

## **Privacy policy**

With this **privacy policy**, we inform which personal data we process in connection with our **activities and operations**, including our **renelahnfineart.swiss** website. In particular, we inform about what for, how and where we process personal data. We also inform about the rights of persons whose data we process.

For individual or additional activities and activities, further data protection statements and other legal documents such as General Terms and Conditions (GTC), Terms of Use or Conditions of Participation may apply.

We are subject to Swiss data protection law and any applicable foreign data protection law such as, in particular, that of the European Union (EU) with the General Data Protection Regulation (DSGVO). The European Commission recognizes that the Swiss data protection law ensures an adequate level of data protection.

### **1. Contact addresses**

Responsibility for the processing of personal data:

#### **René Lahn Fine Art AG**

René Lahn Fine Art AG

Rämistrasse 29

8001 Zurich

Switzerland

[art@renelahnfineart.swiss](mailto:art@renelahnfineart.swiss)

We point out if in individual cases there are other persons responsible for the processing of personal data.

## **Data protection representation in the European Economic Area (EEA)**

We have the following data protection representation in accordance with Art. 27 DSGVO. The data protection representation serves supervisory authorities and data subjects in the European Union (EU) and the rest of the European Economic Area (EEA) as an additional point of contact for inquiries in connection with the General Data Protection Regulation (GDPR):

### **VGS Datenschutzpartner GmbH**

Am Kaiserkai 69

20457 Hamburg

Germany

[info@datenschutzpartner.eu](mailto:info@datenschutzpartner.eu)

## **2. Terms and legal basis**

### **2.1 Terms**

**Personal data** is *any* information that relates to an identified or identifiable person. A data subject is a person about whom personal data is processed.

**Processing** includes any handling of personal data, *regardless* of the means and procedures used, in particular the storage, disclosure, acquisition, collection, deletion, storage, modification, destruction and use of personal data.

**The European Economic Area (EEA)** encompasses the member states of the European Union (EU) as well as the Principality of Liechtenstein, Iceland and Norway. The General Data Protection Regulation (GDPR) refers to the processing of personal data as the processing of personal data.

## 2.2 Legal basis

We process personal data in accordance with Swiss data protection law such as in particular the Federal Data Protection Act (FADP) and the Ordinance to the Federal Data Protection Act (DPA).

We process - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - personal data in accordance with at least one of the following principles is applicable - personal data in accordance with *at least* one of the following legal bases:

- Art. 6 para. 1 lit. b DSGVO for the necessary processing of personal data to fulfill of a contract with the data subject as well as for the implementation of pre-contractual measures.

- Art. 6 para. 1 lit. f DSGVO for the necessary processing of personal data in order to protect the legitimate interests of us or of third parties, unless the fundamental freedoms and fundamental rights and interests of the data subject prevail. Legitimate interests are, in particular, our interest in being able to carry out and communicate about our activities and operations in a permanent, user-friendly, secure and reliable manner, the guarantee of information security, protection against misuse, the enforcement of our own legal claims and compliance with data protection laws.

our own legal claims and compliance with Swiss law.

- Art. 6 para. 1 lit. c DSGVO for the necessary processing of personal data to fulfill a legal obligation to which we are subject under any applicable law of member states in the European Economic Area (EEA).

- Art. 6 para. 1 lit. e DSGVO for the necessary processing of personal data for the performance of a task which is in the public interest.

- Art. 6 para. 1 lit. a DSGVO for the processing of personal data with the consent of the data subject.

- Art. 6 para. 1 lit. d DSGVO for the necessary processing of personal data to protect vital interests of the data subject or another natural person.

### 3. Nature, scope and purpose

We process those personal data that are *necessary* to carry out our activities and operations in a permanent, user-friendly, secure and reliable manner. In particular, such personal data can be divided into the categories of inventory and contact data, browser and device data, content data, meta data and edge data, device data, content data, meta data and usage data, location data, sales data as well as contract and payment data.

We process personal data for the *period of time* necessary for the relevant purpose(s) or as required by law. Personal data whose processing is no longer processing is no longer required, will be anonymized or deleted.

We may have personal data processed by *third parties*. We may process personal data jointly with third parties or transfer it to third parties. Such third parties are, in particular, specialized providers whose services we use. We also guarantee data protection for such third parties.

As a matter of principle, we process personal data *only* with the consent of the person concerned, unless the processing is permitted for other legal reasons, such as the fulfillment of a contract with the data subject and for corresponding pre-contractual measures, to protect our overriding legitimate interests, because the processing is evident from the circumstances or after prior information.

