

## PRIVACY NOTICE

HipHipHub values your privacy and is committed to protecting it through our compliance to this Privacy Notice (“**Notice**”). This Notice explains in particular which data we collect when you access and use our website HipHipHub.com or app (“**Platform**”) as a supplier, buyer or visitor, how we process it, for what purposes and your rights in relation to Personal Data.

Your personal data includes all information relating to you (“**Personal Data**”). Processing means any handling of your Personal Data such as collection, retention, storage, usage, transfer and disclosure (“**Processing**”).

### 1. Who we are

HipHipHub AG, incorporated under the laws of Switzerland, with its seat at, Binzigerstrasse 48, 8707 Uetikon am See, Switzerland (CHE-386.127.848), is the controller and responsible of the processing of your Personal Data. You will find our contact details under Section 17.

All references in these Terms to “HipHipHub”, “we” or “us” are references to HipHipHub AG.

### 2. Third party links

This Notice only applies to the Processing undertaken by or on behalf of us in relation to our Platform.

Our Platform may contain links to third-party websites, such as social media, or plug-ins. Clicking on those links or enabling those connections may allow third parties to collect your Personal Data. We are not responsible for the processing of your Personal Data by these parties. Please refer to the privacy policy of such third parties if you want to learn more about their data processing practices.

### 3. Personal Data We Process

When accessing and using our Platform and our services, we may collect and process the following Personal Data:

#### 3.1. Information you provided to us

You choose to give us information about you, such as:

- i. Identity data and information about the company you work for, your position or title and your relationship to a person, and other basic information;
- ii. Contact details, such as your billing and delivery address, phone number and email address;

- iii. Financial information, such as you credit card number, amount of payment, transaction data;
- iv. Information in relation to our services, such as your offers, your orders, your purchases, your account registration, your role as a supplier or a buyer, etc.;
- v. Information in relation to materials and communications we send to you electronically (e.g. newsletters);
- vi. Additional information provided to us in the course of providing our services to you (e.g. information to handle your requests, complaints, information on your communication with us via phone, chat, e-mail);
- vii. Identity data and information about your guests in order to send them the invites.

We need to ensure that your Personal Data is accurate and up to date. Please keep us informed if the Personal Data you have shared with us changes during your relationship with us via the channel indicated under Section 17, and review as frequently as possible the details in your account settings on our Platform.

### **3.2. Information we receive from others**

We may also receive information about you from third parties, such as:

- i. Information provided to us by social media when you use your social media log-in to create your account;
- ii. Information provided to us by or on behalf of the other users or generated by us in the course or providing services to users;
- iii. Information from social medias platforms, when you post videos and/or photos of the goods, services, activities and/or locations you purchased/booked on our Platform;
- iv. Information from our partners, such as a payment provider like Stripe.

### **3.3. Information we collect when you use our services**

We will collect information about the way you access and use our Platform, in particular:

- i. Information in relation to your activity on our Platform, such as the product pages you visit, interaction with other users of the Platform, information on how often you visit the Platform;

- ii. Information from and about the device you use to access our Platform;
- iii. Information provided to us by our cookies and other analytical tools;
- iv. Information resulting from your inputs throughout your use of the Platform such as but not limited to pictures, videos, texts, etc.;
- v. Information in relation to materials and communications we send to you electronically, for example your use of marketing e-mails;
- vi. Information provided to us by our e-mail service provider which includes when you open one of our e-mails and the links you clicked on.

#### **4. How we collect your Personal Data**

We collect your Personal Data in particular when you access and use our Platform or when you interact with us, for example when you request information, or when you register to our newsletter;

We also automatically collect Personal Data by means of cookies and other analytical tools (see Sections 11 and 12) or from other sources for example to keep your information up to date using publicly available sources.

#### **5. For what purposes do we process your Personal Data?**

We use and process your Personal Data for the following purposes:

- i. To administer your account, including the creation and the managing of your account;
- ii. To collect and recover money owed to us;
- iii. To provide and improve our services to you and the other users of the Platform;
- iv. To provide and improve our Platform, including monitoring and evaluating its use;
- v. To communicate with you and respond to your queries;
- vi. To carry out and administer our relationship with you and the other users;
- vii. To promote and inform you about changes to our Platform;

- viii. To provide you with information on our Platform, advertising and marketing campaigns, updates by sending you newsletters, surveys, alerts;
- ix. To protect and defend our rights;
- x. To comply with our legal and regulatory obligations.

