

## **SEVENFRIDAY AG – PRIVACY POLICY**

The Website and App was produced and published by SEVENFRIDAY AG, Staffelstrasse 10, 8045 Zürich, Switzerland (controller within the meaning of the General Data Protection Regulation (GDPR)).

We are accordingly responsible for collecting, processing and using your personal data and handling this data in conformity with the law. We are committed to handling your personal data responsibly. Consequently, we regard it as self-evident that we comply with the statutory requirements of the Swiss Federal Law on Data Protection (DSG), the Ordinance to the Federal Law on Data Protection (VDSG) as well as the General Data Protection Regulation of the European Union (GDPR) and other applicable provisions of Swiss and European Data Protection Law.

Please note that the information contained below may be revised and amended from time to time. We therefore recommend that you view this privacy policy regularly. During your visit to our website [www.sevenfriday.com](http://www.sevenfriday.com) or our Sevenfriday Apps, your personal data is collected and used by us to the following extent and for the following purposes:

### **EXTENT AND PURPOSE OF THE COLLECTION, PROCESSING AND USE OF PERSONAL DATA**

#### **When visiting our website and/or using our apps**

When you visit our website or apps, our servers temporarily store every access in a log file.

The following information is recorded without any action on your part and will be stored until automated deletion (after expiry of the purpose of the collection, but at the latest after 12 months):

- the IP address of the requesting computer,
- Date and time of access,
- Name and URL of the retrieved data,
- the website from which our domain was accessed,
- the operating system of your computer and the browser you are using,
- the country from which access to our website takes place,
- the name of your Internet access provider and
- from what app store you downloaded the app.

The collection and processing of this data is generally anonymised without personal reference for the purpose of enabling the use of the website (connection establishment), to ensure the long-term security and stability of the system and to optimise the website, and for internal statistical purposes. The aforementioned information will not be linked to or stored together with other personal information.

In addition, we use cookies and plug-ins when you visit our website. You will find more detailed explanations below. Only in the case of an attack on the network infrastructure of [www.sevenfriday.com](http://www.sevenfriday.com) or in case of suspicion of another unauthorised or improper use of the website, the IP address will be evaluated for clarification and defense and, if necessary, used in criminal proceedings for identification and to bring legal action against the users concerned under civil and criminal law.

The purposes described above and in section “How do we use your personal information?” below, constitute our legitimate interest in data processing within the meaning of Art. 6 para. 1 sentence 1 lit. f GDPR.

#### **Device permissions for Personal Data access**

Depending on the User's specific device, this Application may request certain permissions that allow it to access the User's device Data as described below.

By default, these permissions must be granted by the User before the respective information can be accessed. Once the permission has been given, it can be revoked by the User at any time. In order to revoke these permissions, Users may refer to the device settings or contact the Owner for support at the contact details provided in the present document. The exact procedure for controlling app permissions may be dependent on the User's device and software.

Please note that the revoking of such permissions might impact the proper functioning of this Application.

If User grants any of the permissions listed below, the respective Personal Data may be processed (i.e accessed to, modified or removed) by this Application.

### **Approximate location permission (non-continuous)**

Used for accessing the User's approximate device location. This Application may collect, use, and share User location Data in order to provide location-based services. The geographic location of the User is determined in a manner that isn't continuous. This means that it is impossible for this Application to derive the approximate position of the User on a continuous basis.

### **Camera permission**

Used for accessing the camera or capturing images and video from the device.

### **Using our contact form**

We offer the opportunity to contact us by using a form provided on the website. A valid e-mail address is required so that we know who sent the request and are able to respond to it. Further information, being

- Title
- First name
- Last name
- Company
- E-Mail address
- Telephone number
- Individual message

may be provided voluntarily, if you wish to enable us to give an individualised response or use other ways to get in touch with you (e.g.via phone).

The data will be processed for the purpose of contacting us in accordance with Art. 6 para. 1 sentence 1 lit. a DSGVO on the basis of your voluntary consent. The personal data collected by us for the use of the contact form will be deleted after your request has been processed.

