

# Varioprint AG Privacy Policy

Varioprint AG, Mittelbissaustrasse 9, 9410 Heiden, Switzerland, attaches great importance to protecting the personal data of our contacts, customers, suppliers, interested parties, partners, and users of our website. For this reason, Varioprint AG processes personal data in accordance with the EU General Data Protection Regulation (DSGVO) in order to protect personal data and data security.

## 1. Categories of data, purpose of processing, and legal basis

In cooperation with our business partners, Varioprint AG processes personal data for the following purposes:

- to communicate with business partners concerning products, services, and projects, e.g. requests for quotations;
- to manage (contractual) business relationships between Varioprint AG and the business partner, e.g. for orders of products and services, payment processes, accounting, billing, and debt collection;
- to conduct marketing campaigns, market analyses, customer surveys, customer events, or similar activities;
- to have our web server collect and process automatically when visiting our website;
- to protect the security of our products and services and our website, to prevent and detect security risks, fraud, or other criminal or malicious activities
- to compliance with legal requirements (e.g. tax and commercial law data retention regulations); to execute compliance screenings as well as special contract components (e.g. standard requirements);
- to enforce existing contracts; and to assert, exercise, and/or defend legal claims.

Varioprint may process the following categories of personal data for the aforementioned purposes:

- contact information, such as first and last names, business address, business telephone number, business mobile phone number, business fax number, and business email address
- further information which must be processed as part of a project or to execute a contractual relationship or which is voluntarily provided by our contacts when placing orders, making enquiries, or in other project details;
- information that can be collected from publicly available sources (e.g. titles, job titles);
- information required for compliance screenings and relevant legal proceedings and other legal disputes in which the business partners are involved.

The processing of personal data is necessary to achieve these purposes, including the performance of (contractual) business relations with the business partner.

## 2. Responsible body within the company (data protection officer)

If you have any questions, concerns, or suggestions regarding our data protection practices, you can contact our data protection officer at any time:

Data Protection Officer of Varioprint AG  
Mittelbissaustrasse 9  
9410 Heiden, Switzerland  
Email: [office@varioprint.ch](mailto:office@varioprint.ch)

## 3. Transmission and forwarding of personal data

Varioprint AG may transfer personal data to partners for the purposes mentioned above (e.g. subcontractors, web and IT service providers), but only if this is necessary to fulfil said purposes.

Varioprint AG may transfer personal data to courts, supervisory authorities, or law firms if this is legally permissible and necessary in order to comply with applicable laws or to assert, exercise, or defend legal claims.

Data will be transferred to countries outside Switzerland, the EU, or the EEA only if necessary to execute general business transactions as described under point 1 or if prescribed by law.

## 4. Automatic data processing when you visit our website

It is possible to visit our website at any time without providing personal information. So that our website is user-friendly, stable, and secure, we automatically collect and process the necessary (pseudonymous) technical data (e.g. URL, IP address, etc.).

This data is temporarily stored in so-called server log files. A personal evaluation of this data does not take place and it is not combined with other data sources.

## **5. Use of cookies**

Some of our webpages make use of cookies. Cookies are used to make our websites user-friendly and attractive and to enable the use of certain functions.

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis or in general whether to accept or reject a cookie. Disabling cookies may limit the functionality of this website. Our website uses Google Analytics. Its cookies are usually stored by Google Analytics. The storage is based on Art. 6 § 1 DSGVO. The website operator has a legitimate interest in analysing user behaviour so that it can continuously optimise its website. We have activated the IP anonymisation feature on this website. Your IP address will be truncated by Google within the European Union or other parties to the Agreement on the European Economic Area and anonymised prior to transmission to the United States.

## **6. Registering for downloads from our website**

You will need to register to download certain documents we make available on our website. The personal data will only be used for the purposes described under point 1. We will not disclose your personal data. Varioprint AG offers a large selection of information on its webpages, most of which is available without specific registration.

## **7. Newsletter**

If you would like to receive our newsletter, we require a valid email address as well as information which allows us to verify that you are the owner of the email address provided and that you agree to receive this newsletter. Business cards and addresses provided by email inboxes constitute consent as described above. The data will be stored by us until you unsubscribe from the newsletter. You can unsubscribe from the newsletter at any time by clicking the corresponding link on our website or within each newsletter.

## **8. How long will your data be stored?**

In general, we only store personal data as long as necessary to fulfil the transaction or purpose for which it was processed or until you request deletion of the personal data from us for legitimate reasons. After expiry of these storage periods, your data will be deleted as part of our irregular data purges, unless the data is still required for the business purposes listed under point 1.

## **9. Right to revoke consent**

If you have given consent to process your personal data, you have the right to withdraw your consent with future effect at any time. Such revocation does not affect the legality of any prior processing done on the basis of that consent.

Once exercised, Varioprint AG may process said data only to the extent that we are entitled to on another legal basis. Providing us with a business card constitutes consent as described above.

No specific form is required to revoke your consent. Simply send in written to the following address:

Varioprint AG  
Mittelbissaustrasse 9  
9410 Heiden, Switzerland  
Email: [office@varioprint.ch](mailto:office@varioprint.ch)

## **10. Right to information, correction, deletion, or restriction of your personal data**

Each data subject has the right to access, correct, delete, or restrict their personal data (Art. 15, 16, 17, 18 DSGVO).

You may assert these rights at any time by contacting us:

Varioprint AG  
Mittelbissaustrasse 9  
9410 Heiden, Switzerland

Email: [office@varioprint.ch](mailto:office@varioprint.ch)

You have the right of appeal to a supervisory authority, in particular in the Member State where you reside, work, or where the infringement is suspected, if you believe that the processing of your personal data is in contravention of DSGVO.