## **6. On which ground do we process your Personal Data?**

We process your Personal Data on the following basis:

- i. That is necessary for us to perform a contract;
- ii. For the establishment, exercise or defence of legal claims or proceedings;
- iii. To comply with legal and regulatory obligations;
- iv. For legitimate interests including the interests set out above; and/or
- v. Based on your consent.

## **7. Automated Decision-making**

By “automated decision-making” is meant any Processing which results in a decision that is based solely on automated processing including profiling (i.e. without any human involvement, for example based on automated algorithm technics), which produces legal effects or similar significant effects on the data subjects.

## **8. Marketing**

We may use your name and e-mail address(es) to send you publications, alerts, updates, promotions and other information by e-mail. However, we will ask for your consent first unless we have obtained your contact details from you in the context of our services and you have not opted out from receiving such marketing communications.

If you no longer wish to receive marketing communications from us, you can unsubscribe at any time by using the unsubscribe link in the newsletter or by contacting us at any time.

## **9. Retention of your Personal Data**

We store your Personal Data for as long as it is necessary for the purposes for which the data is collected, and as long as we have a legitimate interest in keeping Personal Data, for example to enforce or defend claims or for archiving purposes and IT security. We also retain your Personal Data as long as it is subject to a legal retention obligation.

The period of retention depends on the type of data concerned and the applicable legal requirements.

## 10. Data Security

We use various technical and organizational measures to help protect your Personal Data from unauthorized access, use, disclosure, alteration or destruction and to ensure an adequate level of protection and security of your Personal Data when Processing.

The transmission of information via the internet is not completely secure. Whilst we will do our best to protect your Personal Data, we cannot ensure the security of your Personal Data during transit to our Platform. Any information you submit is sent at your own risk.

## 11. Cookies

Our Platform uses cookies. Cookies are small files that your browser automatically creates and that are stored on your device (laptop, tablet, smartphone, etc.) when you access and use our Platform. The cookie is used to store information that is related to the specific device used.

We use the following types of cookie:

- i. **Session Cookies.** These are cookies that serve to make use of our Platform more pleasant to you. For example, they recognize that you have already visited individual pages on our Platform. They are stored for the length of your browsing session and are automatically deleted after leaving our pages;
- ii. **Temporary Cookies.** These cookies are stored on your device for a specific period of time. They are used to improve usability of our Platform by keeping your preferences for the Platform, e.g. they will remember the inputs and settings you have made for the next time you visit our Platform so that you do not have to re-enter them;
- iii. **Analytical Cookies.** These cookies statistically record the use of our Platform (e.g. number of visitors, which pages they visit, etc.) and evaluate it. They allow us to optimize our content and to show you content that meets your personal interests;
- iv. **Technical Cookies.** These Cookies are necessary for the Platform to operate. They will enable you to move around our Platform and use its features. They also allow our Platform to remember the user authentication;
- v. **Third-party cookies.** These Cookies are used to enable you to share pages and content that you find interesting on our services through third-party social networking and other websites or services (e.g. Google, Instagram, Facebook, etc.). We have no control and are not

responsible for the data processing that such third parties may undertake and you understand that such processing may fall under the data processing policies of said third parties.

Most browsers accept cookies automatically. You can configure your browser so that no cookies are stored on your computer, or so that a prompt appears before a new cookie is created. However, please pay attention that disabling cookies completely may mean that you cannot use all features of our Platform.

Whenever we use cookies that are not technically required for the use and maintenance of our Platform, we will request your consent.

You can prevent the installation of cookies by setting your browser software accordingly. However, we must point out that in this case not all features of our Platform may be fully functional.

## **12. Tracking, Targeting and Social Plug-Ins**

We use various tracking and targeting tools including analytic services. Please note that we are not responsible for the processing by these third parties. If you wish to learn more about on how these parties process your Personal Data please see their own privacy notices.

Our Platform use **Google Analytics**, a web analytic service provided by Google LLC, USA that tracks and reports on the manner in which our web pages are used, such as:

- i. Browser type / version,
- ii. Used operating system,
- iii. Referrer URL (the previously visited page),
- iv. Host name of the accessing terminal (IP address),
- v. Time of server request,

This information is transmitted to a Google server in the US and stored there. The information is used to evaluate the use of the Platform, to compile reports on website activity, and to provide other services related to website activity and internet usage for the purposes of market research and tailor our website design. It may also be transferred to third parties if required by law or if third parties process this data on our behalf. The IP addresses are anonymized, so that such a merger is not possible (IP masking).