### **Registering for our Sevenfriday newsletter**

If you have expressly consented according to Art. 6 para. 1 sentence 1 a DSGVO, we may use your e-mail address to send you our newsletter on a regular basis. In order to receive the newsletter, it is sufficient to provide an e-mail address. For successful registration to our newsletter we use the so-called double opt-in procedure. This means that after your application, we will send you an e-mail to the specified e-mail address in which we ask you to confirm that you would like the newsletter. If you do not confirm your registration within 24 hours, your information will be blocked and automatically deleted after one month. Otherwise, we will store your IP address and the time of registration and confirmation. The purpose of this procedure is to be able to prove your registration and, if necessary, to clarify a possible misuse of your personal data.

Afterwards, you may unsubscribe at any time, for example via a link at the end of each newsletter. Alternatively, you can send your unsubscription request at any time to [contact@sevenfriday.com](mailto:contact@sevenfriday.com) by e-mail.

### **How do we use your personal information?**

We use the information that we collect related to placed orders generally to fulfill any orders placed through our website (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this information to communicate with you, screen our orders for potential risk or fraud, and when in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the information about your devices that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our website (for example, by generating analytics about how our customers browse and interact with our website, and to assess the success of our marketing and advertising campaigns).

### **PASSING YOUR DATA TO THIRD PARTIES**

Your personal data will not be transmitted to third parties for purposes other than those listed below. We will only pass on your personal data to third parties if:

- you have given your express consent pursuant to Art. 6 para. 1 sentence 1 lit. a GDPR,
- the disclosure pursuant to Art. 6 para. 1 sentence 1 lit. f GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have a legitimate interest in the non-disclosure of your data,
- in the event that a legal obligation exists for the transfer pursuant to Art. 6 para. 1 sentence 1 lit. c GDPR,
- this is legally permissible and necessary for the processing of contractual relationships with you or to enable pre-contractual actions such as visiting our website in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR and
- if we need help of our trusted partners in order to solve a raised technical issue or an issue raised by you.

### **USE FOR MARKETING PURPOSES**

#### **Newsletters and other marketing campaigns**

By registering for our newsletter, you expressly agree that we may use your email-address for marketing campaigns such as sending out the Sevenfriday Newsletter and/or other similar info-emails.

For the distribution of our newsletter (if any), we will use email marketing services provided by a provider that has not been specified yet and will be communicated as soon as specified. The newsletter data is stored both on the website's hosting server and on a server of such specified provider in a location to be determined and communicated.

Our newsletter may contain a so-called Web Beacon (tracking pixel) or similar technical means. A web beacon is a 1x1 pixel, non-visible graphic that is related to the user ID of each newsletter subscriber.

For each newsletter sent, there is information about the address file used, the subject and the number of newsletters sent. In addition, it can be seen which addresses have not yet received the newsletter, to which address it was sent and at which addresses the delivery failed. There is also the opening rate including the information as to which addresses have opened the newsletter. Finally, the information as to which addresses have unsubscribed. We use this data for statistical purposes and to optimise the content and structure of the newsletter. This allows us to better align the information and offers in our newsletter with the individual interests of the recipients. The data are collected exclusively pseudonymised, the IDs are therefore not linked to your other personal data, direct personal reference is excluded.

You can object to this tracking at any time by clicking on the separate link provided in each e-mail or by informing us of another contact method. The information is stored for as long as you have subscribed to the newsletter. The tracking pixel is deleted when you delete the newsletter. After cancellation, we store the data purely statistically and anonymously. Such tracking is also not possible if you have deactivated the display of images in your e-mail program by default. In this case, the newsletter will not be displayed completely and you may not be able to use all functions. If you display the images manually, the above tracking is performed.

In order to prevent the use of the Web Beacon in our newsletter, if this is not already the case by default, please set your email programme so that no HTML is displayed in messages. In this case, the newsletter will not be displayed completely and you may not be able to use all functions. If you display the images manually, the above tracking is performed.

We base this data processing on Art. 6 para. sentence 1 1 lit. f EU GDPR. This legal basis allows the processing of personal data within the scope of our "legitimate interest". The legitimate interest lies in direct marketing and the analysis of the use of the newsletter. You can object to this data processing at any time if there are reasons in your particular situation which speak against data processing (see "*Contact*").

