Privacy Policy

The website of Porzellanfabrik Langenthal AG (hereinafter referred to as "Porcelain Factory") is subject to Swiss data protection law, in particular the Federal Act on Data Protection (FADP), as well as any applicable foreign data protection law, such as the General Data Protection Regulation (GDPR) of the European Union (EU). The EU recognizes that Swiss data protection law ensures an adequate level of data protection.

Access to our website is via transport encryption (SSL/TLS).

We are delighted by your interest in our company. Data protection is of paramount importance to us. Our website can generally be used without providing any personal data. However, if a data subject wishes to use special services offered by our company via our website, processing of personal data may become necessary. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the data subject's consent.

The processing of personal data, such as the name, address, email address, or telephone number of a data subject, is always carried out in accordance with the applicable data protection regulations. This privacy policy aims to inform the public about the nature, scope, and purpose of the personal data we collect, use, and process. Furthermore, this privacy policy informs data subjects about their rights.

The porcelain factory, as the data controller, has implemented numerous technical and organizational measures to ensure the most complete possible protection of personal data processed via this website. However, internet-based data transmissions can fundamentally have security vulnerabilities, meaning absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us via alternative means, such as by telephone.

1. Name and address of the responsible party

The responsible party within the meaning of the laws (hereinafter referred to as "operator") is the

Langenthal Porcelain Factory AG

Bleienbachstrasse 22

CH-4900 Langenthal BE

Tel.: +41 62 919 04 04

Email: info@suisse-langenthal.ch

1.1 Contact details for data protection questions

For inquiries regarding data protection, please contact:

Email: info@suisse-langenthal.ch

2. General information on data processing

When you visit our website, we initially collect and use only the data specified in Section 3. Beyond this, we generally process our users' personal data only to the extent necessary for providing a functional website and our content and services. The collection and use of our users' personal data regularly only occurs with the user's consent. An exception applies in cases where obtaining prior consent is not possible for practical reasons and the processing of the data is permitted by law.

2.2 Legal basis for the processing of personal data

Insofar as we obtain the consent of the data subject for processing operations involving personal data, the Federal Act on Data Protection (DSG) or, where applicable, Article 6(1)(a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis for the processing of personal data.

When processing personal data necessary for the performance of a contract to which the data subject is a party, the Federal Act on Data Protection (FADP) or, where applicable, Article 6(1)(b) GDPR serves as the legal basis. This also applies to processing operations necessary for carrying out pre-contractual measures.

Insofar as the processing of personal data is necessary for compliance with a legal obligation to which our company is subject, the Federal Act on Data Protection (DSG) or, where applicable, Article 6(1)(c) GDPR serves as the legal basis.

If processing is necessary for the purposes of the legitimate interests pursued by our company or a third party, and the interests or fundamental rights and freedoms of the data subject do not override those interests, then the Federal Act on Data Protection (DSG) or, where applicable, Article 6(1)(f) GDPR serves as the legal basis for the processing.

2.3 Data deletion and storage period

The personal data of the data subject will be erased or blocked as soon as the purpose of storage no longer applies. Storage may also take place if this is provided for by European or national legislation in EU regulations, laws, or other provisions to which the controller is subject. Data will also be blocked or erased when a storage period prescribed by the aforementioned regulations expires, unless further storage of the data is necessary for the conclusion or performance of a contract.

3. Provisioning the website and creating log files

3.1 Description, purpose and scope of data processing

Each time our website is accessed, our system automatically collects data and information from the computer system of the accessing computer.

The following data is collected:

- Information about the browser type and version used
- The user's operating system
- The user's internet service provider
- The user's IP address
- Date and time of access
- Websites from which the user's system accessed our website
- Websites accessed by the user's system via our website

The temporary storage of the IP address by the system is necessary to enable the delivery of the website to the user's computer. For this purpose, the user's IP address must be stored for the duration of the session.

The log files contain IP addresses or other data that could allow identification of a user. This could be the case, for example, if the link to the website from which the user accessed the website, or the link to the website to which the user navigates, contains personal data.

The data is also stored in our system's log files. This data is not stored together with other personal data of the user.

The data is stored in log files to ensure the website's functionality. We also use this data to optimize the website and to ensure the security of our IT systems. The data is not used for marketing purposes.

3.2 Legal basis for data processing

The legal basis for the temporary storage of the data and log files is the Federal Act on Data Protection (DSG) or, if and to the extent applicable, Art. 6 para. 1 lit. f GDPR.