Google Analytics collect the aforementioned information by placing cookies on your computer or other device. You can prevent the installation of cookies by setting your browser software accordingly (see Section 11 “Cookies” for more information).

You may also prevent the collection of data generated by the cookie related to your use of the Platform and the Processing of this data by Google by downloading and installing a browser add-on.

As an alternative to the browser add-on, especially for browsers on mobile devices, you can prevent the collection of data by Google Analytics by following this link:

[https://support.google.com/analytics/answer/9019185?hl=en&ref\\_topic=2919631#zippy=%2Cin-this-article](https://support.google.com/analytics/answer/9019185?hl=en&ref_topic=2919631#zippy=%2Cin-this-article).

An opt-out cookie will be set that will prevent the future collection of your data when you visit the Platform. The opt-out cookie is only valid on that browser and only for our Platform and is stored on your device. If you delete cookies in that browser, you must set the opt-out cookie again.

We also use **Hotjar**, in order to better understand our users’ needs and to optimize this service and experience. It is a technology service that helps to better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don’t like, etc.) and this enables us to build and maintain our service with user feedback.

Hotjar uses cookies and other technologies to collect data on our users’ behavior and their devices (in particular device’s IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile.

Neither Hotjar nor us will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar’s privacy policy by following this link: <https://www.hotjar.com/legal/policies/privacy/>

You can opt-out to the creation of a user profile, Hotjar’s storing of data about your usage of our site and Hotjar’s use of tracking cookies on other websites by following this opt-out link <https://www.hotjar.com/policies/do-not-track/>.

### **13. Who we share your Personal Data with**

For the purposes set out in this Policy and where necessary, we may share your Personal Data with third parties, in particular:

- i. The other users. When you act as a buyer and you place an order on our Platform, we will inform the relevant supplier(s) of that order so that they can accept/refuse, process and deliver your order;
- ii. Service providers (e.g. IT service/hosting provider; payment service providers; cloud service provider);
- iii. Business partners (e.g. insurance company);
- iv. Other parties (e.g. lawyers, debt collection and credit agencies, consultants, auditors).

We may also disclose your Personal Data (i) where we are required or permitted to do so by law or legal process, for example to respond to a court order or a request from a law enforcement agency, (ii) where we have a legitimate interest in doing so, for example in preventing harm or financial loss, (iii) in connection with an investigation of suspected or actual fraudulent or other illegal activity, (iv) to bring our defence against a claim or a lawsuit, or (v) if we sell or transfer all or a portion of our business or assets (including in the event of reorganization, dissolution or liquidation).

**We do not disclose your Personal Data to other parties who may use it for their own purposes, including third party marketing.**

### **14. Transfers of your Personal Data to other countries**

We may transfer your Personal Data to recipients located abroad, including in countries that do not provide the same level of protection as Swiss law and/or EU law. Before we do so we will ensure appropriate measures are in place to protect your Personal Data, for example by requiring the recipient to agree to data processing agreements and through a careful selection of the recipient. If you would like to receive a copy of these agreements, please contact us via the channel indicated under Section 17 "Contact Information".

### **15. Your rights**

You are entitled to:

- i. Ask for details of the Personal Data we hold about you and how we process it and to receive a copy of your Personal Data;
- ii. Have your Personal Data rectified or deleted and to restrict our Processing of that information;

- iii. Withdraw your consent (to the extent that the Processing is based on your consent). Please note that even after you have chosen to withdraw your consent, we may be able to continue to process your Personal Data to the extent required or permitted by law;
- iv. Lodge a complaint in relation to the Processing of your Personal Data with a local supervisory authority, in Switzerland with the Federal Data Protection and Information Commissioner.

## **16. Amendments to this Notice**

We may amend this Notice over time. You will be notified of any significant changes or additions to this Notice through an appropriate channel, such as via e-mail or our Platform.

If you do not agree with the amendments, we suggest that you stop using and accessing our Platform.

## **17. Contact information**

HipHipHub AG is a company limited by shares (SA/AG), incorporated under the laws of Switzerland, with its seat at Binzigerstrasse 48, Uetikon am See, Switzerland (CHE-386.127.848).

If you have any questions or concerns regarding these Notice or otherwise would like to exercise your legal rights in respect of your Personal Data, please contact us by e-mail at [info@hiphiphub.com](mailto:info@hiphiphub.com).

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