacy policy of Twitter.

If you do not want Twitter to be able to associate your visit to our pages, please log out of your Twitter user account.

You can find more information on data protection at Twitter at: <https://twitter.com/de/privacy>

c) Plugins from LinkedIn

Our website uses plugins of the social network LinkedIn or LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (hereinafter "LinkedIn"). You can recognize the LinkedIn plugins by the corresponding logo or the "Recommend" button. Please note that the plugin establishes a connection between your respective internet browser and the LinkedIn server when you visit our website. LinkedIn is thus informed that our website has been visited with your IP address. If you click the "Recommend Button" of LinkedIn and are logged in to your LinkedIn account at the same time, you have the option of linking content from our website to your profile page on LinkedIn profile. In doing so, you enable LinkedIn to associate your visit to our website with you or your user account. You must know that we do not gain any knowledge of the content of the transmitted data and its use by LinkedIn. Further details on the collection of data and your legal options as well as setting options can be found at LinkedIn. These are made available to you at http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv.

d) Plugins from YouTube

Our website uses plugins from YouTube, belonging to Google Inc., based in San Bruno/California, U.S.A. As soon as you visit pages of our internet presence equipped with a YouTube plugin, a connection to the YouTube servers is established. In doing so, the YouTube server is informed which specific page of our website you have visited. If, on top of this, you are logged in to your YouTube account, you would enable YouTube to assign your surfing behavior directly to your personal profile. You can avoid this possibility of association if you log out of your account beforehand. For more information on the collection and use of your data by YouTube, please refer to the privacy notices there at www.youtube.com.

e) Plugins from WhatsApp

By clicking on the WhatsApp social media buttons on our website, plugins of the company WhatsApp Inc., 650 Castro Street, Suite 120-219 Mountain View, California, 94041, United States of America (hereinafter: WhatsApp) are reloaded or a WhatsApp plugin installed in your browser is called up. If you have enabled JavaScript in your browser and have not installed a JavaScript blocker, your browser may transmit personal data to WhatsApp. We do not know what data WhatsApp links to the data received and for what purposes WhatsApp uses this data. WhatsApp belongs to the company Facebook Inc., 1601 Willow Road, Menlo Park, CA 94025, USA (hereinafter: Facebook), so it cannot be ruled out that your personal data will also be transferred to Facebook or its subsidiary Facebook Ireland Ltd, Hanover Reach, 5-7 Hanover Quay, Dublin 2, Ireland. To prevent the execution of Java Script code from WhatsApp altogether, you can install a Java Script blocker (e.g. www.noscript.net or www.ghostery.com). Information on data protection on the part of the provider of the WhatsApp is available at the following link: <http://www.whatsapp.com/legal/>.

f) Plugins from Instagram

Functions of the Instagram service are integrated on our pages. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA. If you are logged into your Instagram account, you can link the content of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate the visit to our pages with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Instagram.

For more information, please see Instagram's privacy policy: <http://instagram.com/about/legal/privacy/>

g) Plugins from Pinterest

On our site, we use social plugins of the social network Pinterest, which is operated by Pinterest Inc., 808 Brannan Street San Francisco, CA 94103-490, USA ("Pinterest"). When you call up a page that contains such a plugin, your browser establishes a direct connection to the Pinterest servers. The plugin transmits log data to the Pinterest server in the USA. This log data may contain your IP address, the address of the visited websites that also contain Pinterest functions, type and settings of the browser, date and time of the request, your use of Pinterest as well as cookies.

For more information on the purpose, scope and further processing and use of the data by Pinterest, as well as your rights in this regard and options for protecting your privacy, please refer to Pinterest's privacy policy: <https://about.pinterest.com/de/privacy-policy>.

h) Plugins from Snapchat

On our site, we use social plugins of the social network Snapchat, represented by Fieldfisher (Germany) LLP, Am Sandtorkai 68, 20457 Hamburg, Germany. When you call up a page that contains such a plugin, your browser establishes a direct connection to the servers of Snapchat. The plugin thereby transmits log data to the Snapchat server. This log data may contain your IP address, the address of the websites visited that also contain Snapchat functions, type and settings of the browser, date and time of the request, your use of Snapchat, and cookies.

