

Privacy policy

Scheerer Optik Bahnhofplatz 9 8001 Zürich

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This version was translated with deepl.com. In case of litigation only the German version is legally binding.

What is this privacy policy about?

"Personal data" is any information that can be associated with a particular person, and "process" means any handling of it, e.g. obtaining, using and disclosing it. We therefore process personal data very often. We explain in this privacy statement how we do this in the course of our business and in connection with our website. If you would like further information about our data processing, please contact us (section 1).

1. Who is responsible for processing your data?

For data processing according to this privacy policy, the following company is the "responsible party", i.e. the party primarily responsible under data protection law (also "we"):

Scheerer Optik AG, Bahnhofplatz 9, 8001 Zürich

If you have any questions regarding data protection, please feel free to contact us at the following address:

Scheerer Optik AG, Bahnhofplatz 9, 8001 Zürich, info@scheereroptik.ch

2. How do we process data in connection with our products and services?

Our products include, for example, eyeglasses, sunglasses and contact lenses and our services include, for example, eye tests and optical consultations. If you make use of our products and services (together "services"), we process data for the preparation of the conclusion of the contract and for the execution of the corresponding contract:

- We may advertise our services, e.g. through customer mailings. You will find further details on this under item 3.
- If we are in contact with you with regard to a contract, we process data, e.g. if you make an appointment with us or receive advice from us. This applies in particular to data that you provide to us, e.g. name, contact data or date of birth, information about services requested and the date of contact.
- In this context, we often also process health data that is considered particularly worthy of protection under data protection law. This includes, for example, medical information relevant to the optical consultation, optical correction values, further information for the fitting of glasses and contact lenses or examination results. We can obtain certain health data at your request. (e.g., through eye tests, contact lens fitting, eyeglass centration.) If you have given the appropriate verbal or written consent, we may transmit health data directly to a third party (e.g., to your ophthalmologist or in connection with a contact lens fitting, data (birth date, corneal radii, possible lens photos) will be forwarded to suppliers).
- If we conclude a contract with you, we process the data from the run-up to the conclusion of the contract (see above) and information on the conclusion of the contract itself (e.g. the conclusion date and the subject of the contract).
- We also process personal data during and after the term of the contract. This concerns, for example, information on the purchase of services, but also on payments, contacts with customer service, complaints, defects, product warranties, returns, in the case of services available online also access data and - if there should be disputes in connection with the contract - also on these and corresponding procedures. We use this data because we cannot process contracts without it.
- We also process the aforementioned data for statistical evaluations (e.g. which products are purchased how often, at what times, by which customer groups, etc.). Such evaluations support the improvement and development of products and business strategies. We may also use it in a person-related manner for marketing purposes; you will find further information on this in section 3.

In the case of contractors who are companies, we process data of the contact persons with whom we are in contact, e.g. name, contact details, professional details, details from communication and details about management persons, etc. as part of the general information about companies with whom we work.

3. How do we process data in connection with advertising?

We also process personal data in order to advertise ourselves and our services:

- Newsletter: We do not send electronic newsletters without first asking for your consent.

- Customer advertising: We send out customer information from time to time (glasses passport, service request, etc.) as well as advertising in paper form. You can tell us at any time if you no longer want us to use your data.
- SMS, WhatsApp, Threema, Signal: We use this service to inform you about the completion of the glasses, pick up of contact lenses, or request for contact lens check and the like. For this purpose, we obtain your consent.
- Contact form: If you contact us via the online form or by e-mail, we store the information you provide in order to answer your inquiry and to be able to ask possible follow-up questions.
- Market research: We also process data to improve services and develop new products, e.g. information about your purchases or information from customer surveys.
- Instagram, Facebook: We do not run these accounts.

You can remove yourself from these distribution lists at any time so that you are only contacted for the processing of an order.

4. How do we work with service providers?

We use various services from third parties, especially IT services (examples are providers of hosting data analysis services), shipping and logistics services and services from banks, the post office, consultants, etc.. You will find details of service providers for our website under section 6. These service providers may also process personal data to the extent necessary.

5. How do we process data in connection with our website?

For technical reasons, every time you use our website, certain data is collected and temporarily stored in log files (log data), in particular the IP address of the end device, information about the Internet service provider and the operating system of your end device, information about the referring URL, information about the browser used, the date and time of access, and content accessed when visiting the website. We use this data so that our website can be used, to ensure system security and stability, to optimize our website and for statistical purposes.

Our website also uses cookies, which are files that your browser automatically stores on your terminal device. This allows us to distinguish individual visitors, but usually without identifying them. Cookies may also contain information about pages accessed and the duration of the visit. Certain cookies ("session cookies") are deleted when the browser is closed. Others ("persistent cookies") remain stored for a certain period of time so that we can recognize visitors on a later visit.