3.3 Storage duration

The data will be deleted as soon as it is no longer needed for the purpose for which it was collected. Technical server log files are automatically deleted after 365 days.

3.4 Right to object and have the matter removed

The collection of data for the provision of the website and the storage of data in log files is essential for the operation of the website. Therefore, there is no possibility for the user to object.

4. Use of cookies

These websites use cookies. Cookies are text files that are placed and stored on a computer system via an internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier for the cookie. It consists of a string of characters that allows websites and servers to recognize the specific web browser in which the cookie was stored. This enables the visited websites and servers to distinguish the individual browser of the data subject from other web browsers that contain different cookies. A specific web browser can be recognized and identified via the unique cookie ID.

By using cookies, we can provide users of this website with more user-friendly services that would not be possible without setting cookies.

Cookies allow us to optimize the information and offers on our website for the user. As mentioned, cookies enable us to recognize returning users. The purpose of this recognition is to make using our website easier for users. For example, a user of a website that uses cookies does not have to re-enter their login details every time they visit the website, because this is handled by the website and the cookie stored on the user's computer system. Another example is the shopping cart cookie in an online store. The online store uses a cookie to remember the items a customer has placed in their virtual shopping cart.

The data subject can prevent the setting of cookies by our website at any time by adjusting the corresponding setting in their internet browser and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an internet browser or other software programs. This is possible in all common internet browsers. If the data subject deactivates the setting of cookies in their internet browser, some functions of our website may not be fully usable.

4.1 Description, purpose and scope of data processing

Our website uses cookies. When a user visits a website, a cookie can be stored on the user's operating system. This cookie contains a unique string

of characters that allows the browser to be uniquely identified when the website is visited again.

We use cookies to make our website more user-friendly.

The user data collected through technically necessary cookies is not used to create user profiles.

We also use cookies on our website that allow us to analyze users' browsing behavior.

The following data can be transmitted in this way:

- Entered search terms
- Frequency of page views
- Use of website functions

The use of analytics cookies is for the purpose of improving the quality of our website and its content. These cookies allow us to understand how the website is used and thus continuously optimize our offerings.

4.2 Legal basis for data processing

The legal basis for the processing of personal data using technically necessary cookies is the Federal Act on Data Protection (DSG) or, where and to the extent applicable, Art. 6 para. 1 lit. f GDPR.

The legal basis for the processing of personal data using cookies for analytical purposes is, if the user has given their consent, the Federal Act on Data Protection (DSG) or, where applicable, Art. 6 para. 1 lit. a GDPR.

4.3 Duration of storage, right to object and erasure

Cookies are stored on the user's computer and transmitted from there to our site. Therefore, as a user, you have full control over the use of cookies. By changing the settings in your internet browser, you can deactivate or restrict the transmission of cookies. Cookies that have already been stored can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, some of its functions may no longer be fully available.

5. Contact forms and email contact

5.1 Description, purpose and scope of data processing

Our website includes contact forms that can be used for electronic communication. If a user chooses to use this option, the data entered in the input form will be transmitted to us and stored. This data includes:

- Salutation
- Name
- First name
- Business
- Email Address

The following data is also stored at the time the message is sent:

- The user's IP address
- Date and time of registration

The processing of personal data from the input form serves solely to process your contact request. In the case of contact via email, this also constitutes the necessary legitimate interest in processing the data.

The other personal data processed during transmission serves to prevent misuse of the contact form and to ensure the security of our information technology systems.

In this context, no data will be shared with third parties. The data will be used exclusively for processing the conversation.

5.2 Legal basis for data processing

The legal basis for the processing of data is, if the user has given consent, the Federal Act on Data Protection (DSG) or, if and to the extent applicable, Art. 6 para. 1 lit. a GDPR.

The legal basis for processing data transmitted via email is the Federal Act on Data Protection (FADP) or, where applicable, Article 6(1)(f) GDPR. If the email contact aims at concluding a contract, the additional legal basis for processing is the Federal Act on Data Protection (FADP) or, where applicable, Article 6(1)(b) GDPR.

5.3 Storage duration

The data will be deleted as soon as it is no longer required for the purpose for which it was collected. For personal data from the contact form and data transmitted by email, this is the case when the respective conversation with the user has ended. A conversation is considered ended when it is clear from the circumstances that the matter in question has been conclusively resolved.

The additional personal data collected during the sending process will be deleted no later than seven days after collection.