### **Re-Targeting and DoubleClick**

We further use the application Google Remarketing, a service by Google LLC, 1600 Amphitheater Parkway, Mountainview, California 94043, USA, (« Google »). This is a process to enable to reapproach users. The application allows you to see our advertisements after visiting our website when you continue to use the Internet. This is done by means of cookies stored in your browser, which are used to record and evaluate your usage behaviour when Google visits various websites (see "*Cookies*" below). This is how Google can determine your previous visit to our website. According to Google's own statements, Google does not merge the data collected in the context of remarketing with your personal data, which may be stored by Google. According to Google, pseudonymisation is used for remarketing in particular.

This website further uses the online marketing tool « DoubleClick » by Google. DoubleClick uses cookies to serve ads relevant to users, improve campaign performance reports, or to prevent a user from seeing the same ads more than once. Google uses a cookie ID to track which ads are displayed in which browser and to prevent them from being displayed more than once. In addition, DoubleClick may use cookie IDs to collect conversions related to ad requests. This is the case, for example, when a user sees a DoubleClick ad and later visits the advertiser's website with the same browser and buys something there, DoubleClick cookies do not contain any personal information, according to Google.

Due to the marketing tool used, your browser automatically establishes a direct connection to the Google server. We have no influence on the extent and the further use of the data collected by Google through the use of this tool and therefore inform you according to our level of knowledge. By integrating DoubleClick, Google receives the information that you have called the corresponding part of our Internet presence or clicked on an advertisement from us. If you are registered with a Google service, Google may associate your visit with your account. Even if you are not registered with Google or have not logged in, it is possible that the provider may obtain and store your IP address.

You can prevent participation in this tracking procedure in various ways: a) by setting your browser software accordingly, in particular, so that you will not receive any ads from third-party providers when suppressing third-party cookies b) by deactivating cookies for conversion tracking, by setting your browser so that cookies are blocked by the domain "www.googleadservices.com", <https://www.google.de/settings/ads>. Please be aware that this setting is deleted when you delete your cookies; c) by deactivating the interest-based ads of the providers that are part of the "About Ads" self-regulation campaign via the link <http://www.aboutads.info/choices>. Please be aware that this setting also will be deleted when you delete your cookies; d) by permanently deactivating the plugin within your browser under the link <http://www.google.com/settings/ads/plugin>. Please note that in this case, you may not be able to use all functions of this offer.

Further information on DoubleClick by Google can be found at <https://www.google.de/doubleclick> and <http://support.google.com/adsense/answer/2839090>, as well as on data protection at Google in general: <https://www.google.de/intl/en/policies/privacy>.

Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

The legal basis for the processing of your data in this case is Art. 6 para. 1 sentence 1 lit. f GDPR. Our legitimate interest for the usage is direct marketing and the possibility to analyse of the user behaviour on our website.

## **TRANSMISSION OF PERSONAL DATA ABROAD**

Sevenfriday is entitled to pass your data to third party companies abroad to the extent this is required in connection with the processing of your requests, the provision of services and marketing campaigns. These third-party companies are obliged to respect the privacy of users to the same extent as the provider itself. If the level of data protection in a country is considered unsuitable by Swiss standards or within the meaning of the EU General Data Protection Regulation, we will ensure, by means of a contract, that your personal data is protected according to Swiss regulations and the EU General Data Protection Regulation at all times.

Most service providers are located either in USA, Switzerland or China. The website is hosted on a dedicated server at [●address]. However, some of the third-party service providers listed in this privacy policy are based in the USA (see “*Re-Targeting*”, “*Tracking Tools*”, and “*Social Media Functions*”). Further information on data transfers to the USA can be found under “*Tracking-Tools*”.

