

Kanya AG Privacy Policy

Kanya AG, Neuhofstrasse 9, 8630 Rütli, Switzerland, attaches great importance to protecting the personal data of our contacts, customers, suppliers, interested parties, partners, and users of our website. For

1. Categories of data, purpose of processing, and legal basis

In cooperation with our business partners, Kanya AG processes personal data for the following purposes:

- to communicate with business partners concerning products, services, and projects, e.g. requests for quotations
- to manage (contractual) business relationships between Kanya AG and the business partner, e.g. for orders of products and services, payment processes, accounting, billing, and debt collection;
- to conduct marketing campaigns, market analyses, customer surveys, customer events, newsletter or similar activities
- to have our web server collect and process automatically when visiting our website
- to protect the security of our products and services and our website, to prevent and detect security risks, fraud, or other criminal or malicious activities
- to compliance with legal requirements (e.g. tax and commercial law data retention regulations); to execute compliance screenings as well as special contract components (e.g. standard requirements);
- to enforce existing contracts; and to assert, exercise, and/or defend legal claims.
- usage data (e.g. websites visited, access times, click behavior)
- Metadata / communication data (e.g. IP addresses, device information)
- Server log files (e.g. browser type and version, operating system used, referrer URL, host name of accessing computer, time of server inquiry)

Kanya AG may process the following categories of personal data for the aforementioned purposes:

- contact information, such as first and last names, profession/industry, business address, business telephone number, business mobile phone number, business fax number and business email address
- further information which must be processed as part of a project or to execute a contractual relationship or which is voluntarily provided by our contacts when placing orders, making enquiries, or in other project details;
- information that can be collected from publicly available sources (e.g. titles, job titles);
- information required for compliance screenings and relevant legal proceedings and other legal disputes in which the business partners are involved.

The processing of personal data is necessary to achieve these purposes, including the performance of (contractual) business relations with the business partner.

2. Responsible for processing your data

Kanya AG
Neuhofstrasse 9
8630 Rütli
Switzerland
info@kanya.com

3. Transmission and forwarding of personal data

Kanya AG may transfer personal data to partners for the purposes mentioned above (e.g. Kanya representatives, TraceParts S.A.S. (3D & CAD provider), web and IT service providers), but only if this is necessary to fulfill said purposes.

Kanya AG may transfer personal data to courts, supervisory authorities, or law firms if this is legally permissible and necessary in order to comply with applicable laws or to assert, exercise, or defend legal claims.

Data will be transferred to countries outside Switzerland, the EU, or the EEA only if necessary to execute general business transactions as described under point 1 or if prescribed by law.

4. Automatic data processing when you visit our website

It is possible to visit our website at any time without providing personal information. However, for the use of certain services, such as CAD downloads of products on our website, prior registration is required, during which you must accept the privacy policy accordingly. The information you enter will be used as described in point 1. So that our website is userfriendly, stable, and secure, we automatically collect and process the necessary (pseudonymous) technical data (e.g. URL, IP address, etc.).

This data is temporarily stored in so-called server log files. A personal evaluation of this data does not take place and it is not combined with other data sources.

5. Use of cookies

Some of our webpages make use of cookies. Cookies are used to make our websites user-friendly and attractive and to enable the use of certain functions. You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis or in general whether to accept or reject a cookie. Disabling cookies may limit the functionality of this website.

Google Analytics

Our website uses Google Analytics. Its cookies are usually stored by Google Analytics. The storage is based on Art. 6 § 1 DSGVO. The website operator has a legitimate interest in analysing user behaviour so that it can continuously optimise its website. We have activated the IP anonymisation feature on this website. Your IP address will be truncated by Google within the European Union or other parties to the Agreement on the European Economic Area and anonymised prior to transmission to the United States.

Google Ads

We use Google Ads, an online advertising program forming part of Google Marketing services and provided by Google LLC, based in the USA, or if your habitual place of residence is in the European Economic Area (EEA) or Switzerland, by Google Ireland Limited based in Ireland (hereinafter Google). Google Ads places a cookie ("conversion cookie") on your computer if you access our website via a Google advertisement. These cookies have limited validity, do not contain any personal data, and thus are not used for personal identification. If you visit particular websites of ours and the cookie has not yet expired, we and Google can see that you have clicked on the advert to reach our website. Every Google Ads client contains a different cookie, so cookies cannot be tracked via the websites of Ads clients. The information collected using conversion cookies is used by Google to create conversion statistics for Ads clients who have opted for conversion tracking. These statistics show us the total number of users who have clicked on our adverts, and also which of our websites the relevant user subsequently visits. We do not receive any information that would enable us to personally identify you. Further information about Google Ads can be found in [Google's Privacy & Terms](#).