You can configure your browser in the settings so that it blocks certain cookies or similar technologies or deletes cookies and other stored data. You can find more information about this in the help pages of your browser (usually under the keyword "Privacy").

These cookies and other technologies may also come from third-party companies that provide us with certain functions. These may also be located outside of Switzerland and the EEA (see section 7 for details). For example, we use analytics services to help us optimize and personalize our website. Cookies and similar technologies from third-party providers also enable them to target you with individualized advertising on our websites or on other websites and social networks that also work with this third party and to measure how effective advertisements are (e.g. whether you arrived at our website via an advertisement and what actions you then take on our website). The relevant third parties may record the use of the website for this purpose and combine their recordings with further information from other websites. In this way, they can record user behavior across multiple websites and end devices in order to provide us with statistical analyses on this basis. The providers may also use this information for their own purposes, e.g. for personalized advertising on their own website or other websites. If a user is registered with the provider, the provider can assign the usage data to the relevant person.

Two of the most important third-party providers are Google and Facebook. You will find more information about them below. Other third-party providers generally process personal and other data in a similar manner.

Google AdWords: This website uses the online advertising program "Google Ad-Words" and as part of it the conversion tracking. Google Ad-Words sets a cookie on your computer if you have accessed our website via a Google ad. These cookies lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of our website and the cookie has not yet expired, we and Google can recognize that the user clicked on the ad and was redirected to this page. Each Google AdWords customer receives a different cookie. Cookies can therefore not be tracked across AdWords customers' websites.

The information collected using the conversion cookie is used to create conversion statistics for AdWords customers who have opted in to conversion tracking. Customers learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that personally identifies users.

If you do not wish to participate in the tracking process, you can easily deactivate the Google conversion tracking cookie via your internet browser under user settings. You will then not be included in the conversion tracking statistics. You can find out more about this in Google's privacy policy at <http://www.google.de/policies/privacy/>.

We use Google Analytics on our website, an analysis service provided by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA, USA) and Google Ireland Ltd (Google Building Gordon House, Barrow St, Dublin 4, Ireland). Google collects certain information about the behavior of users on the website and about the terminal device used. The IP addresses of visitors are shortened in Europe before being forwarded to the USA. Google provides us with evaluations based on the recorded data, but also processes certain data for its own purposes. To disable Google Analytics, Google provides a browser plug-in at <https://tools.google.com/dlpage/gaoptout?hl=de>

Our website also uses the "Meta Pixel" and similar technologies from Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. This allows us to ensure that our ads on Facebook and Facebook's partners ("Audience Network") are only displayed to users who are likely to be interested in these ads.

Integration of third-party services and content. Our offer sometimes includes content, services and performances of other providers. These are, for example, maps provided by Google Maps, videos from YouTube and graphics and images from other websites. In order for this data to be called up and displayed in the user's browser, the transmission of the IP address is mandatory. The providers (hereinafter referred to as "third-party providers") therefore perceive the IP address of the respective user.

Even though we strive to use only third-party providers who only need the IP address to deliver content, we have no influence on whether the IP address may be stored. In this case, this process serves statistical purposes, among other things. If we have knowledge that the IP address is stored, we point out to our users that.

Google Maps. On our website, we use Google Maps (API) from Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; responsible for Europe is Google Limited Ireland, "Google"). Google Maps is a web service for displaying interactive (land) maps in order to visually present geographical information. By using this service, our location is shown to you and a possible approach is made easier. Already when calling up those sub-pages in which the map of Google Maps is integrated, information about your use of our website (such as your IP address) is transmitted to Google servers in the USA and stored there. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you do not want the assignment with your profile at Google, you must log out before activating the button. Google stores your data (even for users who are not logged in) as usage profiles and evaluates them.

For data transfers to the USA, Google has undertaken to sign and comply with the EU standard contractual clauses.

Use of Google AdSense / Google Remarketing. Advertisements from Google AdSense are integrated on this website. Google AdSense is a remarketing function of Google Inc (in short: Google). It allows the presentation of interest-based advertisements to visitors of this website. For these purposes, cookies are stored on the one hand. Cookies are text files containing information that makes it possible to recognize visitors, for example by their IP address. On the other hand, Google AdSense works with so-called web beacons. These are invisible graphics that can be used to evaluate visitor traffic on a website. Google transfers this information to the USA and stores it there on its servers. According to Google, no personal data is stored in this context. Furthermore, the IP address is not merged with other data already stored by you. However, Google may pass on the information to contractual partners.

Users have the option to deactivate the remarketing function. To do so, please make the appropriate settings on the following website: <http://www.google.com/settings/ads>.

