Data protection provisions

GLOBAL TRANSLATIONS GmbH

February 2019 edition

Bern, February 2019

Internetagentur iqual GmbH – quality Internet solutions www.iqual.ch
GLOBAL TRANSLATIONS GmbH www.global-translations.ch

This content is protected by copyright and may only be used with the express consent of the copyright holders.

Table of contents

Scope and applicable law 2

Data handling 2

Possibility of opting out 4

Information 5

© Internetagentur iqual GmbH & GLOBAL TRANSLATIONS GmbH

Scope and applicable law

These Data Protection Provisions govern how GLOBAL TRANSLATIONS may handle data in relation to the collection, use and transfer thereof.

GLOBAL TRANSLATIONS handles data in accordance with the Swiss Data Protection Act (FADP) and the EU General Data Protection Regulation (EU GDPR).

By concluding a contract with GLOBAL TRANSLATIONS or accepting the Privacy Policy, you are giving your consent for your data to be used.

Data handling

What do we use data for?

Data is used to analyse trends and user behaviour and above all so as to be able to offer you the best possible service.

The information collected might be used for marketing purposes, advertising measures and communications purposes.

Data might be passed on to partners.

Unless otherwise specified, the data collected is not sold to third parties.

What type of data do we use?

Your access data is stored when you visit this website. This involves the following access data:

- Client and server IP address
- Date and time of visit
- Duration of visit
- Name of file called up
- Access status
- The page and source from which it was accessed
- Server port
- Username
- User agent
- Win32 status
- URI stem/query
- Method

If analysis and online marketing tools on this website are used, the following additional data is collected:

- User behaviour on the website
- Demographic characteristics and interests
- Browsing habits
- Search queries

Other personal information, such as user behaviour and interests, may be collected by us as a result of actions taken by you which reveal your personal details (e.g. forms).

We use anonymous data on its own or in combination with personal data.

How do we collect data?

Our company collects data on users through log files. A log file is a file with which processes which run on computers and networks are logged. Log files are important sources of information for analysing the user behaviour of visitors to a particular website.

Our company collects data on users via JavaScript. JavaScript is a scripting language which is used to evaluate user interactions and to modify, refresh or generate content, among other things.

Our company collects data on users through cookies. Cookies are text files which contain information that can be used to identify repeat visitors to the website.

Data security

Our company will protect your data to the best of its knowledge and belief. We have taken the organisational and technical measures that are required and appropriate for this purpose.

State-of-the-art technology protects your data against unauthorised access.

All employees who have access to data are trained in dealing with both anonymous and personal data.

Consent of children

In case of information society services, a child (<16 years of age) requires the consent of the holder of parental responsibility for the data to be processed.

Data storage

Our company stores personal data for as long as is required for the purposes for which it is processed.

Website and apps

We use the following analysis tool on our website:

- Google Analytics (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)

Online marketing

For online marketing purposes, we use the following service providers:

- Google Ads (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)
- Google Tag Manager (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)
- AddThis (1900 Oracle Way, Reston, VA 20190)

CRM

Our company uses a CRM in which personal data is managed.

Forms

Data which you enter on a form (e.g. when signing up for the newsletter) is stored and used by GLOBAL TRANSLATIONS.

Possibility of opting out

The use of JavaScript can be restricted at any time via the browser settings.

Cookies can be disabled at any time in your browser's settings.

Individual tool suppliers explicitly allow users to disable cookies and only for the specific tool. Here is a selection:

- Google Analytics: tools.google.com/dlpage/gaoptout
- Google Ads: https://support.google.com/ads/answer/2662922?hl=de
- AddThis: https://datacloudoptout.oracle.com/optout/

It is also possible to directly manage or disable other cookies of a large number of suppliers. For example, Your Online Choices makes such a tool: http://www.youronlinechoices.com/ch-de/praferenzmanagement.

You can unsubscribe from the newsletter at any time. To that end, please write us an email.

Consequences:

Not using cookies may result in functional restrictions in the use of our services.

Information

You have the opportunity to request information at any time about your data stored by us, the origin thereof, the recipients of the data, and the purpose of its storage.

You can manage personal data yourself which tools collect directly about you and delete it if so desired. To that end, please request the required information directly from the individual tool suppliers.

You have the right for incorrect data to be corrected and for the data to be deleted.

If you would like to know what personal data of yours we have stored, please send an e-mail to info@global-translations.ch.