Google Tag Manager

We also use Google Tag Manager to integrate and administer Google analysis and marketing services on our website. Google Tag Manager is a solution enabling us to administer website tags via an interface. Google Tag Manager itself, which implements the tags, is a cookie-free domain and does not record any personal data. However, the tool triggers other tags that may record your personal data in some circumstances. Google Tag Manager itself does not access this data. If deactivation has been performed at domain or cookie level, this remains in place for all tracking tags implemented using Google Tag Manager. Further information can be found in [the terms of service](#).

6. Registering for downloads from our website

You will need to register to download CAD datas or documents which are available on our website. The personal data will only be used for the purposes described under point 1.

7. Newsletter

If you would like to receive our newsletter, we require a valid email address as well as information which allows us to verify that you are the owner of the email address provided and that you agree to receive this newsletter. Business cards and addresses provided by email inboxes constitute consent as described above. The data will be stored by us until you unsubscribe from the newsletter. You can unsubscribe from the newsletter at any time by clicking the corresponding link within each newsletter.

ActiveCampaign

For newsletters and marketing automation, we use the services of ActiveCampaign, LLC, 150 N. Michigan Ave Suite 1230, Chicago, IL, US, USA. When you enter data for the purpose of receiving newsletters (e.g. your e-mail address), this data is stored on Active Campaign's servers in the USA. Active Campaign is certified in accordance with the "EU-US Privacy Shield". The "Privacy Shield" is an agreement between the European Union (EU) and the USA, which is intended to ensure compliance with European data protection standards in the USA. With the help of Active Campaign, we can analyse our newsletter campaigns. When you open an email sent with Active Campaign, a file contained in the email (known as a web beacon) connects to Active Campaign's servers in the USA. This makes it possible to determine whether a newsletter message has been opened and which links, if any, have been clicked on. In addition, technical information is recorded (e.g. time of retrieval, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. It is used exclusively for the statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients. If you do not want any analysis by Active Campaign, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. Furthermore, you can also unsubscribe directly on our website. The data processing is based on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation. For more information, see Active Campaign's privacy policy at: <https://www.activecampaign.com/privacy-policy/>.

8. Google Maps

This website uses the Google Maps service provided by Google LLC, based in the USA ("Google"). This allows us to display interactive maps directly on the website and offers you convenient use of the map functionality. When using Google Maps, the information regarding usage of our website (including your IP address) may be delivered to a Google server in the USA and stored there (see section above on Google Analytics for associated guarantees). Further information about Google Maps can be found in Google Maps' [terms of service](#).

9. Social Media Pages

We operate social media profiles on LinkedIn and YouTube. The data provided by you on our social media profiles is published by the social media platform and is not used or processed by us for other purposes at any time. However, we reserve the right to delete content should this be necessary. We will communicate with you via the social media platform if need be. The basis for this is your and our legitimate interest in communicating via this method. You should be aware that social media platform operators use web tracking methods. Web tracking, which is outside of our control, may occur regardless of whether you are registered with or logged on to the social media platform.

Details of data processing by social media platform providers can be found in the relevant provider's privacy policy:

<https://www.linkedin.com/legal/privacy-policy>
<https://policies.google.com/privacy?hl=en>

10. How long will your data be stored?

In general, we only store personal data as long as necessary to fulfil the transaction or purpose for which it was processed or until you request deletion of the personal data from us for legitimate reasons. After expiry of these storage periods, your data will be deleted as part of our irregular data purges, unless the data is still required for the business purposes listed under point 1.

11. Right to revoke consent

If you have given consent to process your personal data, you have the right to withdraw your consent with future effect at any time. Such revocation does not affect the legality of any prior processing done based on that consent.

Once exercised, Kanya AG may process said data only to the extent that we are entitled to on another legal basis. Providing us with a business card constitutes consent as described above.

No specific form is required to revoke your consent. Simply send in written to the following address:

Kanya AG
Neuhofstrasse 9
8630 Rüti, Switzerland
info@kanya.com

12. Right to information, correction, deletion, or restriction of your personal data

Each data subject has the right to access, correct, delete, or restrict their personal data (Art. 15, 16, 17, 18 DSGVO). You may assert these rights at any time by contacting us:

Kanya AG
Neuhofstrasse 9
8630 Rüti, Switzerland
info@kanya.com

You have the right of appeal to a supervisory authority, in particular in the Member State where you reside, work, or where the infringement is suspected, if you believe that the processing of your personal data is in contravention of DSGVO.

13. How do we protect your data?

We take appropriate security measures to ensure the confidentiality, integrity and availability of your personal data, to protect it against unauthorized or unlawful processing, and to counter the risk of loss, inadvertent alteration, accidental disclosure or unauthorized access.