

## **Data protection declaration for Apex Asset Management AG**

### **Agreement**

By accessing the Apex Asset Management AG website, you agree to the information and processing of your personal data in the manner described in this data protection declaration. If you do not agree, do not access our entire website. This data protection declaration can be updated at any time. The updates are binding. By continuing to use the website and our services, we assume that you have taken note.

The following information is also valid for all other information you receive, for example in the form of our newsletter.

### **General information**

Apex Asset Management AG as the operator of this website may involve third parties in its operation. We collect and process your data confidentially and in accordance with the current provisions of the Swiss Data Protection Act ("DSG") and the European Data Protection Ordinance ("DSGVO") as well as this data protection declaration and take the protection of your personal data very seriously. The following explains how your personal data collected during your visit to this website and during any registration is collected and processed.

Our website is generally accessible without providing your personal data.

Your data is processed in Switzerland and is stored on Swiss servers (except Google Analytics).

### **Which data is collected, how and for what purpose**

When you visit our website, the hosting provider of our website, OptimaNet Schweiz AG, automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are usually:

- IP address
- Browser type and browser version
- operating system used
- referrer URL
- Host name of the accessing computer
- Date and time of the server request

The information/data mentioned is neither assigned to specific persons nor linked to data from other sources. However, we reserve the right to check this data subsequently if we become aware of any concrete indications of illegal use.

All data of this website are stored with our hosting provider, who is located in Switzerland.

We also collect the personal data you voluntarily provide when you register to receive further information on our website or when contacting us by e-mail (in particular e-mail address, name).

Your data is collected and processed for communication purposes, in particular when we inform you about our services and products, as well as for the technical administration,

analysis and further development of our website and for the maintenance of our contact database and for marketing purposes.

This data will be kept strictly confidential and will only be kept for as long as a legal basis exists (e.g. consent) or is necessary for the fulfilment of the purposes mentioned.

### **Other parties who have access to information we collect**

With the exception of the provider of our website, we do not make your personal data available to third parties unless disclosure is prescribed or permitted by the applicable law, e.g. to supervisory or other authorities.

### **Data security / SSL encryption**

In order to protect your personal data, we have implemented appropriate technical and organisational security measures.

This website uses SSL encryption for security reasons and to protect the transmission of confidential content, such as the requests you send to us as the operator of this website. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL encryption is activated, the data you transmit to us cannot be read by third parties.

However, we draw your attention to the fact that any data transmission on the Internet (e.g. communication by e-mail) is generally not secure and we accept no liability for data transmitted to us via the Internet. Unfortunately, absolute protection is not technically possible. It is also possible that data may be transferred abroad and thus at best to a country with a lower level of data protection than Switzerland, even if the sender and recipient are located in Switzerland.

All information does not apply to the websites of third parties and the corresponding links given on our website. Apex Asset Management AG assumes no responsibility and liability for the content and compliance with legal data protection regulations by the operators of linked websites.

### **Cookies, Google Fonts and Analytics as well as Social Media Plug-Ins**

#### Cookies

This website uses so-called tracking technologies such as "cookies". These are text files that are stored on your computer and enable us to analyse the use of the website. Cookies serve in particular to improve our website.

By visiting this website you accept the use of cookies. If you do not agree to this, you can prevent the installation of cookies by setting your browser software accordingly, but it is possible that the website will then no longer function properly. When confirming the cookie banner, a cookie is set which allows the banner not to be displayed again for a period of one year each time you visit our website.

More detailed information on cookies and how they work can be found at: <http://www.allaboutcookies.org> .

## Google Fonts and Google Analytics

This website also uses Google Fonts (Open Scans). For technical reasons, your IP address must be transmitted to Google so that the fonts can be transferred to your browser.

For more information about Google Fonts, visit [https://developers.google.com/fonts/faq#what\\_does\\_using\\_the\\_google\\_fonts\\_api\\_mean\\_for\\_the\\_privacy\\_of\\_my\\_users](https://developers.google.com/fonts/faq#what_does_using_the_google_fonts_api_mean_for_the_privacy_of_my_users).

In addition, Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics also uses cookies. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties if this is required by law or if third parties process this data on behalf of Google. Under no circumstances will Google associate your IP address with other Google data. You can find out about Google's use of the data by clicking on the following link: <https://www.google.ch/policies/privacy/partners>.

We do not use the information and personal data collected by Google Analytics to identify individuals unless we become aware of specific indications of illegal use.

## Social media plug-ins

We use plug-ins from social networks such as Facebook, Twitter, Youtube, Google+, Pinterest or Instagram on our website. This can be seen for you in each case (typically via corresponding symbols). We have configured these elements to be disabled by default. If you activate them (by clicking), the operators of the respective social networks can register that you are on our site and where and can use this information for their purposes. The processing of your personal data is then the responsibility of this operator according to its data protection regulations. We do not receive any information about you from him.

## **Register to receive our newsletter and other information about our products**

If you would like to receive our newsletter and any further information, we need an e-mail address and your name to send it. The registrations are logged in order to be able to prove the registration process according to the legal requirements. This includes saving the time of registration and confirmation.

By submitting your personal data, you consent to the storage of this data, the e-mail address and its use for sending the newsletter and information. You can exercise the rights listed below at any time.

Your personal data will be stored and processed in accordance with Swiss data protection regulations. The secure storage of personal data (e.g. in connection with subscribed newsletters) is guaranteed.

## **Cancellation/Revocation**

If you no longer wish delivery, you can revoke your consent at any time. You will not receive any more information and will be deleted from our database. Please send the corresponding email to our contact address [info@apexam.ch](mailto:info@apexam.ch).

### **Legal basis Basic Data Protection Ordinance**

In accordance with the provisions of the Basic Data Protection Ordinance (DSGVO) applicable from 25 May 2018, we inform you that your consent to the dispatch to the e-mail address you provide will be given on the basis of Art. 6 para. 1 lit. a and Art. 7 DSGVO. The corresponding dispatch list is used on the basis of our legitimate interests in accordance with Art. 6 para. 1 lit. f DSGVO. We are interested in using a user-friendly and secure website and system that serves our business interests but also meets the expectations of our users and customers.

### **Exercise of your rights**

In accordance with data protection law, you have the right to information at any time about the personal data processed and stored by us, its origin and recipient and the purpose of data processing, to correction of incorrect or complete personal data stored by us, and to deletion of these (unless processing is necessary to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims). You may request the disclosure of personal data for the purpose of transfer to another location as well as restrictions on data processing. You also have the right to revoke your consent given to us at any time. As a result, we must stop the data processing based on this consent and, for example, we can no longer send you any newsletters or information.

If you do not agree to our data processing, you can report this to the Federal Data Protection and Information Commissioner (FDPIC) and/or the responsible supervisory authorities in the EU at any time.

### **Liaison**

If you have any questions about this or other personal data, please contact us at any time at the address given under Contact.