Or go to http://www.networkadvertising.org/managing/opt_out.asp to prevent cookies from being stored that enable the use of interest-based advertising by the advertising network initiative. Alternatively, the installation of cookies can be prevented via the appropriate setting in the browser - please follow the instructions in the help function of your browser. This may restrict the range of functions of the offer.

If you use our offer, you agree that Google collects and processes the data in the manner described.

Myopia.Care: The controller has integrated components of Myopia.Care on this website. Myopia.Care is a free online questionnaire for risk analysis of high myopia in adulthood. My-opia.Care uses an algorithm for this analysis and makes it available to the eye specialist. The questionnaire can be embedded in this website via an external link or for direct use in an iframe. The operator of My-opia.Care is Pascal Blaser, chemin du Parc de Valency 1, 1004 Lausanne, Switzerland.

By each call of one of the individual pages of this website, which is operated by the controller and has been integrated with Iframe, the Internet browser on the information technology system of the data subject is automatically ver-tained by the respective display of the Myopia.Care questionnaire. Within the scope of this technical procedure, the operator obtains knowledge of which specific sub-page of our website is visited by the data subject.

The data provided can be deleted by clicking on the link https://www.myopia.care/remove_my_data. The data protection provisions published by Myopia.Care, which can be accessed at <http://www.myopiacare.com/de/datenschutz/>, provide information about the collection, processing and use of personal data by the operator.

6. Are there any other processing operations?

Yes, because very many processes are not possible without processing personal data, including common and even unavoidable internal processes. It is not always possible to determine this precisely in advance, nor the extent of the data processed in the process, but you will find details of typical (although not necessarily frequent) cases below:

- Communication: When we are in contact with you: When you call us or communicate with us via email, SMS, we process communication content information about the nature, timing and location of the communication. For your identification, we may also process information about proof of identity.
- Compliance with legal requirements: Within the framework of legal obligations or powers and to comply with internal regulations, we may disclose data to authorities.
- Prevention: We process data to prevent criminal data and other violations, for example, in the context of fraud prevention or internal investigations.
- Legal proceedings: If we are involved in legal proceedings (e.g., court or administrative proceedings), we process data, for example, about parties to the proceedings and other persons involved, such as witnesses or persons providing information, and disclose data to such parties, courts and authorities, possibly also abroad.
- IT Security: we also process data for monitoring, controlling, analyzing, securing and reviewing our IT infrastructure, as well as for backups and archiving of data.

- Transactions: If we sell or acquire receivables, other assets, business units or companies, we process data to the extent necessary to prepare and execute such transactions, e.g. information about customers or their contact persons or employees, and also disclose corresponding data to buyers or sellers.
- Other purposes: We process data to the extent necessary for other purposes such as training and education, administration (e.g. contract management, accounting, enforcement and defense of claims, evaluation and improvement of internal processes, compilation of anonymous statistics and analyses; acquisition or disposal of receivables, businesses, parts of businesses or companies and safeguarding of other legitimate interests.

7. How long do we process personal data?

We process your personal data as long as it is necessary for the purpose of processing (in the case of contracts, usually for the duration of the contractual relationship), as long as we have a legitimate interest in storing it (e.g. to enforce legal claims, for archiving and/or to ensure IT security) and as long as data is subject to a statutory retention obligation (for certain data, for example, a ten-year retention period applies).

You are not obligated to disclose data to us, subject to individual cases (e.g. if you have to fulfill a contractual obligation and this results in the disclosure of data to us). However, for legal and other reasons, we must process data when we conclude and execute contracts. The use of our website is also not possible without data processing (see section 6).

8. What are your rights?

You have certain rights under applicable data protection law to obtain further information about and act on our data processing:

- You can request further information about our data processing. We are at your disposal for this purpose. You can also submit a request for information if you would like further information and a copy of your data.
- You can object to our data processing, especially in connection with direct marketing.
- You can have incorrect or incomplete personal data corrected or completed, or have it supplemented by a note of objection.
- You also have the right to receive the personal data that you have provided to us in a structured, common and machine-readable format, insofar as the corresponding data processing is based on your consent or is necessary for the performance of a contract.
- Insofar as we process data on the basis of your consent, you may revoke your consent at any time. The revocation is valid for the future.

If you wish to make use of such a right, please contact us (item 2). As a rule, we will have to verify your identity (e.g. by means of a copy of your ID card). You are also free to file a complaint against our processing of your data with the competent supervisory authority, in Switzerland the Federal Data Protection and Information Commissioner (FDPIC).

Changes to our data protection declaration: In order to ensure that our data protection declaration always complies with the current legal requirements, we reserve the right to make changes at any time. This also applies in the event that the data protection declaration has to be adapted due to new or revised services, for example new services. The new data protection declaration will then apply the next time you visit our website.

Privacy policy updated on 01.09.2023