IN A NUTSHELL

The knowledge platform for general practitioners

Privacy policy

We are very pleased about your interest in our company. Data protection is of a particularly high priority for the management of med:compact AG. The use of the website of med:compact AG www.inanutshell.ch (hereinafter referred to as “website”) is possible without any indication of personal data (except for IP addresses). However, if a data subject wants to use special services of our enterprise via our website, processing of personal data could become necessary.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the data protection regulations applicable to med:compact AG. By means of this data protection declaration, our enterprise would like to inform the users of the website about the type, scope and purpose of the personal data collected, used and processed by us. Furthermore, data subject are informed of their rights by means of this data protection declaration.

med:compact AG, as the party responsible for the data processing, has implemented numerous technical and organisational measures to ensure the most complete protection of personal data processed through this website. Nevertheless, Internet-based data transmissions can always be subject to security vulnerabilities, so that absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us by alternative means, for example by telephone.

1. Definitions

The data protection declaration of med:compact AG is based on the following terms, which are based on the data protection regulations applicable to med:compact AG. We use the following terms, among others, in this data protection declaration:

a) Personal data

Personal data is any information relating to an identified or identifiable natural person (hereinafter “data subject”). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

b) Data subject

Data subject means any identified or identifiable natural person whose personal data are processed by the responsible party.

c) Processing

Processing means any operation or set of operations which is performed on personal data, whether or not by automatic means, such as collection, recording, organisation, filing, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

d) Profiling

Profiling is any automated processing of personal data, which consists in using such personal data to evaluate certain personal aspects relating to a natural person.

2. Name and address and contact point of the responsible party:

med:compact AG
Maihofstrasse 95a
6006 Luzern
Phone: 058 523 30 35
Mail: info@med-compact.ch

3. Cookies

The website of med:compact AG www.inanutshell.ch uses 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 of the cookie. It consists of a string of characters by which websites and servers can be assigned to the specific internet browser in which the cookie was stored. This enables the websites and servers visited to distinguish the individual browser of the data subject from other internet browsers that contain other cookies. A specific internet browser can be recognised and identified via the unique cookie ID.

Through the use of cookies, med:compact AG can provide the users of this website with more user-friendly services that would not be possible without the cookie setting.

By means of a cookie, the information and offers on our website can be optimised for the benefit of the user. Cookies enable us, as already mentioned, to recognise the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies does not have to re-enter his or her access data each time he or she visits the website, because this is handled by the website and the cookie stored on the user’s computer system.

The data subject can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used 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 programmes. This is possible in all common internet browsers. If the

data subject deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable.

4. Collection of general data and information

The website of med:compact AG collects a series of general data and information every time a data subject or automated system calls up the website. This general data and information is stored in the log files of the server. The following data may be collected: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-websites that are accessed via an accessing system on our website, (5) the date and time of an access to the website, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information that serve to avert danger in the event of attacks on our information technology systems.

When using these general data and information, med:compact AG does not draw any conclusions about the data subject. Rather, this information is needed (1) to deliver the contents of our website correctly, (2) to optimise the contents of our website as well as the advertising for these, (3) to ensure the long-term operability of our information technology systems and the technology of our website, and (4) to provide law enforcement authorities with the information necessary for prosecution in the event of a cyber attack. Therefore, med:compact AG analyzes anonymously collected data and information on one hand, and on the other hand, with the aim of increasing the data protection and data security of our enterprise so that we can ultimately ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from any personal data provided by a data subject.

5. Subscription to our newsletter

On the website of med:compact AG, users are given the opportunity to subscribe to our platform’s newsletter. The personal data transmitted to the responsible party when the newsletter is subscribed to is specified in the input mask used for this purpose.

med:compact AG informs its customers and business partners at regular intervals by means of a newsletter about enterprise offers. In principle, the data subject may only receive our enterprise’s newsletter if (1) the data subject has a valid e-mail address and (2) the data subject registers for the newsletter mailing. For legal reasons, a confirmation e-mail is sent to the e-mail address registered by a data subject for the first time for the newsletter dispatch using the double opt-in procedure. This confirmation e-mail serves to verify whether the owner of the e-mail address as the data subject has authorised the receipt of the newsletter.

When registering for the newsletter, we also store the IP address of the computer system used by the data subject at the time of registration as well as the date and time of registration, which is assigned by the Internet service provider (ISP). The collection of this data is necessary in order to be able to trace the (possible) misuse of the e-mail address of a data subject at a later point in time and therefore serves as a legal safeguard for the responsible party.

