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# PRIVACY POLICY

## COLLECTION OF INFORMATION

Users' general information collected through the website falls into two categories: personal data (e.g. names, e-mail addresses); and aggregate data (e.g. website traffic statistics like daily website visitors). The entity responsible for managing and securing data is OPEN Cycle AG. OPEN Cycle AG autonomously determines data management policy, security and privacy procedures, data integrity and availability.

Personal data is collected from a user when they provide OPEN their personal information, for example when subscribing to our newsletter or other services, replying to polls, purchasing on the Store, or registering for promotional activities and sales.

Type of contact between yourself and OPEN	Type of data we collect
Purchase of goods or services from our website	Name, address, telephone number, e-mail address
Registration for our newsletter	E-mail address
Website account, showcase entry, blog comment	Name, e-mail address
Request for assistance or information	Name, e-mail address, telephone number
Product registration on our website	Name, e-mail address, telephone number, country, dealer's name and address, fitting information, year of birth

Some user services accessed by fill-in forms for example transacting a purchase at the Store require the user OPEN to provide personal data. In other cases, it may be optional. Where fill-in forms require the user to input personal data, mandatory input fields are clearly marked with an asterisk (\*). If the user is unwilling to fill in a mandatory input field, the user service cannot be provided. Input fields that seek additional user data from the user, but are not mandatory, do not need to be completed for the user to access the requested web service.

Aggregate data, for example web pages visited, or miscellaneous information provided voluntarily, such as replies to polls, are collected in different ways. Navigation statistics on the website are also monitored to track information such as the first URL accessed, the following URL, the browser used, the IP address, and so on. Our web servers (servers that host our web pages) automatically identify a user's enquiry device, and records their IP address used. The IP address is not linked to any identifiable user's personal information and, even if the navigation session is recorded, users remain completely anonymous.



## COOKIES

In order to collect information, our website uses “cookies”. A cookie is a small file that almost all websites write to the enquiry device to store certain information during web navigation. Cookies allow OPEN to measure activities inside different areas/menus of the website and to enhance your navigation experience, for example recording passwords or preferred pages, in order to visit different areas of the website, without registering every time. Cookies also allow OPEN to collect navigation statistics and to continuously improve and upgrade the website depending on areas more or less visited. We don't collect in any way cookies for getting access to personal information stored on users' devices not already directly sent inside the cookie.

The majority of web browsers is already set for accepting cookies. If you want, you can set your device's preferences to stop or notify when sending cookies. This may prevent the services provided by this website from operating as intended.

## USE OF INFORMATION COLLECTED

OPEN will use personal and aggregate data it receives for the following purposes:

- to personalize and continually improve your use of the website and of the Store;
- to manage your requests;
- to manage online orders inside the Store
- to communicate with you regarding the products and services it provides, including products sales and promotions;
- to perform system administration activities.

Where any user data is requested online, OPEN always tries to give the user the option not to provide it. If a user, after having provided OPEN certain information or requesting certain services, decides not to receive these services any more, or refuses the future use of their personal data, they can update their data directly by logging into the user area of the website, or simply by replying to any of the advertisement e-mails received from OPEN, writing “UNSUBSCRIBE” in the subject or body of the message.

OPEN does not store personal data longer than necessary for the purpose for which it was provided or required by law.

## PROVISION OF PERSONAL DATA TO THIRD PARTIES

OPEN will not sell or rent your personal information to third parties without your explicit consent, unless these third parties are its subsidiaries, affiliates,



licensees, partners, website hosting providers, or other subjects that cooperate with OPEN in managing the website. Aggregated (anonymous) user data may be shared with third parties for promotional purposes. Personal data is shared with logistics partners and with couriers only for online sales transactions, in order to deliver you the products you ordered. Personal information may also be shared with third parties where OPEN believes this is necessary to fulfill your request, enforce OPEN's rights, protect personal safety, or to comply with applicable laws and/or orders from a competent authority or court.

Personal information is not transmitted to jurisdictions that we believe do not offer appropriate levels of personal-data security. We ensure that in the event that personal information is transmitted outside Switzerland, Canada, the European Union or the country of your residence, the Privacy Shield Principles apply to all information about you that is subject to this privacy policy.

## SECURITY

OPEN shall take appropriate organizational and technical measures to protect the personal information you provided. Users' information provided inside the website are protected by password, in order to be accessed by the user only. It's highly recommended not to tell username and password to other people. Our security measures include firewalls, encryption of data and confidentiality obligations of those within our organization who can take note of your personal data.

Nevertheless, OPEN cannot guarantee that the security measures adopted for the protection of the website and the transmission of data and information through the website will prevent or exclude any risk of unauthorized access to or loss of data. It is advisable that your device be equipped with software to securely protect of network data transmission and receipt, that you regularly change your password and do not share this with others.

## LINKS TO OTHER WEBSITES

Our website may contain hyperlinks to websites of third parties without any relation with opencycle.com or with OPEN. These websites are not under our control and we are therefore not responsible or liable for their content in any way.

OPEN provides links to other websites only to assist users' navigation.

The privacy policies that these third party websites use may differ from our privacy policy and we recommend you read them carefully before visiting these websites and submitting your personal information. OPEN's Copyright and Terms of Use and our Privacy Policy do not apply to the content of third-party websites.



## YOUR DATA PROTECTION RIGHTS

You may contact us at [connect@opencycle.com](mailto:connect@opencycle.com) to exercise your rights to any of the following:

If you wish to view, access, update and/or modify the personal data we have stored about you, or if you wish to object to or request the restriction or suspension of the processing of your personal data.

If you wish to request erasure of the personal data we have stored about you or if you wish to request transfer of that data to yourself or to another party.

If you have given us your consent for the collection, processing and/or transfer of your personal data you may withdraw such consent for a specific purpose at any time, after which we will no longer process your data, unless we have another legitimate legal ground for such processing.

The exercise of any of your aforementioned rights is free of charge, unless the request is clearly unfounded or excessive. Alternatively, we may refuse to accommodate the request.

In order to respond to your request, we may need to ask you to provide us with certain information or documentation to verify your identity, in order to make sure that any personal data is not disclosed to a person not entitled to receipt of such data.

If the response to your requests was not satisfactory in your opinion, you can contact us at [connect@opencycle.com](mailto:connect@opencycle.com). Also you have the right to submit a complaint to your local data protection authority in the ways provided by Applicable Regulations.

## CHANGES TO THIS PRIVACY POLICY

Policy may be modified by OPEN from time to time, for example after a change in the regulatory environment. Updates are published on our website and take effect when published. Users should assure themselves that they still agree with these terms by reviewing the Privacy Policy from time to time.

If you have any questions regarding this Privacy Policy, please contact us at [connect@opencycle.com](mailto:connect@opencycle.com).