

## Privacy Policy

Version 7.0; 19.07.2017

Data collected is treated as confidential and in good faith.

When contact is first made, your data is collected for business and marketing purposes in the form of personal information such as last name, first name, address, age, e-mail address and Supercard number. In addition to data explicitly entered, information is gathered automatically from the log files (a form of working report produced by the computer) when you access the website. coop@home makes a distinction between master data (e.g. IP address, time and date of access) and activity data (e.g. name of file accessed, paths clicked on). For statistical purposes, this data is anonymously assessed, for instance to ascertain how many hits the portal receives each day.

Furthermore, any data you transmit (e.g. name, search fields, booking enquiries, form data) can be saved, even if it does not form part of a completed transaction (e.g. an order). Data of this kind is deleted after a maximum of 90 days.

The details of your purchases may be evaluated for marketing and advertising purposes. This evaluation is conducted for each customer using an anonymised automatic process. coop@home conducts specific evaluations in order to determine target groups, thus enabling us to notify customers individually of product offers and other services.

Several times a year an infomail with the latest news or special promotions can be sent to the e-mail address indicated during the registration process. The customer can unsubscribe from this infomail at any time by clicking on the appropriate link in the footer at the bottom of the e-mail. Subscribers to the coop@home supermarket or wine newsletter can also unsubscribe at any time by clicking "Unsubscribe" at the foot of the newsletter.

coop@home uses Webtrends, Optimizely, Tealeaf and Google Analytics, a web analysis service from Google Inc. Google Analytics uses cookies to evaluate use of the website and to compile reports on website activity. coop@home also uses Crashlytics, a tool that records crashes in the mobile app. No personal data is collected. Only data regarding codes and device information is transmitted.

Your data, excluding details of your orders and purchases at coop@home, may be passed on within the Coop Group.

Your data are only made available to partner companies of the Coop Group that are specifically named in the General Terms and Conditions. Partner companies that Coop has entrusted with processing your data in connection with an order are not specifically named. Only those data are forwarded that are needed for processing the transaction. Data may be transferred abroad, however, data protection similar to Swiss legislation is guaranteed. Steps are taken to ensure that the partner company does not use the data except in the context of the specific mandate, i.e. that it does not use the data for its own advertising purposes or pass them on to a third party.

The latest security technology is used to protect your data from unauthorized processing. No liability is accepted for the security of data transmitted via the Internet. Data are transmitted in encrypted form.

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