The personal data collected in the context of a registration for the newsletter are used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or a related registration, as could be the case in the event of changes to the newsletter service or changes in the technical circumstances.

No personal data collected as part of the newsletter service will be passed on to third parties. The subscription to our newsletter can be cancelled by the data subject at any time. The consent to the storage of personal data, which the data subject has given us for the newsletter dispatch, can be revoked at any time. For the purpose of revoking consent, a corresponding link can be found in each newsletter. Furthermore, it is also possible to unsubscribe from the newsletter emailing the responsible party directly at any time or to inform the responsible party of this in another way.

6. Newsletter tracking

The newsletters of med:compact AG contain so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in such emails that are sent in HTML format to enable log file recording and log file analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns. Based on the embedded tracking pixel, med:compact AG may see if and when an e-mail was opened by a data subject, and which links contained in the e-mail were called up by the data subject.

Such personal data collected via the tracking pixel contained in the newsletters are stored and analysed by the responsible party in order to optimise the newsletter dispatch and to better adapt the content of future newsletters to the interests of the data subject. This personal data will not be disclosed to third parties. Data subjects are entitled at any time to revoke the separate declaration of consent given in this regard. After a revocation, this personal data will be deleted by the data responsible party. med:compact AG automatically regards a withdrawal from the receipt of the newsletter as a revocation.

7. Contact possibility via the website

Based on statutory provisions, the website of med:compact AG contains data that enable a quick electronic contact to our enterprise, as well as direct communication with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the responsible party by e-mail, the personal data transmitted by the data subject will be stored automatically. Such personal data transmitted on a voluntary basis by a data subject to the responsible party will be stored for the purposes of processing or contacting the data subject. This personal data will not be disclosed to third parties.

8. Deletion and disabling of personal data

The responsible party shall process and store personal data of the data subject only for the period of time necessary to achieve the purpose of storage or if this has been provided for by the legislator in laws or regulations to which the responsible party is subject.
If the storage purpose ceases to apply or if a storage period prescribed by the competent legislator expires, the personal data shall be routinely blocked or deleted in accordance with the statutory provisions.

9. Rights of the data subject

a. Right of access

Any person concerned by the processing of personal data has the right to obtain from the responsible party information about the personal data stored about him or her and a copy of that information. Furthermore, every data subject has the right to obtain information on the

following:

- the purposes of the processing
- the categories of personal data processed
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular in the case of recipients in third countries or international organisations
- if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration
- the existence of a right to obtain the rectification or erasure of personal data concerning him or her, or the restriction of processing by the responsible party, or a right to object to such processing
- the existence of a right of appeal to a supervisory authority
- if the personal data are not collected from the data subject: Any available information on the origin of the data

If the data subject wishes to exercise this right of access, he or she may contact the contact point of the responsible party at any time.

b. Right to rectification

Any person concerned by the processing of personal data has the right to obtain the rectification without delay of inaccurate personal data relating to him or her. Furthermore, the data subject has the right to request the completion of incomplete personal data, including by means of a supplementary declaration, taking into account the purposes of the processing.
If a data subject wishes to exercise this right of rectification, he or she may, at any time rectify the data by themselves in the user account or contact the contact point of the responsible party.

c. Right to erasure (right to be forgotten)

Any person concerned by the processing of personal data has the right to obtain from the responsible party the erasure without delay of personal data relating to him or her, where one of the following grounds applies and insofar as the processing is no longer necessary:
· the personal data were collected or otherwise processed for such purposes for which they are no longer necessary
· the data subject withdraws the consent on which the processing was based and there is no other legal basis for the processing
· the data subject objects to the processing and there are no overriding legitimate grounds for the processing
· the personal data have been processed unlawfully
If one of the aforementioned reasons applies, and a data subject wishes to arrange for the erasure of personal data stored by med:compact AG, he or she may, at any time, contact the contact point of the responsible party.

d. Right to restriction of processing

Any person concerned by the processing of personal data has the right to obtain from the responsible party the restriction of processing where one of the following conditions is met:

