

## DATA PROTECTION

The responsible body within the meaning of data protection laws, in particular the EU General Data Protection Regulation (GDPR), is:

finbase AG

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CH-8488 Turbenthal

+41 58 50 223 50

Based on Article 13 of the Swiss Federal Constitution and the federal data protection regulations (Data Protection Act, DSG), every person has the right to protection of their privacy and protection against misuse of their personal data. The operators of these sites take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

In close cooperation with our hosting providers, we strive to protect the databases as best as possible against unauthorized access, loss, misuse or forgery.

By using this website, you agree to the collection, processing and use of data as described below. This website can generally be visited without registration. Data such as pages accessed or the name of the file accessed, date and time are stored on the server for statistical purposes without this data being directly related to you personally.

### Purpose of data processing

Personal data is used for the following purposes:

- Ensuring the user-friendliness of the website
- Further development and optimization of our website
- Providing relevant information and services
- Processing and answering contact requests and communicating with users
- Safety measures
- Reach measurement/marketing

### Cookies

This site uses cookies. A cookie is primarily used to store information about a user, such as language preference, during their visit to the website. You can reject or control the use of cookies in the current versions of all common web browsers (such as Firefox, Chrome, Edge and Safari).

### Newsletter

If you register for our newsletter, we will immediately send an email containing a hyperlink to the email address you provided. If you click on this link, you confirm your newsletter registration (double opt-in procedure).

If you confirm your newsletter registration, you give your consent to the storage of your email address including the date of entry, IP address and the list name of the desired newsletter. We use your email address only for administration and sending the newsletter.

To manage newsletter contacts and send the newsletter, we use MailChimp, a service that, among other things, supports the design and target group-oriented addressing of email newsletters. In MailChimp we collect the details of your registration for our newsletter (via our website). The data is processed directly on the service's servers, which are located abroad. Information about such steps by users (e.g. the duration, sequence and URL of visits and page views, as well as information about the device used,

operating system, browser and settings, the approximate location) are also transmitted there; By registering for the newsletter you agree to this.

You can revoke this consent at any time and thereby have this usage data deleted. Each newsletter contains information on how you can unsubscribe from the newsletter.

contact form

If you send us inquiries using the contact form, your details from the inquiry form, including the contact details you provided there, will be stored by us in order to process the inquiry and in case of follow-up questions. We will not pass on this data without your consent.

Google Analytics

This website uses Google Analytics, a web analysis service provided by Google Ireland Limited. If

the person responsible for data processing on this website outside the European Union Economic area or Switzerland is located, then Google Analytics data processing takes place

Google LLC. Google LLC and Google Ireland Limited are hereinafter referred to as "Google".

We can use the statistics obtained to improve our offering and for you as a user make it more interesting. This website also uses Google Analytics for one Cross-device analysis of visitor flows, which is carried out via a user ID. Provided If you have a Google user account, you can do so in the settings there under "My Data", "personal data" deactivate the cross-device analysis of your usage.

Only in exceptional cases will the full IP address be transmitted to a Google server in the USA

and shortened there. Google will use this information on behalf of the operator of this website,

to evaluate your use of the website and to provide reports on website activity to compile and other information relating to website use and internet use to provide services to the website operator.

Google Analytics uses cookies. The information generated by the cookie about you Use of this website is usually transmitted to a Google server in the USA

and saved there. You can prevent the storage of cookies by making the appropriate settings

your browser software; However, we would like to point out that in this case you

You may not be able to use all functions of this website to their full extent. She

You can also record the information generated by the cookie and your use of it

Website-related data (including your IP address) to Google and the processing of this data

by Google by using the browser plug-in available under the following link

Download and install: Deactivate Google Analytics.

You can also prevent the use of Google Analytics by clicking on this link

click: deactivate Google Analytics. This creates a so-called opt-out cookie on your data carrier

stored, which prevents the processing of personal data by Google Analytics. Please

Please note that if you delete all cookies on your device, these opt-out cookies will also be deleted, i.e. you will have to set the opt-out cookies again if you

want to continue to prevent this form of data collection. The opt-out cookies are per browser

and computer/device and must therefore be set for every browser, computer or other device be activated separately.

#### Google Ads

This website uses the online marketing tool Google Ads from Google ("Google Ads"). Google

Ads uses cookies to show relevant ads to users, the reports on

To improve campaign performance or to avoid a user seeing the same ads sees several times. Google uses a cookie ID to record which ads are shown in which browser

and can thus prevent them from being displayed multiple times. In addition, Google can Ads use cookie IDs to record so-called conversions that are related to ad requests. The This is the case, for example, when a user sees a Google Ads ad and later uses the same browser

visits the advertiser's website and buys something there. According to Google, Google Ads cookies do not contain any personal information.

Due to the marketing tools used, your browser automatically establishes a direct connection

on the Google server. By integrating Google Ads, Google receives the information that you accessed the relevant part of our website or saw an advertisement from us have clicked. If you are registered with a Google service, Google can process your visit Assign to your account. Even if you are not registered with Google or not logged in There is a possibility that Google will find out and store your IP address.