5.4 Right to object and have the matter removed

The user has the right to withdraw their consent to the processing of their personal data at any time. If the user contacts us by email (contact form), they can object to the storage of their personal data at any time. In such a case, the conversation cannot be continued and the withdrawal of consent must be made by telephone.

All personal data stored during the contact process will be deleted in this case.

6. Registration on this website

You can register on our website to use additional features. We will only use the data you provide for the purpose of providing the specific offer or service for which you registered. All required information requested during registration must be provided in full. Otherwise, we will reject your registration.

For important changes, such as changes to the scope of services or technically necessary changes, we will use the email address you provided during registration to inform you.

The processing of the data entered during registration is based on your consent (Art. 6 para. 1 lit. a GDPR). You can withdraw your consent at any time. An informal notification by email to us is sufficient. The lawfulness of the data processing already carried out remains unaffected by the withdrawal.

The data collected during registration will be stored by us for as long as you are registered on our website and will then be deleted. Statutory retention periods remain unaffected.

7. Rights of the data subject

If your personal data is being processed, you are a "data subject" within the meaning of the Federal Act on Data Protection (FADP) or, where applicable, the GDPR, and you have the following rights against us as the data controller. You can exercise your rights by contacting us and stating your request.

7.1 Right to information

Every person whose personal data is being processed has the right to obtain from the controller, at any time and free of charge, information about the personal data stored about him or her and a copy of this data.

You can request confirmation from the data controller as to whether personal data concerning you is being processed by us.

7.2 Right to rectification

Every data subject has the right to request the immediate rectification of inaccurate personal data concerning him or her. Furthermore, taking into account the purposes of the processing, the data subject has the right to request the completion of incomplete personal data, including by means of a supplementary statement.

7.3 Right to restriction of processing

Every person whose personal data is being processed has the right to request from the controller the restriction of processing where one of the

conditions provided for by the legislator in the Federal Act on Data Protection (DSG) or, where applicable, in Article 18(1) GDPR is met.

7.4 Right to erasure

Any person whose personal data is being processed has the right to request from the controller that the personal data concerning him or her be erased without undue delay where one of the grounds listed in the Federal Act on Data Protection (DSG) or, where applicable, in Article 17(1) GDPR applies.

7.5 Right to data portability

Every data subject has the right to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format. He or she also has the right to transmit those data to another controller without hindrance from the controller to whom the personal data have been provided, where the processing is based on consent pursuant to the Federal Act on Data Protection (FADP) or, where applicable, Article 6(1)(a) GDPR or Article 9(2)(a) GDPR or on a contract pursuant to Article 6(1)(b) GDPR and the processing is carried out by automated means.

7.6 Right to object

Every data subject has the right to object, on grounds relating to his or her particular situation, at any time to the processing of personal data

concerning him or her which is based on the Federal Act on Data Protection (FADP) or, where applicable, on Article 6(1)(e) or (f) of the GDPR. This also applies to profiling based on these provisions.

The company will no longer process the personal data in the event of an objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or the processing serves the purpose of establishing, exercising or defending legal claims.

If a company processes personal data for direct marketing purposes, the data subject has the right to object at any time to the processing of their personal data for such marketing. This also applies to profiling to the extent that it is related to such direct marketing. If the data subject objects to processing for direct marketing purposes, the personal data will no longer be processed for these purposes.

7.7 Right to withdraw consent under data protection law

Every person whose personal data is being processed has the right to withdraw their consent to the processing of their personal data at any time.

You have the right to withdraw your consent to data processing at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

7.8 Right to lodge a complaint with a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, your place of work or the

place of the alleged infringement, if you consider that the processing of personal data relating to you infringes the Federal Act on Data Protection (FADP) or, where applicable, the GDPR.

8. Data protection provisions for Google Analytics

The data controller has integrated the Google Analytics component into this website. Google Analytics uses cookies and generally stores them outside the EU/EFTA area. Google uses this information to evaluate website usage and compile reports on website activity and internet usage. Furthermore, Google states that it transfers this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. Users can prevent the storage of cookies (see "Cookies" above). Users can also prevent the transmission of data generated by the cookie relating to their use of the website (including their IP address) to Google, as well as the processing of this data by Google, by downloading and installing the browser plugin available at the following link:https://tools.google.com/dlpage/gaoptout?hl=de

In addition to or as an alternative to the browser add-on (e.g., when using browsers on mobile devices), we offer you the option to opt out by clicking a link to prevent data collection by Google Analytics on this website in the future (the opt-out only works in the browser currently accessing the site and only for this website). An opt-out cookie will be stored on your device and saves your tracking deactivation. If you delete your browser's cookies, you will need to click this link again to deactivate tracking: Please click this link to deactivate tracking.