## **RIGHT TO INFORMATION, DELETION AND CORRECTION**

You have the right:

- to request information about your personal data processed by us in accordance with Art. 15 GDPR. In particular, you may request information about the purposes of processing, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a right of appeal, the origin of your data, if these have not been collected by us, and the existence of automated decision-making including profiling and, if applicable, meaningful information of the details of such decision-making;
- in accordance with Art. 16 GDPR, to demand without delay the correction of incorrect or incomplete personal data stored by us;
- in accordance with Article 17 of the GDPR, to request the deletion of your personal data stored with us, unless it concerns the owner history of the product, the processing is necessary to exercise the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims;
- in accordance with Art. 18 GDPR, to demand the restriction of the processing of your personal data if you dispute the accuracy of the data, if the processing is unlawful, you oppose to the deletion of it and we no longer need the data, however you need it to assert, exercise or defend legal claims or you have filed an objection to the processing in accordance with Art. 21 GDPR;
- in accordance with Art. 20 GDPR, to receive your personal data that you have provided to us in a structured, current and machine-readable format or to request its transfer to another controller;
- in accordance with Art. 7 para. 3 GDPR, to revoke your consent to us at any time. As a result, if so, we are no longer allowed to continue processing data based on this consent in the future and
- to complain to a supervisory authority in accordance with Art. 77 GDPR. In general, you can contact the competent local supervisory authority of your usual place of residence or workplace or at our headquarters.

## **RIGHT OF OBJECTION**

If your personal data are processed on the basis of legitimate interests pursuant to Art. 6 para. 1 sentence 1 lit. of GDPR, you have the right to object to the processing of your personal data pursuant to Art. 21 GDPR, provided that there are reasons for this which arise from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right of objection, which we will put into effect without a need to specify a particular situation.

You may do this by sending a request to this effect by email to [contact@sevenfriday.com](mailto:contact@sevenfriday.com). You will find other options for contacting us under [Contact](https://www.sevenfriday.com/web.aspx?PageID=190&WPPParams=43CCD7D4B5DDE6B7C2E0B1CDE1C8B6B794969885) <https://www.sevenfriday.com/web.aspx?PageID=190&WPPParams=43CCD7D4B5DDE6B7C2E0B1CDE1C8B6B794969885>.

We would like to point out that in the event that your data is deleted, our services cannot be used or can no longer be used in full. You can revoke your consent to certain data processing at any time with effect for the future.

Please note that certain data must be retained by us by law for a certain period. Such data must therefore remain stored by us until the end of this period. We will block this data in our system and only use it to comply with statutory requirements.

## **ADVICE FOR CHILDREN AND PARENTS**

The Sevenfriday website and app are aimed at an adult audience. It is forbidden for minors, and especially children under 16 years of age, to transmit personal data about themselves to us or to register to receive a service. If we detect that such data has been transmitted to us, it will be deleted from our database. The parents (or legal guardians) of the child may contact us and request deletion of the data or de-registration. For this purpose, we require a copy of an official document confirming you as a parent or guardian.

## **DATA SECURITY**

We use suitable technical and organisational security measures that seem appropriate to us to protect your data stored by us from manipulation, partial or total loss and unauthorised access by third parties. Our security measures are continuously updated according to technological developments.

We use the most common SSL (Secure Socket Layer) method in connection with the highest level of encryption supported by your browser. Usually, this is 256-bit encryption. If your browser does not support 256-bit encryption, we use 128-bit v3 technology instead. Whether a single page of our website is transmitted in encrypted form is indicated by the closed display of the key or lock symbol in the lower status bar of your browser.

We also take the protection of our own internal company data very seriously. Our staff and the service providers engaged by us are obliged to maintain confidentiality and to comply with the provisions of data protection law. Moreover, these are only granted access to personal data as far as is necessary.

## **COOKIES**

Cookies help, among other things, to make visiting our website easier, more pleasant and more useful. Cookies are information files stored automatically by your browser on the hard disk of your computer when you visit our website.

Cookies do not harm the hard disk of your computer nor do they transmit your personal data to us.

We use cookies, for example, to recognise you as a registered user so that you do not need to register again each time. Use in this case does not mean that we obtain new personal data about you as an online visitor.

Most internet browsers accept cookies automatically. However, you can adjust your browser settings so that cookies are not placed on your computer or so that you receive a new warning message when you encounter a new cookie. For more information, see the settings options of your browser.

Deactivating cookies, however, may result in your being unable to use all the services on our portal.

The data processed by cookies is required for the aforementioned purposes in order to protect our legitimate interests and those of third parties pursuant to Art. 6 Para. 1 S. 1 lit. f GDPR.