In this context, we process, in particular, information that a data subject provides when contact - for example, by letter, e-mail, instant messaging, contact form, social media or telephone - or when registering for a user account transmitted to us. We may store such information, for example, in an address book or with comparable tools. If we receive data about other persons, the transmitting persons are obliged to ensure data protection with respect to such persons as well as to ensure the accuracy of such personal data.

We also process personal data that we receive from third parties, obtain from publicly available sources or collect in the course of our activities and operations, if and to the extent that such processing is permitted for legal reasons.

#### **4. personal data abroad**

We *generally* process personal data in Switzerland and the European Economic Area (EEA). However, we may also export or transfer personal data to other countries, in particular in order to process it or have it processed there.

We may export personal data to all countries and territories on earth and elsewhere in the universe, provided that the laws of those countries and territories ensure, in the opinion of the Swiss Federal Data Protection and Information Commissioner (FDPIC) or in accordance with a decision of the Swiss Federal Council, adequate data protection and - insofar as the data is processed or handled there - adequate data security.

Federal Council and - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - in accordance with the decision of the European Commission ensures adequate data protection.

We may transfer personal data to countries whose laws do not ensure adequate data protection, provided that data protection is ensured for other reasons, in particular on the basis of standard data protection clauses or with other appropriate safeguards.

By way of exception, we may export personal data to countries without adequate or appropriate data protection, if the special requirements under data protection law are met, such as the express data protection requirements are met, such as the express consent of the data subjects or a direct connection with the conclusion or performance of a contract. We

will gladly provide data subjects with information about any guarantees or provide a copy of any guarantees upon request.

## **5. Rights of data subjects**

Data subjects whose personal data we process have the rights in accordance with Swiss data protection law. These include the right to information as well as the right to correction, deletion or blocking of the personal data processed.

Data subjects whose personal data we process may - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - request confirmation free of charge as to whether we are processing their personal data and, if so, request information about the processing of their personal data, have the processing of their personal data restricted, exercise their right to data portability and have their personal data corrected, deleted ("right to be forgotten"), blocked or completed.

Data subjects whose personal data we process may - if and insofar as the GDPR applies - revoke any consent they have given at any time with future effect and object to the processing of their personal data at any time.

Data subjects whose personal data we process have the right to lodge an appeal with a competent supervisory authority. The supervisory authority for data protection in Switzerland is the Federal Data Protection and Information Commissioner (FDPIC).

## **6. Data security**

We take appropriate technical and organizational measures to ensure a level of data security commensurate with the data security appropriate to the respective risk. However, we cannot guarantee absolute data security.

Our website is accessed using transport encryption (SSL / TLS, in particular with the Hypertext Transfer Protocol Secure, abbreviated HTTPS). Most browsers indicate transport encryption with a padlock in the address bar.

Our digital communications - like all digital communications in general - are subject to mass surveillance without any reason or suspicion, as well as other surveillance by security authorities in Switzerland, the rest of Europe, the United States of America (USA) and other countries. We cannot directly influence the corresponding processing of personal data by intelligence services, police forces and other security authorities.

## **7. Use of the website**

### **7.1 Cookies**

We may use cookies. Cookies - our own cookies (first-party cookies) as well as cookies from third parties whose services we use (third-party cookies) - are data that is stored in the browser.

Such stored data need not be limited to traditional cookies in text form.

Cookies can be stored in the browser temporarily as "session cookies" or for a certain period of time as so-called permanent cookies. "Session cookies" are automatically deleted when the browser is closed. Permanent cookies have a specific storage period. In particular, cookies allow us to recognize a browser the next time it visits our website and thus, for example, to measure the reach of our website. However, permanent cookies can also be used for online marketing, for example.

Cookies can be completely or partially deactivated and deleted in the browser settings at any time. Without cookies, our website may no longer be fully available. We actively request - at least if and to the extent necessary - the express consent to the use of cookies.

In the case of cookies that are used for performance and reach measurement or for advertising, a general objection ("opt-out") is possible for numerous services via the AdChoices (Digital Advertising Alliance of Canada), the Network Advertising Initiative (NAI), YourAdChoices (Digital Advertising Alliance) or Your Online Choices (European Interactive Digital Advertising Alliance, EDAA) are possible.

## **7.2 Server log files**

We may record the following information for each access to our website, provided that this information is transmitted by your browser to our server infrastructure or can be determined by our web server: Date and time including time zone, Internet Protocol (IP) address, access status (HTTP status code), operating system including user interface and version, browser including language and version, individual sub-page of our website accessed including data volume transferred, website last accessed in the same browser window (referer or referrer).

