



Data protection policy

Basic information

This data protection policy is designed to inform users of this website about the method, scope and purpose of personal data collection and use by the website operator, Ampack AG, Seebleichstrasse 50, 9401 Rorschach, Switzerland.

The website operator is very serious about protecting your data, and it handles your personal data confidentially and in compliance with statutory requirements. We recommend that you reread this data protection policy at regular intervals given that it may undergo changes as a result of new technologies and ongoing further developments to the website.

Definitions for the terms used (such as “personal data” and “processing”) can be found in Article 4 of the GDPR.

Access data

We, the website operator or site provider, collect, on the basis of our legitimate interest (see Art. 6 Par. 1(F) of the GDPR), data regarding access to the website and store this data to the website server as server log files. The following data is logged in this manner:

- Website visited
- Time of day when accessed
- Amount of data sent in bytes
- Source/referrer that sent you to the site
- Browser used
- Operating system used
- IP address used

Server log files are stored for up to seven days and then deleted. This data is stored for security reasons to (for example) investigate cases of misuse. If data needs to be retained as evidence it will not be deleted until the incident is investigated fully.

Reach and cookies

This website uses cookies to pseudonymously measure reach. These cookies are transmitted to a user’s browser by our server or the server of a third party. Cookies are small files that are stored to your terminal. Your browser accesses these files. Cookies make the website more user-friendly and secure.

If you do not want cookies to be stored to your device to pseudonymously measure reach, you can opt out of the use of these files here.

- Cookie opt-out page of the Network Advertising Initiative: <http://optout.networkadvertising.org/?c=1#!/>
- Cookie opt-out page for the US website: <http://optout.aboutads.info/?c=2#!/>
- Cookie opt-out page for the European website: <http://optout.networkadvertising.org/?c=1#!/>

Current browsers can be set to block cookies. Note: There is no guarantee that you will continue to enjoy unrestricted access to all of the functions on this website if you change these settings.

Collection and processing of personal data

The website operator will only collect, use and pass on your personal data if this is permitted under the law or if you consent to data collection.

Personal data includes any information that can be used to identify your person and be traced back to you – such as your name, email address or telephone number.

You can also visit this website without providing information about your person. However, to improve our online offer, we store your access information for this website (without reference to your person). This access data includes (for example) the file you request or the name of your internet provider. Anonymising this data prevents it from being traced back to your person.

Handling of contact information

If you contact us as a website operator using one of the contact methods we offer, your information will be stored so that we can access it to process and respond to your inquiry. We will not pass on this information to third parties without your consent.

Handling of comments and posts

Your IP address will be stored if you leave a comment or post on this website. We do this on the basis of our legitimate interests for the purpose of Art. 6 Par. 1(F) of the GDPR, and for our security as a website operator. After all, if your comment violates prevailing law, we can be prosecuted for it, and so we have an interest in the identity of the author of that comment or post.

Google Analytics

This website uses Google Analytics, a service offered by Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA) on the basis of our legitimate interests for the purpose of Art. 6 Par. 1(F) of the GDPR to optimise and analyse our online offer. This service (Google Analytics) uses cookies – text files that are stored to your computer. Information gathered by cookies is typically sent to a Google server in the United States, where it is stored.

Google LLC complies with European data protection law and is certified under the EU-US Privacy Shield framework: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

This website uses IP anonymisation. IP addresses of users are anonymised within the member states of the EU and the European Economic Area, and in the other states that are party to the framework. Only in exceptional cases will full IP addresses be transmitted to a Google server in the United States and shortened there. Shortening an IP address prevents it from being associated with a specific person. Google does not combine the IP address transmitted by a user's browser with other data stored by Google.

Under the data processing agreement that we as a website operator entered into with Google Inc., Google Inc. uses the information it collects to create an analysis of website use and website activity and to provide services associated with internet use.

We use the data that Google has collected on our behalf to be able to analyse the use of our online offer by individual users (for example) to create reports about activity on the website in order to improve our online offer.

You can prevent your device from storing cookies by adjusting the cookie settings in your browser. There is no guarantee that you will be able to have unrestricted access to all of the functions on this website if your browser does not accept cookies.

Furthermore, you can use a browser plugin to prevent the information collected by cookies (including your IP address) from being sent to Google Inc. and used by Google Inc. You can find that plugin at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

Alternatively, you can click this link (IMPORTANT: insert opt-out link) to prevent Google Analytics from collecting data about you within this website. Clicking the above link will download an “opt-out cookie”. So for this to work, your browser will need to allow cookies. If you delete your cookies on a regular basis, you will need to click this link each time you visit this website.