For more information on the purpose, scope and further processing and use of the data by Snapchat, as well as your rights in this regard and options for protecting your privacy, please refer to Snapchat's privacy policy: <https://www.snap.com/de-DE/privacy/privacy-policy>.

i) Plugins from TikTok

On our site, we use social plugins of the social network TikTok, TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380. When you visit a page that contains such a plugin, your browser establishes a direct connection to the servers of TikTok. The plugin thereby transmits log data to the server of TikTok. This log data may include your IP address, the address of visited websites that also contain TikTok features, browser type and settings, date and time of the request, your usage of TikTok and cookies.

For more information on the purpose, scope and further processing and use of the data by TikTok, as well as your rights in this regard and options for protecting your privacy, please refer to TikTok's privacy policy: <https://www.tiktok.com/legal/privacy-policy?lang=de-DE>.

13) Note on data transfers to the USA

For the sake of completeness, we would like to point out for users resident or domiciled in Switzerland that there are surveillance measures in place in the USA by US authorities which generally allow the storage of all personal data of all persons whose data has been transferred from Switzerland to the USA. This is done without any differentiation, limitation or exception based on the objective pursued and without any objective criterion that would make it possible to limit the access of the U.S. authorities to the data and their subsequent use to very specific, strictly limited purposes that are capable of justifying the intrusion associated both with the access to these data

and with their use. Furthermore, we would like to point out that in the U.S. there are no legal remedies available to data subjects from Switzerland that would allow them to gain access to the data concerning them and to obtain its correction or deletion, or that there is no effective judicial legal protection against general access rights of U.S. authorities. We explicitly draw the attention of the data subject to this legal and factual situation so that he or she can make an appropriately informed decision to consent to the use of his or her data.

We would like to point out to users residing in a member state of the EU that the USA does not have a sufficient level of data protection from the perspective of the European Union.

14) Right of access, rectification, erasure and restriction of processing; right to data portability

You have the right to receive information about the personal data stored by us about you free of charge upon request. In addition, you have the right to correct inaccurate data and the right to have your personal data deleted, insofar as this does not conflict with a legal obligation to retain the data or an authorization that allows us to process the data. In accordance with Articles 18 and 21 of the GDPR, you also have the right to request restriction of data processing and to object to data processing.

You also have the right to demand that we return the data you have provided to us. Upon request, we will also pass on the data to a third party of your choice. You have the right to receive the data in a common file format.

You can reach us for the aforementioned purposes via the e-mail address info@thommen-watches.com. For the processing of your requests, we may, at our discretion, require proof of identity.

You can also tell us what you want to happen to your information after you die by giving us instructions.

15) General disclaimer

All information on our website has been carefully checked. We make every effort to ensure that our offer up-to-date, correct and complete information. Nevertheless, the occurrence of errors can not be completely excluded, so we can not guarantee the completeness, accuracy and timeliness of information, including journalistic-editorial nature. Liability claims regarding damage caused by the use of any information provided, including any kind of information which is incomplete or incorrect, will therefore be rejected.

The publisher may, at its own discretion and without notice, change or delete texts and is not obliged to update the contents of this website. The use of or access to this website is at the visitor's own risk. The publisher, its clients or partners are not responsible for damages, such as direct, indirect, incidental, consequential or punitive damages, allegedly caused by the visit of this website and therefore assume no liability.

The publisher also accepts no responsibility or liability for the content and availability of third-party websites that can be accessed via external links on this website. The operators of the linked sites are exclusively responsible for their content. The publisher dissociates himself explicitly from all contents of third parties, which may be of criminal or liability law or are contrary to public morals.

16) Data retention

We store personal data only for as long as is necessary, to use the above tracking, advertising and analytics services in our legitimate interest, to perform services to the extent you have requested or consented to, and to comply with our legal obligations.

We retain contractual data for longer periods, as this is required by statutory retention obligations. Retention obligations that require us to retain data result from accounting regulations and tax regulations. According to these regulations, business communications, concluded contracts and accounting records must be retained for up to 10 years or, with respect to users residing in France, for up to 5 years. As far as we no longer need this data to perform the services for you, the data will be blocked. This means that the data may then only be used for accounting and tax purposes.

17) Right to complain to a data protection supervisory authority

If you are a resident of an EU country, you have the right to lodge a complaint at any time with the competent data protection supervisory authority in your place of residence.

If you are a resident of Switzerland, you have the right to complain at any time to the Federal Data Protection and Information Commissioner (FDPIC), Feldeggweg 1, CH-3003 Bern.

Zurich, April 2, 2022