

Privacy policy

1. Generale

Novamarketing AG 6830 Chiasso, is the operator of the website www.novamarketing.ch and the provider of services offered thereon. Hence, Novamarketing AG is responsible for the collection, processing and use of your data and has to ensure compliance with Swiss law. Protecting your personal data is a huge priority to Novamarketing AG. Here you will find information on what kind of data is collected and used on www.novamarketing.ch. You will also learn how you can verify the correctness of such data and have it deleted by us. Please note that this privacy statement may be changed from time to time. Therefore, we recommend reading this Privacy Statement on a regular basis to make sure that the most recent version is always known to you.

2. Visitors

By visiting www.novamarketing.ch you will receive a 32-digit, random number-number combination. With this number we can identify you during the whole shopping tour. So you stay anonymous.

Furthermore, certain data is automatically stored, either for system administration or for statistical, security or tracking purposes, on our servers and those of the providers of the services and products we subscribe and/or have installed. This data includes:

- the name of your internet service provider
- their IP address
- the version of your browser software
- the operating system of the computer that was accessed on www.novamarketing.ch
- the date
- the time of day
- the website from which you visit www.novamarketing.ch
- the Keywords you have used to find www.novamarketing.ch
- the language

In some circumstances such data can be used to infer information on certain visitors. No personal data is used in this context, however.

Only when ordering, personal information must be provided. These are not only your name and address, but also details of the payment method.

3. Buyer and user

a. Collection, use and processing of personal and company data

By signing up as a www.novamarketing.ch user and entering your data, you agree that your data will be used for service-related purposes.

Furthermore, you agree that your data can be used for third-party advertising efforts/purposes. If you do not want your data to be used for advertising purposes, you can at any time forbid it by sending us your request by e-mail to

info@novamarketing.ch.

Mandatory details are:

- Company name
- First name
- address
- Country ZIP Location
- phone
- E-mail
- Type of payment

Voluntary information is:

- Company Identification Number (UID)
- type of business

b. Data Disclosure

Insofar as it may be necessary for order processing, your data will be shared with our partners (third parties). If your data is shared with external service providers, technical and organisational measures will be taken to make sure that such data sharing is compliant with applicable data protection laws. If you provide us with any personal or corporate data on your own, we will not use, process or disclose such data beyond the extent permitted by law or your consent. In addition, we will share your data with external service providers only if this is necessary for order processing and such partners have agreed to comply with applicable confidentiality and due diligence regulations. Furthermore, we will disclose your data only if obliged to do so under applicable laws or so ordered by an administrative or judicial authority.

c. Inquiry, Deletion and Correction

You can at any time request information on what of your data we store. For this purpose, please e-mail us at the following address. Please also attach and send your proof of identity to the same address.

You can at any time request that your data be deleted or corrected. Of course, you are also entitled to withdraw at any time your declared consent to the future use or processing of your personal data. For this purpose, please e-mail us at

info@novamarketing.ch

We delete the stored data as soon as it is not used for the specified purposes any more.

As far as data deletion is concerned, please note that we are subject to some legal obligations whereby certain data is required to be stored for a specific period of time. We have to comply with these obligations. If you wish that we delete any of your data that is required by law to be stored, we will block such data and use it only to meet our legal obligation to store the same. Once the legal storage period is reached, we will delete your data as requested.

4. Data Security

We will keep your data safe and therefore take all appropriate measures to protect it against loss, unauthorised access, abuse or any changes whatsoever. Our staff members and business partners who may have access to your data will be contractually obliged to keep such data confidential and comply with applicable data protection laws. In some cases we will need to forward your requests to our affiliates. Also in these cases your data will be handled with confidentiality.

5. Cookies

To help you experience our website www.novamarketing.ch, we use so-called cookies. Cookies are small pieces of information needed for the use of our website www.novamarketing.ch that your browser stores on the hard disk of your computer. The information contained in the cookies help us control your visiting session, in particular in order to improve your navigation and make our website highly user-friendly. The cookies we use do not record any personal information whatsoever. In most web browsers cookies are accepted automatically. You can prevent it by configuring your browser. You can at any time delete cookies stored on your computer by clearing the temporary Internet data (Tools/Internet Options bar).

If you disable the cookies, you may be unable to use all the functionalities of our portal.

6. Google Analytics

This website uses Google Analytics, a web analysis service from Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ('Google'). Google Analytics uses so-called 'cookies', text files stored on the your computer to help analyse how you use the website. The information created by the cookie (browser type/release, operating system, referrer URL, previously visited websites, IP address, server request time) concerning the usage of this website is usually sent to a Google server in the USA, where it will be stored. However, if you enable IP anonymisation on our website, Google, in Member States of the European Union or any other states being party to the Agreement on the European Economic Area, will first truncate your IP address.

Only in exceptional cases, the full IP address will be sent to a Google server in the USA and truncated there. Google will use this information to analyse your usage of the website, generate website activity reports for website operators and provide other services related to the use of the website and the Internet. Google may also disclose such information to third parties provided that it is required to do so by applicable laws or it has outsourced data processing to a third party. The IP address sent by your browser under Google Analytics will not be merged with any other data already in Google's possession.

You can prevent the installation of cookies by setting your browser accordingly. Please note, however, that in such an event you may not be able to fully use all the functionalities of this website. By using this website, you agree to Google processing the data it collects about you in the way and using the methods described above and for the purposes specified above. More information on the web analysis service used can be found on Google Analytics website. The instructions on how you can prevent your data from being processed by the web analysis service can be found on <http://tools.google.com/dlpage/gaoptout?hl=de>.

7. Changes

Any changes to this Privacy Statement will be published on this website. Thus, you will always be able to learn which data we store and how we collect and use it. Here you can save and/or print out the provisions of the Privacy Statement.