

## DATA PROTECTION

By browsing this website, you consent to the collection and use of information as described in this privacy policy. You also acknowledge that the owner and operator swiss female orthopaedics based in Neyruz may change, add, remove or otherwise revise this Privacy Policy from time to time at its sole discretion and without prior notice. However, we will at all times treat your personal information in accordance with the version of the Privacy Policy in effect at the time that information was collected.

### 1. Commitment to Data Protection

The term "personal data" as used in this privacy policy includes information from which you can be personally identified. This includes your name, your date of birth, your e-mail address, your postal address or your telephone number. In principle, we will only use your personal data as described in this data protection declaration. However, we reserve the right to make additional uses of this data insofar as this is legally permissible or prescribed or necessary to support legal or forensic investigations.

### 2. Uses of Personal Information

Registration is not required for most of our service offerings; So you can visit our website without telling us who you are. However, some applications may require you to provide personal information. In such a case, if you decide not to provide personal information requested by us, you may not be able to use certain areas of the website or we may not be able to respond to a request from you. For example, we collect and use your personal information to offer you products or services, to bill you for products and services you have ordered, or to present you with products and services that we think may be of interest to you. It is also conceivable to use the data to communicate with you, in each case for purposes that are evident from the circumstances or about which we will inform you when collecting the personal data.

### 3. Non-Disclosure of Personal Information

We will not sell, give or otherwise disseminate your personal information to any third party other than as described in this Privacy Policy. Your personal information may also be disclosed to third parties acting for us or on our behalf for them to further process the information in accordance with the purpose(s) for which the information was originally collected or for other lawful purposes, such as making them available of services, to evaluate the usefulness of this website or for marketing, data management or technical support. These third parties have entered into contractual obligations with us that they will only use personal data for the agreed purposes, will not sell it to other third parties, and will not disclose it to other third parties, except as required by law, as permitted by us, or as described in this Privacy Policy. Personal information collected from you may also be disclosed to third parties in the event all or a portion of the business of this site, including associated customer information, is sold, assigned or transferred. If so, we would require the buyer, assignee or transferee to treat Personal Information in accordance with this Privacy Policy. Personal data may also be disclosed to third parties if we are required to do so by law, court order or official regulation, or if this is necessary in support of a criminal or legal investigation or other legal investigation or proceeding at home or abroad.

### 4. Right of access, rectification and opposition

When we process your personal information, we make reasonable efforts to ensure that your information is accurate and up-to-date for the purposes for which it was collected. We provide you with the opportunity to object to the processing of your personal information where there is no legitimate business purpose for such processing, as determined by this Privacy Policy or applicable law. In the case of electronic direct marketing, we will provide you with an opportunity to opt-out of receiving further marketing material or to opt-in to receive such material where required by law. If you wish to contact us regarding our use of your personal information or object to the processing of your personal information, please email us at [mail@swissfemaleorthopaedics.ch](mailto:mail@swissfemaleorthopaedics.ch). If you wish to contact us, please provide the name of the website where you entered the information and the specific information you would like us to correct, update, or delete. Please enclose a corresponding identification of your person. Requests to delete personal information are subject to any legal reporting, archiving or retention requirements applicable to us.

### 5. Security and Confidentiality

To ensure the security and confidentiality of the personal information we collect online, we use data networks protected by, among other things, industry standard firewalls and password systems. When handling your personal information, we take reasonable steps to protect your information from loss, misuse, unauthorized access, disclosure, alteration or destruction.

## 6. Cookies

We may collect and process information about your visit to this website, such as pages you visit, the website you came from and searches you perform. We use this information to improve the content of the website and to compile statistics on individual use of the website for internal market analysis purposes. For this purpose, we can install so-called cookies, which register your domain name, your Internet provider, your operating system and the date and time of the website visit. A cookie is a small information file that a website stores locally on your computer's hard drive and can retrieve when you visit the site again. Cookies do not harm your computer. You can set your browser so that an on-screen message indicates the arrival of a cookie, so that you can decide whether or not to install the cookie on your hard drive. If you do not want us to install cookies, please inform us by sending an email to [mail@swissfemaleorthopaedics.ch](mailto:mail@swissfemaleorthopaedics.ch). However, we would like to point out that you may not be able to use all the functions of your browser if you do not accept cookies. We may use third parties to collect and process the data described in this section. We may use internet tags (also known as action tags, single-pixel GIFs, clear GIFs, invisible GIFs or 1-by-1 GIFs) and cookies on this website and use them through advertising or advertising services not affiliated with swiss female orthopaedics Web service partners who may be based abroad and hold the relevant information (including your IP address) abroad. These tags/cookies are placed both in online advertisements that bring visitors to this website and on various pages of this website. We use this technology to measure user response to our sites and the effectiveness of our advertising campaigns (for example, how many times a page is viewed and what information is viewed) and to analyze your use of this website. The third-party partner or web service partner can, thanks to these Internet tags/cookies, collect data about visitors to our website and other websites, compile reports on website activity for us and provide other services related to the use of this website and the internet. He may pass this information on to third parties if this is required by law or if these third parties process the information on his behalf.

### Google Analytics

We use Google Analytics to streamline our website portfolio (i) by optimizing traffic to and between company websites and (ii) by integrating and optimizing web pages where appropriate. Google Analytics is a web analytics service provided by Google Inc. (hereinafter: Google).

Google Analytics generates detailed statistics about a website's traffic and its origin and measures conversions and sales. Google Analytics uses so-called cookies, which are stored on your computer and enable an analysis of your use of the website. The information obtained through the cookies about your use of the website, including your IP address, is made anonymous by using the appropriate settings and is transmitted to Google servers in the USA. Google uses the information obtained through the cookies to evaluate your use of the website on our behalf, to create reports on website activities and to make these reports available to us for analysis purposes. Google may also transfer this information to third parties if this is required by law or if third parties process this data on behalf of Google. Under no circumstances will Google associate your IP address with other data stored by Google. You can prevent the installation and storage of cookies by setting your browser software accordingly. However, we would like to point out that in this case you may not be able to use all the functions of this website to their full extent. By using this website, you consent to the processing of any personal data collected about you by Google in the manner and for the purposes set out above.

## 7. Personal Information

Most of the services available on this website are intended for people over the age of 18. We will not knowingly collect, use or disclose personal information from minors under the age of 18 without first obtaining consent from a legal guardian (e.g. a parent or guardian) through direct offline contact.

## 8. Links to Other Sites

This privacy policy only applies to this website, not to websites owned by third parties (e.g. Google Maps) or social media (Instagram, Facebook, Twitter etc.). We may provide links to other websites or social media that we think may be of interest to our visitors. We strive to ensure that such websites meet the highest standards. However, due to the nature of the Internet, it is not possible for us to guarantee the standard of data protection for all linked websites or accept liability for their content. This data protection declaration therefore does not apply to linked websites or social media that are not owned or controlled by swiss female orthopaedics.

9. Contact If you have any questions or complaints regarding compliance with this privacy policy, or if you have any recommendations or comments on how to improve privacy, please email us at [mail@swissfemaleorthopaedics.ch](mailto:mail@swissfemaleorthopaedics.ch).