



Swiss Association
for Quality and Management
Systems (SQS)

Data protection

SQS data protection regulations

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1. *Scope of application and applicable law*

The SQS data protection regulations govern the handling of data, especially of personal data, with regard of their collection, use and connection.

For the handling of data, SQS bases on the Swiss Data Protection Law (DSG) and on the EU Data Protection Basic Regulation (EU-DSGVO).

By entering into contract with SQS or by acceptance and acknowledgement of the data protection declaration, you agree with the use of the data.

2. *Data handling*

What is SQS using the data for?

Data are used to analyse trends and user behavior and, above all, to offer you the best possible service.

Where appropriate, the information collected is used by SQS or business partners, for marketing purposes, promotional campaigns and communication issues.

Data are also used to improve your user experience by personalisation.

The collected data will not be sold to third parties.

What data are used by SQS?

Accessing the website, your data are stored. The access data concerned are the following ones:

- Client- and Server-IP-address
- Date and time of the access
- Duration of stay
- Name of the called up file
- Access status
- Page and source from which the access was performed
- Server Port
- User Name
- User Agent
- Win32 Status
- URI Stem/Query
- Method

When using analysis- and online marketing on this website, the following additional data is collected:

- User behaviour on the website
- Demographic characteristics and search criteria
- Browsing habits
- Search queries

In the log-in section or in case of actions taken by you with information about yourself (such as forms), other personal information like user behavior and interests, can be collected by us. SQS uses anonymous data alone or in combination with personal data.

How is SQS collecting data?

SQS collects:

- Data about users per Logfiles. A logfile is a file used to record processes running on computers and networks. Logfiles are important sources of information to analyse the user behaviour of web visitors.
- Data about users per JavaScripts. JavaScript is a script language that is used as one among others to evaluate user interactions, to change, reload or generate contents.
- Data about users by Cookies. Cookies are text files containing information to identify returning visitors on the website.

Data security

Your data will be protected from unauthorised access by modern technology.

For this purpose, SQS has taken the necessary and appropriate technical as well as organizational measures.

Employees with access permission on data are trained in handling anonymous and personal data.

Data storage

SQS is storing personal data as long as required to fulfil the intended purpose.

Website and Apps

On its website, SQS is using the following analytical tools:

- Google Analytics (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)

Online Marketing

For online marketing purposes, SQS is using the following providers:

- DoubleClick (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)
- Google AdWord (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)
- Google Tag Manager (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)
- BingAds (One Microsoft Way, Redmond, WA 98052-6399, USA)

3. Opt-out possibility

The use of JavaScript may anytime be restricted via the browser settings.

Also Cookies may be deactivated via the browser settings.

Some tool providers permit inactivating Cookies explicitly and only for a specific tool.

Here you find a selection:

- DoubleClick: <http://www.google.com/ads/preferences/html/opt-out.html>
- Google AdWords: <https://support.google.com/ads/answer/2662922?hl=en>
- Google Analytics: <https://tools.google.com/dlpage/gaoptout?hl=en>

There is also the possibility to directly manage or deactivate further Cookies of numerous providers. For instance, Your Online Choices is such a tool:

<http://www.youronlinechoices.com/uk/your-ad-choices>.

You may unsubscribe from receiving the newsletter at any time. For this, please use the link added in the footer of each e-mail.

If users opt-out of the use of cookies, functional restriction in the use of the SQS-services may occur.

4. Information

You have the possibility to call for any information at SQS about your stored data, their origin, about recipients of the data and about the purpose of data storage.

You are entitled to demand correction or deletion of incorrect data.

In case you want to know which personal data SQS has filed about you, please contact per e-mail headoffice@sqs.ch.