



Privacy Policy

We protect your privacy and your private data. Our processing of our users' personal data is limited to data which are necessary to provide a functional website as well as our content and services. We collect, process, and use your personal data in accordance with the content of this Privacy Policy and applicable data protection regulations, in particular the Swiss Data Protection Act (DSG). This Privacy Policy regulates which personal data we collect, process, and use about you. Please read through the following information carefully.

1. Responsible person

As the operator of the website www.comfort-riding.ch, Corinne Bircher, **CEO of Comfort riding GmbH, (hereinafter: "we")** is responsible for website users' (hereinafter: "you") personal data, as defined by the DSG.

2. Description and scope of data processing

- 2.1 Personal data as defined in this Privacy Policy is all information that relates to an identified or identifiable natural person (hereinafter "data subject"). This includes, in particular, your name, your email address [your address and telephone number, as well as your credit card and account details, and your VAT details if you are a registered business].
- 2.2 Personal data also includes information about your use of our website. In this context, we collect the following personal data from you: information about your visits to our website, e.g., the amount of data transferred, the location from which you access website data, and other connection data and sources that you access. This is usually done using log files and cookies. For more information on log files and cookies, see below.
- 2.3 In principle, your personal data will be stored for the amount of time necessary plus a maximum of 1 year. If we collect your IP address, it will only be stored for the duration of your use of the website and then deleted immediately or anonymized by truncating it. The remaining data are stored for a limited period of time, which is based on the following criteria: necessity.

3. Intended use

We use your personal data for the following purposes:

- 3.1 To provide the services you have requested (e.g., shopping cart functions);
- 3.2 To ensure that our website is presented to you in the most effective and interesting way possible;
- 3.3 To fulfill our obligations arising from any contracts concluded between you and us;
- 3.4 To enable you to participate in interactive offers, if you wish;
- 3.5 To inform you about changes to our services.

4. Principles of data processing

When processing data, we take into consideration the processing principles of legality, proportionality, purpose limitation, transparency (in particular, fulfillment of information obligations), and data security.

5. Information about your computer; cookies

5.1 Each time you access our website, we collect the following information about your computer: the IP address of your computer, the request from your browser, and the time of this request. In addition, the status and the amount of data transferred are recorded within the scope of this request. Your computer's IP address is only stored for the duration of your use of the website and is then immediately deleted or anonymized by truncating it. We use this data for the operation of our website, in particular to detect and eliminate errors on the website, to determine utilization of the website, and to make adjustments or improvements.

5.2 Cookies help in many ways to make your visit to our website easier, more pleasant, and more meaningful. Cookies are information files which your web browser automatically stores on your computer's hard disk when you visit our website.

For example, we use cookies to temporarily save your selected services and entries when you fill out a form on the website, so that you do not have to repeat the entry when you access another subpage. Cookies may also be used to identify you as a registered user after registering on the website, without you having to log in again when accessing another subpage.

If you do not want browser cookies to be used, you can set up your browser so that it does not accept cookies. Please note that, in this case, you may only have restricted use of our website and may not be able to use it at all. If you only want to accept our own cookies but not those of our service providers and partners, you can select the setting "block third-party cookies" in your browser.

6. Data security

All information which you provide to us is stored on servers within Switzerland or the European Union. Unfortunately, the transmission of information via the Internet is not completely secure, which is why we cannot guarantee the security of the data transmitted to our website via the Internet. However, we take technical and administrative measures to protect our website and other systems against the loss or destruction of your data and against access to or modification or processing of your data by unauthorized persons. In particular, your personal data is transmitted in encrypted form. We use the SSL (Secure Socket Layer) [or TLS (Transport Layer Security)] coding system.

7. No disclosure of your personal data

We do not share your personal information with third parties, unless you have consented to the transfer of data, or we are obliged by law and/or official or judicial orders to a data transfer. Such instances can in particular include providing information for purposes of law enforcement, hazard prevention, or for the enforcement of intellectual property rights.

8. Changes to this Privacy Policy

We reserve the right to change this Privacy Policy at any time with effect for the future. An up-to-date version is available on the website. Please visit the website regularly and read the information about the applicable data protection regulations.

9. Your rights

You have the right to request information about your personal data processed by us. In particular, you can request information about the personal data as such, the purpose of processing, the retention period, or if this is not possible, the criteria for determining this period, the origin of your data, if it has not

been collected from you, if necessary about the existence of an automated individual decision, and if necessary about the recipients or the categories of recipients to whom personal data are disclosed.

You also have the right to revoke any consent given for the use of your personal data at any time.

You can exercise your rights at any time at the contact address provided.

If you believe that our processing of your personal data is contrary to the applicable data protection regulations, you may complain to the Federal Data Protection and Information Commissioner.

As of: May 2024