## TRACKING TOOLS

The tracking measures used by us are carried out on the basis of Art. 6 para. 1 sentence 1 f GDPR. We use these tracking measures in order to ensure that our website is designed to meet users' requirements and is continually optimised. On the other hand, we use the tracking measures to statistically record the use of our website and to evaluate it for the purpose of optimising our offers. These interests are legitimate interests within the meaning of the aforementioned provision. More detailed data processing purposes and data categories can be found in the corresponding tracking tools.

This website uses Google Analytics, a web analysis service provided by Google LLC ([www.google.com](http://www.google.com)). Google Analytics uses methods that allow an analysis of the use of the website, such as "Cookies" (see above "Cookies"). The information generated by the cookie about your use of this website such as

- Browser type/version
- Operating system used
- Referrer URL (the previously visited page)
- Host name of the accessing computer (IP address)
- Time of the server request
- Device

are transferred to and stored on servers of Google LLC, a company of the holding company Alphabet Inc. in the USA. The IP address is reduced by activating IP anonymization ("anonymizeIP") on this website prior to transmission within the member states of the European Union or in other states party to the Agreement on the European Economic Area or Switzerland. The anonymous IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. In such cases, we provide contractual guarantees to ensure that Google Inc. maintains an adequate level of privacy.

The information is used to evaluate the use of the website, to compile reports on the activities on the website and to provide other services related to the use of the website for the purposes of market research and tailor-made website design. This information may also be transferred to third parties if this is required by law or if third parties process this data on behalf of the company. According to Google LLC, under no circumstances will the IP address be linked to other data relating to the user.

Users can prevent the collection of the data (including the IP address) generated by the cookie and related to the website use by the respective user for Google, as well as the processing of this data by Google, by downloading and installing the browser plug-in available under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=en>

As an alternative to the browser plug-in, especially for browsers on mobile devices, you can click on this link to prevent the acquisition by Google Analytics on this website in the future. An opt-out cookie is stored on the user's device. If the user deletes cookies (see above "Cookie"), the link must be clicked again.



Further information on data protection in connection with Google Analytics can be found in the Google Analytics Help (<https://support.google.com/analytics/answer/6004245?hl=en>).

## **SOCIAL MEDIA SERVICES**

On the basis of Art. 6 para 1 sentence. 1 lit. of GDPR, and in order to further promote our website and apps, we provide you with certain social media services, in particular the sharing of product information on Facebook, Instagram, the tweeting of product information, etc. The relevant services can be found on the individual product pages under the heading “*Sharing*” or in the apps under profile. Our purpose to advertise our site and products is to be regarded as a legitimate interest within the meaning of the GDPR. By implementing special share buttons etc, we offer you the possibility to interact with the social networks and other users, so that we can improve our offer and make it more interesting for you as a user. We provide social media services for the following social networks:

- Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA,
- Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA
- Pinterest, Inc., 808 Brannan St, San Francisco, CA 94103, USA, and Google+ of Google Inc.

You can recognize the provider of the relevant icon by its initial letter or the logo. We offer you the possibility to communicate directly with the network provider via the button. Only if you click on the marked field and thereby activate it, the provider receives the information that you have accessed our website. Only then, the data referred to under « **When visiting our website** » will be transmitted.

When you click on the relevant social network icons, you will be linked to the relevant social network to perform the chosen service, e.g. to share content on Facebook or to tweet on Twitter. To do this, however, you must log into your corresponding user account or be logged in already.

If you select one of the services provided and click on the icon of the relevant social network, a direct connection is established between your browser and the server of the relevant social network. This gives the network the information that you have visited our website with your IP address and accessed the link. If you access a link to a network while logged in to your account on the relevant network, the contents of our page may be linked to your profile in the network, which means that the network can link your visit to our website directly to your user account. If you want to prevent this, you should log out before clicking on the relevant links. An assignment takes place in any case, if you log into the relevant network after clicking on the link.

## **Links to our social media presence**

On our website, we have incorporated links to our social media profiles on the following social networks:

- Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA,
- Instagram Inc., 1601 Willow Road, Menlo Park, California 94025, USA
- Pinterest, Inc., 808 Brannan St, San Francisco, CA 94103, USA, and
- Twitter, One Cumberland Place, Fenian Street Dublin 2, D02 AX07 Ireland

If you click on the relevant social network icons, you will be automatically redirected to our profile on the relevant network. In order to use the functions of the relevant network there, you must partially log in to your user account for the relevant network.