You can prevent participation in this tracking process in various ways:

- by setting your browser software accordingly, in particular the Suppress third-party cookies to prevent you from receiving third-party ads;
- by deactivating cookies for conversion tracking by setting your browser like this Set to block cookies from the domain "www.googleadservices.com".

<https://adssettings.google.com>, whereby this setting will be deleted when you change your

delete cookies;

- by deactivating the providers' interest-based ads that are part of the Self-regulatory campaign "About Ads" are about the

Link <https://www.aboutads.info/choices>, although this setting will be deleted when you change your

delete cookies;

#### Google Remarketing

This website uses the remarketing function of Google Inc. The function is used to Interest-based advertisements are sent to website visitors within the Google advertising network

present. A so-called "cookie" is stored in the website visitor's browser

makes it possible to recognize the visitor when he or she accesses websites belonging to the advertising network

from Google. On these pages the visitor can be presented with advertisements, which relate to content that the visitor has previously accessed on websites that

Use Google's remarketing function.

According to Google, it does not collect any personal data during this process. Should

If you still don't want Google's remarketing function, you can generally use it deactivate it by selecting the appropriate settings

at <http://www.google.com/settings/ads>. Alternatively, you can use cookies  
Opt out of interest-based advertising through the Advertising Network Initiative by clicking the

Follow instructions at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).  
Social media

We are represented on social media networks to promote our company and our services to introduce. The operators of these networks process their users' data regularly advertising purposes. Among other things, they create user profiles based on their online behavior

For example, it can be used on network sites and elsewhere on the Internet  
Show advertising that matches users' interests. To do this, the operators save the Networks Information about usage behavior in cookies on the user's computer. It is Furthermore, it cannot be ruled out that the operators will combine this information with other data

merge. Further information and notes on how users can object to the processing by the Users can object to site operators in the information listed below

Data protection declarations of the respective operators. It may also be that the operators or their

Servers are located in non-EU countries, so they process data there. This allows for the Risks arise for users, e.g. because the enforcement of their rights is made more difficult or by government authorities

Gain access to the data.

When users of the networks contact us via our profiles, we process them provided data in order to answer the inquiries. This is our legitimate interest, so that The legal basis is Article 6 Paragraph 1 Sentence 1 Letter f GDPR.

#### Social media

We are represented on social media networks to present our company and our services. The operators of these networks regularly process their users' data for advertising purposes. Among other things, they create user profiles from their online behavior, which are used, for example, to show advertising on the network pages and elsewhere on the Internet that corresponds to the users' interests. To do this, the network operators store information about usage behavior in cookies on the user's computer. It cannot be ruled out that the operators combine this information with other data. Users can obtain further information and instructions on how users can object to processing by the site operators in the data protection declarations of the respective operators listed below. It may also be that the operators or their servers are located in non-EU countries so that they process data there. This can result in risks for users, e.g. because it makes it more difficult to enforce their rights or because government authorities have access to the data.

When users of the networks contact us via our profiles, we process the data provided to us in order to answer the inquiries. This is our legitimate interest, so the legal basis is Article 6 Paragraph 1 Sentence 1 Letter f GDPR.

#### Facebook

We maintain a profile on Facebook. The operator is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. The data protection declaration is available here: <https://www.facebook.com/policy.php>. One way to object to data processing is via the advertising settings: <https://www.facebook.com/settings?tab=ads>.

Based on an agreement within the meaning of Art. 26 GDPR, we are jointly responsible with Facebook for processing the data of visitors to our profile. Facebook explains exactly which data is processed at [https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data). Those affected can exercise their rights both against us and against Facebook. However, according to our agreement with Facebook, we are obliged to forward inquiries to Facebook. Those affected will receive faster feedback if they contact Facebook directly.

#### Instagram

We maintain a profile on Instagram. The operator is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. The data protection declaration is available here: <https://help.instagram.com/519522125107875>.

#### LinkedIn

We maintain a profile on LinkedIn. The operator is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. The data protection declaration is available here: <https://de.linkedin.com/legal/privacy-policy?>. One way to object to data processing is via the advertising settings: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

#### IPN

This website uses the IPN service to improve user experience. IPN GmbH is a Swiss company based in Wettingen near Baden (Internet Provider Network GmbH, Schartenstrasse 164 5430 Wettingen Switzerland). Mouse clicks as well as mouse and scroll movements can be recorded. Keystrokes made on this website can also be recorded. Personalized information is not included. IPN uses a tracking code to collect and transmit your data. As soon as you visit our website, the IPN tracking code automatically collects the data based on your activity and stores it on the IPN servers (Zurich location). In addition, the cookies placed on your computer or end device by the website also collect data. For more information on how Hotjar works, visit this page: <https://www.ipn.ch/privacy>.

If you would like to object to the collection of data by Hotjar (opt-out), please click here: <https://www.ipn.ch/opt-out>.

#### Changes to the privacy policy

Where necessary, we always adapt this data protection declaration to new and changing needs. We will provide information about such adjustments and additions in an appropriate form, in particular by publishing the current data protection declaration on our website.

July 2022