We store such information, which may also constitute personal data, in server log files. The information is necessary to provide our website permanently, user-friendly and reliably and to ensure data security and thus in particular the protection of personal data - also by third parties or with the help of third parties.

## **7.3 Tracking pixel**

We may use tracking pixels on our website. Tracking pixels are also referred to as web beacons. Tracking pixels - also from third parties whose services we use - are usually invisible images that are automatically retrieved when you visit our website. Counting pixels can be used to collect the same information as server log files.

## **8. Notifications and messages**

We send notifications and messages via email and other communication channels such as instant messaging or SMS.

### **8.1 Performance and Reach Measurement**

Notifications and messages may contain web links or tracking pixels that record, whether an individual notification was opened and which web links were clicked on in the process. Such web links and tracking pixels can also record the use of notifications and messages in and can also be recorded on a personal basis. We need this statistical recording of usage for performance and reach measurement, in order to send notifications and messages based on the needs and needs and reading habits of the recipients to be able to send notifications and messages effectively and in a user-friendly manner as well as permanently, securely and reliably.

### **8.2 Consent and objection**

In principle, you must expressly consent to the use of your e-mail address and other contact addresses, unless the use is permitted for other legal reasons.

For any consent, we use the "double opt-in" procedure where possible, i.e. you receive an e-mail with a web link that you must click to confirm, so that no misuse by unauthorized third parties can take place.

We may store such consents, including Internet Protocol (IP) address, date and time for and time for evidence and security reasons.

In principle, you can object to receiving notifications and communications such as newsletters at any time. With such an objection, you can simultaneously object to the statistical recording of usage for performance

and reach measurement. Required notifications and communications in connection with our activities and operations remain reserved.

## **9. Social media**

We are present on social media platforms and other online platforms in order to communicate with interested persons and to inform them about our activities and operations. In connection with such platforms, personal data may also be processed outside of Switzerland and the European Economic Area (EEA).

The General Terms and Conditions (GTC) and Terms of Use as well as data protection declarations and other provisions of the individual operators of such platforms also apply in each case. These provisions inform in particular about the rights of data subjects directly vis-à-vis the respective platform, which includes, for example, the right to information.

## **10. Services of third parties**

We use services of specialized third parties in order to carry out our activities and operations in a durable, user-friendly, safe and reliable manner. Such services allow us, among other things, to embed features and content on our website.

With such an embedding records the services used at least temporarily for technically compelling reasons the Internet Protocol (IP) addresses of the users.

For necessary security-related, statistical, and technical purposes, third parties whose services we use, may aggregate, anonymize or pseudonymize data relating to our activities and operations.

This is, for example, performance or usage data in order to provide the respective service.

We use in particular:

- Services of Google: providers: Google LLC (USA) / Google Ireland Limited (Ireland) for users in the European Economic Area (EEA) and Switzerland; General information on data protection: "Privacy and Security Principles", Privacy Policy, "Google is committed to complying with applicable data protection laws", "Privacy Policy", "Google is committed to complying with applicable data protection laws", "Privacy Policy", "Privacy Policy".

Google is committed to complying with applicable data protection laws," "Privacy Guide for Google Products," "How We Use Data from websites or apps on or in which our services are used" (information provided by Google), "Cookie types used by Google and other technologies", "Personalized advertising" (activation / deactivation / settings).

- Services of Microsoft: Provider: Microsoft Corporation (USA) / Microsoft Ireland Operations Limited (Ireland) for users in the European Economic Area (EEA), the United Kingdom and Switzerland; General information on data protection: "Data protection at Microsoft", "Data protection (Trust Center)", privacy policy.

## **10.1 Digital infrastructure**

We use services from specialized third parties to make use of required digital infrastructure in connection with our activities and operations. This includes, for example, hosting and storage services from selected providers.

In particular, we use:

- Hostpoint: hosting; provider: Hostpoint AG (Switzerland); data protection information: privacy policy.

## 10.2 Audio and video conferencing

We use specialized audio and video conferencing services to communicate online. For example, we can use them to hold virtual meetings or conduct online classes and webinars. For participation in audio and video conferences, the legal texts of the individual services such as data protection declarations and terms of use.

Depending on your life situation, we recommend that when participating in audio or video conferences you to mute the microphone by default and to blur the background or have a virtual background fade in.