When you open a link to one of our social media profiles, a direct connection is established between your browser and the server of the relevant social network. This gives the network the information that you have visited our website with your IP address and accessed the link. If you access a link to a network while logged in to your account on the relevant network, the contents of our page may be linked to your profile in the network, which means that the network can link your visit to our website directly to your user account. If you want to prevent this, you should log out before clicking on the relevant links. An assignment takes place in any case, if you log into the relevant network after clicking on the link.

Please note that you use these profiles and the networks' functions in your own responsibility. This applies in particular to the use of interactive functions (e.g. commenting, sharing, rating).

Please be aware that we have no influence on the data collected and data processing processes when you enter these networks (including our company's profile), nor are we aware of the full extent of data collection, the purposes of processing, the storage periods. We also have no information on the deletion of the data collected by the network providers, nor whether your data is transferred to countries outside the European Union.

The manner in which the network providers use the data from visits to their pages for their own purposes, the extent to which activities on the page are assigned to individual users, how long the networks store this data and whether data from visits to the network pages is passed on to third parties is not conclusive and clearly named by these networks and is not known to us

The network provider may store the data collected about you as user profiles and may use these for the purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation takes place in particular (also for not logged in users) for the representation of advertisement and in order to inform other users of the social network about your activities on our website. You have a right of objection to the creation of these user profiles, whereby you must contact the respective network provider to exercise this right.

The data is passed on regardless of whether you have an account with the network provider and are logged in there. If you are logged in with the network provider, your data collected with us will be directly assigned to your existing account with the network provider. If you click the activated button and, for example, link the page, the network provider also may store this information in your user account and share it publicly with your contacts. We recommend that you log out regularly after using a social network, especially before activating a button, as this way you can avoid being assigned to your profile with the network provider.

Further information on the purpose and scope of data collection and its processing by the network provider can be found in the data protection declarations of these providers as linked below. They will also provide you with further information about your rights in this regard and setting options to protect your privacy.

Contact details of the respective network providers and URL where their data protection information can be found:

- Facebook Inc, 1601 S California Ave, Palo Alto, California 94304, USA;  
<http://www.facebook.com/policy.php>; further information on data collection:  
<http://www.facebook.com/help/186325668085084>,  
<http://www.facebook.com/about/privacy/your-info-on-other#applications> and  
<http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

- Instagram Inc, 1601 Willow Road, Menlo Park, CA, 94025, USA; <http://instagram.com/about/legal/privacy/>- Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA; <https://twitter.com/privacy> . Twitter has submitted to the « EU-US-Privacy-Shield » see, <https://www.privacyshield.gov/EU-US-Framework> .
- Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA  
<https://policies.google.com/privacy?hl=en>
- Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA,  
<https://policy.pinterest.com/en/privacy-policy>
- [Twitter](https://twitter.com/de/privacy) <https://twitter.com/de/privacy>

On our behalf, we collect and process no customizable data from your usage of these services. We only receive anonymized usage data via the network providers which enables us to evaluate the usage behavior of our company profile.

## **RETENTION OF DATA**

We only store personal data for as long as necessary,

- to use the tracking services mentioned within the scope of our legitimate interest;
- to perform services to the extent specified above, which you have requested or for which you have given your consent.

We keep contractual data for a longer period of time, as this is prescribed by legal storage obligations. Storage obligations, which oblige us to store data, result from accounting regulations and tax regulations. According to these regulations, business communications, contracts concluded and accounting records must be kept for up to 10 years. If 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.

## **CONTACT**

If you have any questions regarding data protection on our website, would like more information or would like to arrange for your data to be deleted, please get in touch with us by sending an email to [contact@sevenfriday.com](mailto:contact@sevenfriday.com).

By post, please address your requests to the address below:

SEVENFRIDAY AG, Staffelstrasse 10, 8045 Zurich, Switzerland

### **Complaint to a data protection supervisory authority**

You have the right to complain to a data protection supervisory authority at any time.

Last updated: September 2018