9. Google reCaptcha Privacy Policy

We use “Google reCAPTCHA” (hereinafter “reCAPTCHA”) on our websites. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”).

reCAPTCHA is used to verify whether data entry on our websites (e.g., in a contact form) is done by a human or an automated program. To do this, reCAPTCHA analyzes the website visitor's behavior based on various characteristics. This analysis begins automatically as soon as the visitor enters the website. For the analysis, reCAPTCHA evaluates various pieces of information (e.g., IP address, the visitor's time spent on the website, or mouse movements). The data collected during the analysis is forwarded to Google.

The reCAPTCHA analysis runs entirely in the background. Website visitors are not notified that an analysis is taking place.

Data processing is carried out on the basis of Article 6(1)(f) GDPR. The website operator has a legitimate interest in protecting its web services from abusive automated data scraping and spam.

For more information about Google reCAPTCHA and Google's privacy policy, please see the following links:https://www.google.com/intl/de/policies/privacy/ and https://www.google.com/recaptcha/intro/android.html.

10. YouTube Privacy Policy

Our website integrates so-called social plugins ("plugins") from YouTube. YouTube is an internet video portal that allows video publishers to upload video clips free of charge and other users to view, rate, and comment on them, also free of charge. YouTube permits the publication of all types of videos, which is why complete films and television programs, as well as music videos, trailers, and user-generated videos, are available via the internet portal.

The operator of YouTube is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time one of the individual pages of this website, which is operated by the data controller and on which a YouTube component (YouTube video) has been integrated, is accessed, the internet browser on the data subject's information technology system is automatically prompted by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information about YouTube can be found athttps://www.youtube.com/yt/about/de/This data can be accessed. As part of this technical process, YouTube and Google receive information about which specific subpage of our website is visited by the data subject.

If the data subject is simultaneously logged into YouTube, YouTube recognizes which specific subpage of our website the data subject is visiting when they access a subpage containing a YouTube video. This information is collected by YouTube and Google and assigned to the respective YouTube account of the data subject.

YouTube and Google receive information via the YouTube component whenever a user visits our website, provided the user is logged into YouTube at the time of the visit; this occurs regardless of whether the user clicks on a YouTube video or not. If a user does not wish for this information to be transmitted to YouTube and Google, they can prevent this by logging out of their YouTube account before visiting our website.

The privacy policy published by YouTube, which can be found athttps://www.google.de/intl/de/policies/privacy/The information available here provides details about the collection, processing and use of personal data by YouTube and Google.

11. Google Maps Privacy Policy

Our website uses the Google Maps service via an API (application programming interface). The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use the functions of Google Maps, it is necessary to store your IP address. This information is usually transmitted to and stored on a Google server in the USA. The operator of this website has no further influence on this data transfer.

The use of Google Maps is in our legitimate interest in presenting our online services in an appealing manner and ensuring that the locations we specify on the website are easy to find. This constitutes a legitimate interest within the meaning of Article 6(1)(f) GDPR.

You can find more information about data protection at Google at the following link:https://www.google.de/intl/de/policies/privacy/

12. Privacy Policy for Google Web Fonts

This website uses web fonts provided by Google for consistent font display. When you visit a page, your browser loads the necessary web fonts into its browser cache to display text and fonts correctly.

For this purpose, the browser you are using must connect to Google's servers. This allows Google to know that our website was accessed via your IP address. The use of Google Web Fonts is in the interest of a consistent and appealing presentation of our online content. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

If your browser does not support web fonts, a standard font from your computer will be used.

Further information can be found athttps://developers.google.com/fonts/faqand in Google's privacy policy:https://www.google.com/policies/privacy/.

13. Data protection provisions for Google Tag Manager

This website uses Google Tag Manager. Google Tag Manager is a solution that allows marketers to manage website tags through a single interface. The Tag Manager tool itself (which implements the tags) is a cookieless domain and does not collect any personally identifiable information. The tool facilitates the forwarding of data and the triggering of other tags, which may in turn collect data. Google Tag Manager does not access this data. If tracking has been disabled at the domain or cookie level, this setting will remain in effect for all tracking tags implemented with Google Tag Manager.

Opening hours

Monday to Friday:
9:00 to 12:00
1:30 p.m. to 6:00 p.m.

Saturday:

9:00 AM - 4:00 PM

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