

Privacy Policy Medial AG

1 Privacy Policy

This privacy policy informs you about the nature, scope, and purpose of the collection and use of personal data on our website medial-ag.swiss (hereinafter referred to as "Website") by Medial AG (hereinafter referred to as "we" or "us") and provides information about your rights. These rights are governed by applicable data protection laws.

2 Responsible Party for Data Processing

The responsible party for data processing on this website and contact person for data protection concerns is:

Medial AG
Gewerbstrasse 18
CH-4123 Allschwil
+41 61 487 96 20
pharma@medial-ag.swiss

3 Data Collection on this Website

3.1 Logfiles

Our website is hosted by Heroku, distributed by Sales Force DC Ireland Limited (Salesforce Tower, 60 R801, North Dock, Dublin, Ireland).

To optimize and maintain our website, we log technical errors that may occur when accessing our website. Additionally, information that your device's browser automatically transmits to our host provider is collected when using this website. This includes:

- IP address and operating system of your device, browser type, version, language
- Date and time of the server request, accessed file
- The website from which the access was made (referrer URL), the status code (e.g., 404), and the transmission protocol used (e.g., HTTP/2)

This data is collected and stored by our host provider to optimize processes and workflows, particularly in connection with the use of our website and the security and stability of the computer system.

For more information, please refer to the privacy policy of Sales Force at <https://www.salesforce.com/company/privacy/>.

If the GDPR is applicable, the legal basis for this data processing is Art. 6 para. 1 lit. f GDPR.

3.2 Cookies

We use cookies on our website. Cookies are small files that are stored on your device and saved by your browser. Some of the cookies we use are automatically deleted when you leave our website. Other cookies remain stored on your device until you delete them or they expire. These cookies allow us to recognize your browser the next time you visit our website.

You can set your browser to inform you about the setting of cookies and decide on a case-by-case basis whether to accept cookies for specific cases or generally exclude them, or to prevent cookies entirely. This may limit the functionality of the website.

Cookies required for the electronic communication process or desired functions or to optimize your user experience are stored – if the GDPR is applicable – based on Art. 6 para. 1 lit. f GDPR.

4 External Services

We do not use external services on our website.

5 Links

Our website contains links to third-party websites. We are not responsible for the content and data protection practices on external websites that you can access through these links. Please inform yourself about data protection directly on the respective websites.

6 Transfer of Data to Third Parties

To provide the information on our website, we work with various service providers, specifically IT service providers, to offer you a modern website. They use your data only within the scope of fulfilling orders for us.

Except as provided in this privacy policy, we do not transfer data to entities outside Switzerland and the European Union (third country) without your consent, unless required by the respective contract, to fulfill legal obligations, or to protect our legitimate interests.

6.1 Google Analytics

We use Google Analytics to analyze website usage. The data obtained is used to optimize our website and marketing efforts.

Google Analytics is provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). Google processes the data on website usage on our behalf and is contractually committed to measures to ensure the security and confidentiality of the processed data.

During your website visit, the following data is collected:

- Pages visited

- Your behavior on the pages (e.g., duration of stay, clicks, scroll behavior)
- Your approximate location (country and city)
- Your IP address (in shortened form, making a direct association impossible)
- Technical information such as browser, internet provider, device, and screen resolution
- Source of your visit (i.e., through which website or advertising medium you reached us)

No personal data such as name, address, or contact details are transmitted to Google Analytics.

This data is transferred to Google servers in the USA. We point out that the data protection level in the USA may not be equivalent to that within the EU.

Google Analytics stores cookies in your web browser for a period of two years from your last visit. These cookies contain a randomly generated user ID, allowing you to be recognized during future website visits.

The recorded data is stored together with the randomly generated user ID, enabling the evaluation of pseudonymous user profiles. These user-related data are automatically deleted after 14 months. Other data remain stored in aggregated form indefinitely.

If you do not agree with the collection, you can prevent it by installing the browser add-on to deactivate Google Analytics (<https://tools.google.com/dlpage/gaoptout?hl=en>).

The privacy policy of Google Analytics can be found at <https://support.google.com/analytics/answer/6004245>.

6.2 Dealfront

This website uses the service Dealfront, which is operated by Liidio Oy, Mikonkatu 17, 0100 Helsinki, Finland, and Echobot Group GmbH, Durlacher Allee 73, 76131 Karlsruhe, Germany. Dealfront accesses the list of IP addresses provided by Google Analytics and links them with information about companies found on the internet under these IP addresses. Due to the shortening of IP addresses performed when using Google Analytics, a direct personal reference is not made. A personal reference may be presumed when reviewing the linked company information. You can view the privacy policy of Dealfront at <https://www.dealfront.com/de/gdpr/>.

7 Social Media

7.1 Social Plugins from LinkedIn

Our website uses social buttons from social networks. These are embedded in the page as HTML links, so when you access our website, no connection is made to the servers of the respective provider. Clicking on one of the buttons opens the website of the respective social network in a new browser window. There you can, for example, press the Like or Share button.

7.2 Our Online Presence on LinkedIn

If you have given your consent to the respective social media operator according to Art. 6 para. 1 sentence 1 lit. a GDPR, your data is automatically collected and stored for market research and advertising purposes during your visit to our online presence on the aforementioned social media. Using pseudonyms, user profiles are created from this data, which can be used, for example, to place advertisements inside and outside the platforms that are presumably in line with your interests. Cookies are generally used for this purpose. Detailed information on the processing and use of data by the respective social media operator, as well as a contact option and your rights and setting options for protecting your privacy, can be found in the data protection notices of the providers linked below. If you need further assistance, you can contact us.

LinkedIn is an offer from LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn"). Information automatically collected by LinkedIn about your use of our online presence on LinkedIn is generally transmitted to a server of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA, and stored there. No adequacy decision of the European Commission is available for the USA. Our cooperation with them is based on standard data protection clauses of the European Commission.

8 Your Rights

As far as provided by applicable data protection law, you can request free information about the data stored about you, its origin, recipients, and the purpose of data processing. Under the legal conditions, you also have the right to correction, deletion, restriction of stored data and data use, and, if the GDPR applies, to object to the transfer of data to another location.

A consent you have given can be revoked at any time with effect for the future. A simple email to us is sufficient.

Please note that the above rights are subject to legal restrictions and may affect or prevent the provision of our services.

You are entitled to enforce your claims in court or file a complaint with the competent data protection authority. For Switzerland, the Federal Data Protection and Information Commissioner is responsible (<http://www.edoeb.admin.ch>).

9 Currentness and Changes to this Privacy Policy

We may change or adapt this privacy policy at any time. The current privacy policy can be accessed at <https://medial-ag.swiss/de/privacy>.