

General Privacy Policy of PETER HIRT GmbH Rev 07/2024

Introduction

This document outlines the implementation of data protection in accordance with the EU General Data Protection Regulation (GDPR) at PETER HIRT GmbH, headquartered in Nänikon, Switzerland. PETER HIRT GmbH is hereafter referred to as „PHZ.“ This privacy policy describes how data is collected and processed as a result of communication and business activities between PHZ and „Business Partners“ (referring to potential business partners, business partners from existing or past relationships, and new business partners) and PHZ with „Contact Persons“ (meaning individuals independent of business partners, individuals affiliated with a business partner, or any other persons involved in business transactions and legal relationships with PHZ). This also includes PHZ's online presence, referred to as the „website“, which can be accessed through the domain names www.peterhirt.ch and www.peterhirt.com, both hosted on the same server.

Controller

PETER HIRT GmbH
Murggenstrasse 18
8606 Nänikon
Switzerland

Managing Director: Mr. Daniel Hirt

Categories of Data, Purpose, and Legal Basis

PHZ collects data for the following purposes

- Communication regarding products, services, support for product applications, and, where applicable, projects
- Requests for products, services, or projects
- Execution of orders (contract fulfillment), particularly order acceptance, confirmation, and delivery
- Invoicing and payment collection
- Supplier orders, invoice verification, and posting
- Repair and warranty services
- Providing information about new products or improvements to existing products
- Assessing the attractiveness of PHZ's website and offerings
- Fulfilling obligations related to product safety and liability, such as providing usage information, handling recalls, and other actions
- Compliance with legal requirements, including customs regulations, sanction list conformity, and others
- Enforcement of legal claims or defense against legal actions

Personal Data, Collection, Type, Purpose, and Usage

When a business partner or contact person initiates one of the following business transactions with PHZ, personal data is collected:

- Commercial inquiry
- Technical inquiry
- Contact request via the website
- Request for a quote

- Placing an order for the provision of services (product, service, consultation) (contract conclusion)
- Request to correct commercial errors
- Request to correct technical errors or defects
- Return of a mistakenly ordered product
- Enforcement of unfulfilled contract components

When PHZ initiates one of the following business transactions with a business partner or contact person, personal data is collected after receiving a response or confirmation of execution

- Commercial inquiry
- Technical inquiry
- Order for service provision (product, service, consultation) (contract conclusion)
- Order for transport, customs clearance, and payment transfer
- Request to correct commercial errors
- Request to correct technical errors or defects
- Return
- Enforcement of unfulfilled contract components

The following personal data of the contact person is collected

- First name(s)
- Last name(s) or double-barrelled surnames
- Title
- Academic degree or professional title
- Business phone number
- Business email address
- Business fax number

The personal data listed above is generally required for the execution of the business processes mentioned in this chapter. Missing personal data may, in some cases, make execution more difficult, costly, or impossible. PHZ may inform the contact person of these potential limitations.

Additionally, PHZ collects personal data when necessary to enforce legal claims and to defend against legal actions.

Transfer of Personal Data

Personal data is generally not transferred to third parties, except in cases where the transfer to contracted service providers (so-called processors) or other third parties (such as transport companies, banks, customs authorities, and others) is necessary for contract fulfillment or to complete a business transaction. The personal data provided may only be used for the stated purpose.

Retention Period

Collected personal data is stored in accordance with legal retention obligations for up to 10 years after the completion of the business transaction. If required by mandatory law, this period may be extended, but only as long as necessary.

Website, Google Analytics, Cookies

The website uses Google Analytics. This software collects IP addresses, the operating system used, the browser, the pages visited, the time spent on individual pages, and geographical information (countries, possibly also states, provinces, departments, and other political subdivisions), the revisit rate of an HTTP or HTTPS client system (such as PC, laptop, tablet, smartphone, using so-called cookies). This data is retained by Google Analytics for 14 months and then deleted. It is not possible to trace this information back to individual contact persons. Cookies can be deleted or disabled globally or selectively in browsers that meet current technological standards.

Security

PHZ takes precautions in accordance with the current state of technology to protect data from unauthorized and unintended access. These measures include access restrictions, encryption, logging of data processing operations, and other measures.

Revocation of Consent

Consent for the retention of personal data by the contact person may be revoked at any time and applies to future processing. After the revocation, PHZ may continue to use the personal data if a legal necessity exists.

Right to Information, Correction, Deletion, Objection, and Data Portability

The contact person has the right

- To obtain information and confirmation about the personal data collected and its use. This is especially true for the purposes of data retention
- To correct inaccurate personal data
- To delete personal data
- To restrict the use and processing of personal data by PHZ
- To object to the processing of personal data by PHZ
- To receive personal data in a structured, digitally readable format

Data Protection Office

The PHZ Data Protection Office supports inquiries related to data protection. Complaints may also be filed against PHZ, and the rights described in this document may be asserted.

The PHZ Data Protection Office can be contacted at info@peterhirt.ch.