- the accuracy of the personal data is contested by the data subject for a period enabling the responsible party to verify the accuracy of the personal data
- the processing is unlawful, the data subject objects to the erasure of the personal data and requests instead the restriction of the use of the personal data
- the responsible party no longer needs the personal data for the purposes of the processing, but the data subject needs it for the assertion, exercise or defense of legal claims.
- the data subject has objected to the processing and it is not yet clear whether the legitimate grounds of the responsible party override those of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of personal data stored by med:compact AG, he or she may, at any time, contact the contact point of the responsible party.

e. Right to data portability

Every person affected by the processing of personal data has the right to receive the personal data concerning him or her, which has been provided by the data subject to a responsible party, in a structured, commonly used and machine-readable format.
In order to assert the right to data portability, the data subject may at any time contact the contact point of med:compact AG.

f. Automated decisions in individual cases including profiling

Any person concerned by the processing of personal data has the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her, provided that the decision (1) is not necessary for entering into, or the performance of, a contract between the data subject and the responsible party, or (2) is authorised by legislation to which the responsible party is subject and that such legislation contains suitable measures to safeguard the data subject’s rights and freedoms and legitimate interests, or (3) is made with the data subject’s explicit consent.
If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and the data responsible party, or (2) it is made with the data subject’s explicit consent, med:compact AG shall implement suitable measures to safeguard the data subject’s rights and freedoms and legitimate interests, which include at least the right to obtain the data subject’s involvement on the part of the responsible party, to express his or her point of view and contest the decision.
If the data subject wishes to exercise the rights concerning automated decisions, he or she may, at any time, contact the contact point of the responsible party.

g. Right to withdraw consent under data protection law

Every person affected by the processing of personal data has the right to revoke consent to the processing of personal data at any time for the future. Upon revocation, it may no longer be possible for the data subject to make full use of the website of med:compact AG.
If the data subject wishes to exercise the right to withdraw the consent, he or she may, at any time, contact the contact point of the responsible party.

10. Data protection provisions on the use and application of Google Analytics (with anonymisation function)

The responsible party has integrated the Google Analytics component (with anonymisation function) on this website. Google Analytics is a web analysis service. Web analysis is the collection, compilation and evaluation of data about the behaviour of visitors to websites. Among other things, a web analysis service collects data on which website a data subject came to a website from (so-called referrers), which sub-pages of the website were accessed or how often and for how long a sub-page was viewed. A web analysis is mainly used to optimise a website and to analyse the costs and benefits of internet advertising.

The operating company of the Google Analytics component is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The responsible party uses the add-on "_gat._anonymizeIp" for web analysis via Google Analytics. By means of this addition, the IP address of the internet connection of the data subject is shortened and anonymised by Google if access to our websites is from a member state of the European Union or from another state party to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyse the flow of visitors to our website. Google will use the data and information obtained for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity.

Google Analytics sets a cookie on the information technology system of the data subject. What cookies are has already been explained above. By setting the cookie, Google is enabled to analyse the use of our website. Each time one of the individual pages of this website operated by the data controller is called up and on which a Google Analytics component has been integrated, the internet browser on the data subject's information technology system is automatically caused by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the data subject, which Google uses, among other things, to track the origin of visitors and clicks and subsequently to enable commission calculations.

By means of the cookie, personal information such as the time of access, the location from which access originated and the frequency of visits to our website by the data subject are stored. Each time the data subject visits our website, this personal data, including the IP address of the internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may share this personal data collected via the technical process with third parties.

The data subject can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used, as already described above, and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the data subject. In addition, a cookie already set by Google Analytics can be deleted at any time via the internet browser or other software programmes.

Furthermore, the data subject has the option to object to the collection of data generated by Google Analytics and related to the use of this website as well as to the processing of this data by Google

and to prevent such processing. For this purpose, the data subject must download and install a browser add-on under the link https://tools.google.com/dlpage/gaoptout. This browser add-on informs Google Analytics via JavaScript that no data and information on website visits may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as an objection. If the data subject's information technology system is deleted, formatted or reinstalled at a later date, the data subject must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the data subject or another person within his or her control, the browser add-on can be reinstalled or reactivated.

Further information and the applicable data protection provisions of Google can be found at https://www.google.de/intl/de/policies/privacy/ and at http://www.google.com/analytics/terms/de.html. Google Analytics is explained in more detail under this link https://www.google.com/intl/de_de/analytics/.

11. Duration for which the personal data are stored

The criterion for the duration of the storage of personal data is the respective statutory retention period. After expiry of the period, the corresponding data is routinely deleted, provided that it is no longer required for the fulfilment of the contract or the initiation of the contract.