We use in particular:

- GoToMeeting: video conferencing; provider: LogMeIn USA for users in the USA / LogMeIn Ireland Unlimited Company (Ireland) for users in other states and territories on earth as well as elsewhere in the universe; information on data protection: privacy policy (international), privacy policy (USA).
- Microsoft Teams: platform for audio and video conferencing, among other things; provider: Microsoft; Teams-specific disclosures: "Privacy and Microsoft Teams."
- Skype: audio and video conferencing; Skype-specific provider: Skype Communications SARL (Luxembourg) / Microsoft Corporation (USA) / Microsoft Ireland Operations Limited (Ireland) for users in the European Economic Area (EEA), the United Kingdom and United Kingdom and Switzerland; information on data protection: "Legal information about Skype", "Privacy and security".

- Webex: video conferencing; provider: Cisco Systems Inc. (USA); privacy information: "Cisco Online Privacy Policy," "Compliance and Certifications for Cisco Webex."

- Zoom: Video conferencing; Provider: Zoom Video Communications Inc. on data privacy: data privacy statement, "Data Privacy at Zoom," "Legal Compliance Center."

### **10.3 Social media functions and social media content**

We use third-party services and plugins to embed features and content from social media platforms and to enable sharing of content on social media platforms and in other ways.

In particular, we use:

- Instagram Platform: embedding Instagram content; Provider: Meta Platforms Ireland Limited (Ireland) and other Meta companies (including in the USA); data protection information: privacy policy (Instagram), privacy policy (Facebook).

- LinkedIn Consumer Solutions Platform: Embedding functions and content from LinkedIn, for example with plugins such as the "Share Plugin"; provider: Microsoft; LinkedIn-specific information: "Datenschutz" ("Privacy"), data protection declaration, cookie policy, cookie management / objection to e-mail and SMS communication from LinkedIn, objection to interest-based advertising.

### **10.3.1 Note on Liability Insurance – Exali AG**

#### 1. Description and Scope of Data Processing

This website incorporates the liability seal of Exali AG. The graphical element of the seal is retrieved from Exali AG's servers. Due to the technical structure of the internet, your IP address is processed in order to deliver the graphic to your browser. If you click on this seal, you will leave our website and be redirected to Exali AG's servers.

Further information can be found in Exali's privacy policy:

<https://www.exali.ch/datenschutzerklaerung/#Verwendung/Einbindung%20des%20exali.ch-Haftpflicht-Siegels>

#### 2. Legal Basis for Data Processing

The legal basis for the data processing is Article 6 (1) (f) of the GDPR (legitimate interest).

#### 3. Purpose of Data Processing

The purpose of the data processing is to provide a visually appropriate representation of the legally required professional liability information in accordance with § 2 para. 11 of the DL-InfoV.

#### 4. Legitimate Interest

Our legitimate interest in data processing arises from the goal of offering an appealing online presence and fulfilling our information obligations in a visually engaging manner.

### **10.4 Fonts**

We use third-party services to embed selected fonts as well as icons, logos and symbols on our website.

In particular, we use:

- Google Fonts: fonts; provider: Google; Google Fonts-specific information: "Privacy and Google Fonts" ("Privacy and Google Fonts"), "Privacy and Data Collection".

## **11. Extensions for the website**

We use extensions for our website in order to be able to use additional functions.

## **12. Performance and reach measurement**

We use services and programs to determine how our online offer is used. In this context, we may, for example, measure the success and reach of our activities and operations as well as the effect of third-party links to our website. However, we may also, for example, test and compare how different versions of our online offering or parts of our online offering are used ("A/B test" method). Based on the results of the performance and reach measurement, we can in particular correct errors, strengthen popular content or make improvements to our online offering.

When using services and programs for performance and reach measurement, the Internet Protocol (IP) addresses of individual users must be stored. IP addresses are generally *shortened* ("IP masking") in order to follow the principle of data economy through the corresponding pseudonymization and thus to improve the data protection of users.

When using services and programs for performance and reach measurement, cookies may be used and user profiles may be generated.

User profiles include, for example, the pages visited or content viewed on our website, details of the size of the screen or browser window and the - at least approximate - location.

In principle, user profiles are created exclusively on a pseudonymous basis. We do not use user profiles to identify individual users. Individual services of third parties with which users are registered may link the use of our online services to the user account or user profile of the respective service.

We use in particular:

- Logaholic: performance and reach measurement; provider: Logaholic Web Analytics BV (Netherlands); data protection information: evaluation of server log files on own server infrastructure, privacy policy.

### **13. Final provisions**

We have created this data protection declaration with the data protection generator of Datenschutzpartner. We can adapt and supplement this privacy policy at any time. We will inform about such adjustments and additions in an appropriate form, in particular by publishing the respective current data protection declaration on our website.

This privacy policy is a translation from German and may contain errors due to a wrong translation. Please refer to the German version available on this website.