

Privacy policy earlybird skis

Basic information

This data protection declaration is intended to inform the users of this website about the type, scope and purpose of the collection and use of personal data by the website operator earlybird skis.

The website operator takes your data protection very seriously and treats your personal data confidentially and in accordance with legal regulations. 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, the website operator or page provider, collect data on access to the website on the basis of our legitimate interest (see art. 6 par. 1 lit. f. DSGVO) and store these as "server log files" on the server of the website. The following data is logged in this way:

Visited Website
time at the 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 maximum of 7 days and then deleted. The data is stored for security reasons, e.g. to clarify cases of misuse. If data have to be deleted for reasons of evidence, they are excluded from deletion until the incident has been finally resolved.

Range measurement & cookies

This website uses cookies for pseudonymised 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 make the appropriate settings.

Collection and processing of personal data

The website operator 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.

Handling of contact data

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

Dealing with comments and contributions

If you leave a contribution or comment on this website, your IP address will be saved. This is done on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. DSGVO and serves the security of us as website operator: Because if your comment should offend against valid right, we can be sued for it, why we have an interest in the identity of the comment and/or contribution author.

Google Analytics

Due to our legitimate interests, this website uses for the optimisation and analysis of our online offer in the sense of Art. 6 para. 1 letter f. DSGVO uses the service "Google Analytics", which is provided by Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). 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 holds the European protection declaration and is certified under the Privacy Shield Agreement:
<https://www.privacyshield.gov/participant?id=a2zt0000000001L5AAI&status=Active>

IP anonymisation is used on this website. 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>

Alternatively, by clicking on this link (IMPORTANT: insert opt-out link), you prevent Google Analytics from collecting data about you within this website. By clicking on the link above you can download an "Opt-Out-Cookie". Your browser must therefore allow cookies to be stored. If you delete your cookies regularly, you will need to click on the link again each time you visit this website.

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 via advertising that is displayed to you)
<https://policies.google.com/technologies/ads?hl=en> (Use of cookies in advertisements)

Use of social media plugins from Facebook

Due to our legitimate interest in the analysis, optimization and operation of our online offering (as defined in Art. 6 para. 1 lit. f. DSGVO), this website uses the Facebook Social Plugin, which is provided by Facebook Inc. (1 Hacker Way, Menlo Park, California 94025, USA). The bindings can be recognised by the Facebook logo or the terms "Like", "I like", "Share" in the colours facebook (blue and white). Information about all Facebook plugins can be found via the following link:
<https://developers.facebook.com/docs/plugins/>

Facebook Inc. complies with European data protection law and is certified under the Privacy Shield Agreement:
<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

The plugin establishes a direct connection between your browser and the Facebook servers. The website operator has no influence on the nature and scope of the data that the plugin transmits to the servers of Facebook Inc. Information on this can be found here: <https://www.facebook.com/help/186325668085084>

The plugin informs Facebook Inc. that you as a user have visited this website. It is possible that your IP address may be stored. If you are logged into your Facebook account during your visit to this site, the above information will be linked to your Facebook account.

If you use the functions of the plugin - for example by sharing or "likening" a post - the corresponding information will also be transmitted to Facebook Inc.

Do you want to prevent Facebook. Inc. links this data to your Facebook account, please log out of Facebook before visiting this website and delete the stored cookies. You can use your Facebook profile to make further settings for data processing for advertising purposes or to object to the use of your data for advertising purposes. You can access the settings here:

Profile settings on Facebook:

https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen

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#!/>

To find out what data, for what purpose and to what extent Facebook collects, uses and processes data and what rights and setting options you have to protect your privacy, please read Facebook's data protection guidelines. You can find them here: <https://www.facebook.com/about/privacy/>

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 your personal data processed or 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 stored corrected, blocked or deleted, or if you 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 e-mail address:
info@earlybirdskis.ch