You can find more information about how Google Inc. uses data here:

- <https://policies.google.com/privacy/partners?hl=en> (data collected by Google partners)
- <https://adssettings.google.com/authenticated> (settings for ads displayed to you)
- <https://policies.google.com/technologies/ads?hl=en> (use of cookies in ads)

Use of Facebook social media plugins

This website uses the Facebook social plugin, offered by Facebook Inc. (1 Hacker Way, Menlo Park, CA 94025, USA), on the basis of our legitimate interest in analysing, optimising and operating our online offer for the purpose of Art. 6 Par. 1(F) of the GDPR. You can identify the plugin by the Facebook logo and the words “Like” and “Share” in the Facebook colours (blue and white). Information about all Facebook plugins can be found at the following link:
<https://developers.facebook.com/docs/plugins/>

Facebook Inc. complies with European data protection law and is certified under the EU-US Privacy Shield framework: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

The plugin creates a direct link between your browser and Facebook’s servers. The website operator has no influence whatsoever on the nature or scope of data that the plugin transfers to the servers of Facebook Inc. You can learn more here: <https://www.facebook.com/help/186325668085084>

The plugin informs Facebook Inc. that you, as a user, have visited this website. There is a possibility that your IP address will be stored during this process. If you are logged in to your Facebook account when you visit this website, the information mentioned above will be linked to your account.

If you use plugin functions – by sharing or liking a post (for example) – the corresponding information will also be transferred to Facebook Inc.

If you would like to prevent Facebook Inc. from linking this information to your Facebook account, log out of Facebook and delete your cookies before you visit this website. Your Facebook profile allows you to adjust other data processing settings for advertising purposes and to object to your data being used for advertising purposes. You can access those settings here:

- Facebook profile settings:
https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen
- Cookie opt-out page for the US website: <http://optout.aboutads.info/?c=2#!/>
- Cookie opt-out page for the European website: <http://optout.networkadvertising.org/?c=1#!/>

To find out about the type, scope and purpose of Facebook's data collection, use and processing as well as what rights you have and what settings you can adjust to protect your privacy, see Facebook's Data Policy. You can find it here: <https://www.facebook.com/about/privacy/>

Newsletter subscription

The website operator offers you a newsletter in which it informs you about current events and offers. If you want to subscribe to the newsletter, you need to provide a valid email address. By subscribing to the newsletter, you agree to receive the newsletter and you agree to the processes described.

Withdrawal and termination you can withdraw your consent to receive the newsletter at any time, thereby terminating your newsletter subscription. Your personal data will be deleted after you terminate your subscription. Your consent to receive the newsletter will expire at the same time. There is a link to terminate your subscription at the end of each newsletter.

Your rights

You have the following rights with regard to the personal data we collect about you:

- Right of access
- Right to rectification or erasure
- Right to restriction of processing
- Right to object to processing
- Right to data portability

Please direct all of your data queries, access requests and objections to data processing to the following email address:

ampack@ampack.ch or send a letter to:

Ampack AG
Datenschutzbeauftragter
Seebleichstrasse 50
9401 Rorschach
SWITZERLAND

You also have the right to file a complaint with a data protection supervisory authority regarding how we process your personal data.

Erasure of data

As long as your request does not conflict with a statutory obligation to archive data (such as data retention), you have the right to have your data erased. We will erase the data we store if we no longer need it for its intended purpose and if there are no statutory archival requirements. If we cannot erase data because it is required for valid statutory purposes, we will restrict its processing. In such an event, this data will be locked and will not be processed for other purposes.

Right to object

Users of this website can exercise their right to object and object to the processing of their personal data at any time.

If you would like to rectify, lock, erase or access the personal data stored for your person, or if you have questions regarding the collection, processing or use of your personal data, or you wish to withdraw your consent after having granted it, please send an email to the following address: ampack@ampack.ch

Changes to this data protection policy

Changes in the legal situation or in judicial precedent or adjustments to our business model may make it necessary to change this data protection policy.

We therefore reserve the right to make adjustments to this data protection policy at any time. You can have us send you our up-to-date data protection policy at any time, or you can access it via our data protection page.

Our data protection officer:

Mr Georg Tondelli
datenschutzbeauftragter@ampack.ch