

Data protection declaration

Responsible organization:

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Basic information

This data protection declaration is intended to inform users of this website about the type, scope and purpose of the collection and use of personal data by Business Engineering Institute St.Gallen AG (BEI).

BEI takes your data protection very seriously and treats your personal data confidentially and in accordance with legal regulations. We take organizational, contractual and technical security measures in order to ensure that the provisions of data protection laws are observed and thus to protect the data processed by us against accidental or intentional manipulation, loss, destruction or against access by unauthorized persons.

As new technologies and the continuous development of this website may result in changes to this data protection declaration, we recommend that you read the data protection declaration again at regular intervals.

Definitions of the terms used (e.g. "personal data" or "processing") can be found in Art. 4 DSGVO.

Access data

We, BEI, collect data on access to our websites based on our legitimate interest (see art. 6 par. 1 lit. f. DSGVO) and store these as "server log files" on the server of the websites. The following data is logged in this way:

- visited Website
- time of access
- amount of data sent in bytes
- source/reference from which you came to the page
- browser used
- operating system used
- IP address used

The server log files are stored for a limited time and then deleted. The data is stored for security reasons, e.g. to clarify cases of misuse. If data have to be stored for reasons of evidence, they are excluded from deletion until the incident has been finally resolved.

Handling of contact data

If you contact us through the contact options offered, your details will be stored so that they can be used to process and answer your enquiry. This data will not be passed on to third parties without your consent.

Range measurement & cookies

This website uses cookies for pseudonymized range measurement, which are transmitted to the user's browser either from our server or the server of third parties. Cookies are small files that are stored on your end device. Your browser accesses these files. The use of cookies increases the user-friendliness and security of this website. If you do not want cookies for range measurement to be stored on your terminal device, you can object to the use of these files here:

- Cookie deactivation page of the network advertising initiative: <http://optout.networkadvertising.org/?c=1#!/>
- Cookie deactivation page of the US website: <http://optout.aboutads.info/?c=2#!/>
- Cookie deactivation page of the European website: <http://optout.networkadvertising.org/?c=1#!/>

Common browsers offer the setting option not to accept cookies. Note: There is no guarantee that you will be able to access all functions of this website without restrictions if you configure your settings accordingly.

Collection and processing of personal data

BEI only collects, uses and passes on your personal data if this is permitted by law or if you consent to the collection of data. Personal information is any information that is used to identify you and which can be traced back to you, such as your name, e-mail address and telephone number.

You can also visit this website without providing any personal information. However, in order to improve our online offer, we store your access data to this website (without personal reference). This access data includes, for example, the file you requested or the name of your internet provider. By anonymizing the data, it is not possible to draw conclusions about your person.

Google Analytics

Due to our legitimate interests, this website uses the service "Google Analytics", which is provided by Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA), for the optimization and analysis of our online offer in the sense of Art. 6 para. 1 letter f. DSGVO. The service (Google Analytics) uses cookies - text files which

are stored on your end device. The information collected by the cookies is usually sent to a Google server in the USA and stored there.

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

This website is subject to IP anonymization. The IP address of users will be reduced within the member states of the EU and the European Economic Area and in the other signatory states to the agreement. Only in individual cases is the IP address initially transmitted in full to a Google server in the USA and shortened there. This reduction eliminates the personal reference to your IP address. The user's IP address transmitted by the browser is not combined with other data stored by Google.

As part of the agreement on order data, which we as website operator have concluded with Google Inc., Google uses the information collected to evaluate the use of the website and website activity and to provide services connected with the use of the Internet.

The data collected by Google on our behalf is used to evaluate the use of our online offer by individual users, e.g. to create reports on the activity on the website, in order to improve our online offer.

You have the option of preventing cookies from being stored on your device by making the appropriate settings in your browser. There is no guarantee that you will be able to access all functions of this website without restrictions if your browser does not allow cookies.

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

Here you will find further information on the use of data by Google Inc:

- <https://policies.google.com/privacy/partners?hl=en> (data collected from Google partners)
- <https://adssettings.google.de/authenticated> (settings concerning advertising that is displayed to you)
- <https://policies.google.com/technologies/ads?hl=en> (Use of cookies in advertisements)

Email subscriptions (e.g. newsletter)

BEI offers you various information by email (e.g. newsletter), which informs you of current events and offers. If you would like to subscribe to receive informative emails such as the newsletter, you must enter a valid email address. If you subscribe to these, you agree to the receipt and the procedures explained.

Mass mailing by email

Emails are sent to a larger target group (e.g. a newsletter) via the email service "MailChimp", a marketing automation platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. The data protection regulations of the email service provider can be viewed here: <https://mailchimp.com/legal/privacy/>.

The Rocket Science Group LLC d/b/a MailChimp is certified under the Privacy Shield agreement and thus offers a guarantee to comply with the European data protection level (<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>). The email service provider is used on the basis of our legitimate interests according to Art. 6 Para. 1 letter f DSGVO and an order processing contract according to Art. 28 Para. 3 S. 1 DSGVO.

The email service provider can use the recipient's data in pseudonymous form, i.e. without assignment to a user, to optimize or improve its own services, e.g. to technically optimize the dispatch and presentation of the newsletter or for statistical purposes. However, the email service provider does not use the data of our recipients to write to them itself or to pass the data on to third parties.

Revocation and termination: You can revoke your consent to receive the newsletter at any time and thus cancel the newsletter subscription. Your personal data will be deleted after your cancellation. Your consent to the dispatch expires at the same time. At the end of each newsletter you will find the link to cancel your subscription.

Contacting

When contacting us (via contact form or email), the user's details are processed for processing the contact enquiry and its handling in accordance with Art. 6 Para. 1 lit. b) DSGVO.

User information can be stored in our Customer Relationship Management System ("CRM System") or in a comparable data management system

Disclosure of data to third parties

Data will only be passed on to third parties within the framework of legal requirements. We only pass on user data to third parties if, for example, this is necessary for contractual purposes on the basis of Art. 6 para. 1 lit. b) DSGVO or on the basis of the legitimate interest in economic and effective operation of our business pursuant to Art. 6 para. 1 lit. f. DSGVO.

If we use subcontractors to provide our services, we take appropriate legal precautions as well as appropriate technical and organizational measures to ensure the protection of personal data in accordance with the relevant legal regulations.

If content, tools or other means from other providers (hereinafter jointly referred to as "third-party providers") are used within the scope of this data protection declaration and their registered office is in a third country, it is to be assumed that data is transferred to the countries in which the third-party providers have their registered office. Third countries are countries in which the DSGVO is not directly applicable law, i.e. countries outside the EU or the European Economic Area. The transfer of data to third countries takes place if an appropriate level of data protection, user consent or other legal permission is available.

Rights of the user

As a user, you have the right to request free information on what personal data has been stored about you. You also have the right to have incorrect data corrected and to have the use of your personal data limited or the data deleted. If applicable, you may also assert your right to data portability. If you believe that your data has been processed unlawfully, you can lodge a complaint with the competent supervisory authority.

Deletion of data

Unless your request conflicts with a legal obligation to store data (e.g. data retention), you have a right to have your data deleted. Data stored by us will be deleted if it is no longer required for its intended use and there are no legal retention periods. If deletion is not possible because the data is required for legal purposes, data processing will be restricted. In this case, the data will be blocked and not processed for other purposes.

Right of objection

Users of this website may exercise their right of objection and object to the processing of their personal data at any time. If you wish to have your personal data corrected, blocked or deleted, have any questions regarding the collection, processing or use of your personal data, or if you wish to withdraw your consent, please contact the following email address: marcel.rueegg@bei-sg.ch

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