



# Data protection

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### 1.

Liliana Cosmetics GmbH determines the purposes and means of processing your personal data and is therefore responsible for the processing and use of your personal data in accordance with this data protection declaration. If you have any questions or concerns about this privacy policy or the processing of your personal data, please contact us at any time by sending an email to [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com).

processing

**Error! Reference source not found.** of personal data

The provision of this personal data is expressly on a voluntary basis. Without this personal data, however, we will not be able to provide the services requested by the user.

### 4. and legal basis of data processing

Where the processing is based on your consent or our legitimate interests, you can withdraw consent or object to this processing at any time by contacting us directly at [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com). However, please note that the revocation of your consent does not affect the lawfulness of the processing based on the consent before its revocation.

### 5. of personal data to third parties

We select our partners and data processors carefully and only if there is sufficient guarantee that they have appropriate technical and organizational measures. Our partners and data processors are obliged to fully comply with Swiss data protection law at all times. Our partners and data processors are subject to confidentiality requirements and may only use your personal data to the extent necessary to fulfill the purpose for which your personal data was collected, unless otherwise required by law.

of personal data outside the EEA

The personal data collected via our website is stored in Switzerland. In addition, we may transmit, store and process your personal data at data locations around the world, e.g. where our third-party providers or partners are located. Therefore, we may transfer your personal data outside of the European Economic Area (EEA) if this is necessary for the data processing described in this data protection declaration in accordance with applicable law. If data is transferred to countries that do not



guarantee an adequate level of protection, we ensure adequate data protection by taking appropriate guarantees, such as contractual guarantees (e.g. based on EU standard clauses), the transfer of data in accordance with your express consent, for entering into, or the performance of, a contract with you, or in connection with the establishment, exercise, or enforcement of legal claims. For more information about our reasonable safeguards, you can contact us by email at [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com).

#### of personal data retention

For contract-related personal data (including business documents and notifications), we store personal data for as long as the contractual relationship exists and then for a further ten years after the end of the contractual relationship, unless (i) a shorter or longer statutory retention obligation applies in individual cases, (ii) retention is required for evidential reasons or for another valid reason under applicable law, or (iii) deletion of the data is required earlier (e.g. because the data is no longer needed or we need to delete the relevant data).

#### 8. Google Analytic

Furthermore, it may be possible for Google to check the use of the website by the user and possibly to combine the personal data collected with other information about the user that Google has independently collected from other websites visited by the user and to use this for its own purposes (e.g. to control advertising) on its own responsibility on the basis of its own data protection declaration. Further information on this and how Google processes personal data can be found in the relevant Google data protection declarations: <https://policies.google.com/?hl=de>; <https://policies.google.com/technologies/partner-sites>.

#### 9. Google Ads

Liliana Cosmetics GmbH has integrated Google Ads (formerly called Google AdWords) on this platform, a service provided by Google Inc. (1600 Amphitheater Pkwy, Mountain View, CA 94043-1351, USA; "Google"). Google Ads is an internet advertising service that allows advertisers to place ads on both Google's search engine results and the Google advertising network. Google Ads allows an advertiser to pre-define certain keywords that will only display an ad in Google's search engine results when the user uses the search engine to retrieve a keyword-related search result. In the Google advertising network, the ads are distributed to topic-relevant Internet pages using an automatic algorithm and taking into account the previously defined keywords. As part of Google Ads, we use so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that the Internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used to personally identify users. If the user visits certain pages of this website and the cookie has not yet expired, we and Google can recognize that the user clicked on the ad and was redirected to this page. The information obtained using the conversion cookie is used to create conversion statistics for ads customers who have opted for conversion tracking. Customers find out the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, you will not receive any information with which users can be personally identified. If you do not wish to participate in the tracking, you can object to this use by easily deactivating the Google conversion tracking cookie in your Internet browser under user settings. You will then not be included in the



conversion tracking statistics. You can find more information about Google AdWords and Google Conversion Tracking in Google's personal data protection regulations: <https://www.google.de/policies/privacy/>. You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when the browser is closed. If cookies are deactivated, the functionality of this website may be restricted.

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## Privacy policy for the website

Liliana Cosmetics GmbH from Lucerne undertakes to process all personal data collected via the [www.lilianacosmetics.com](http://www.lilianacosmetics.com) portal in accordance with the applicable Swiss Data Protection Act (DSG) and to take appropriate security measures to protect it from unauthorized access. In this data protection declaration, we inform you in particular about which personal data is collected and processed in connection with the use of the portal, for what purposes it is used, to whom it may be passed on and what your rights are in connection with the use of your personal data by Liliana Cosmetics GmbH from Lucerne. Personal data is all information that relates to a specific or identifiable natural or legal person, for example surname, first name, address, e-mail, date of birth or telephone number.

This data protection declaration is an integral part of the terms of use of Liliana Cosmetics GmbH.

By accessing the online portal [www.lilianacosmetics.com](http://www.lilianacosmetics.com) and using our services and products, you declare that you have read this data protection declaration carefully and that you agree to the data processing described. Any questions in connection with this data protection declaration can be sent by e-mail to [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com) at any time. If you do not agree with this declaration, you must refrain from accessing the portal and using our services and products.

### 1. Responsible

Responsible in terms of data protection legislation is Liliana Cosmetics GmbH, 6004 Lucerne, [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com).

Liliana Cosmetics GmbH determines the purposes and means of processing your personal data and is therefore responsible for the processing and use of your personal data in accordance with this data protection declaration. If you have any questions or concerns about this privacy policy or the processing of your personal data, please contact us at any time by sending an email to [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com).

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### processing

All personal data recorded via the website will be processed in accordance with Swiss data protection law. We collect and process personal data carefully and for the purposes described in this data protection declaration. In accordance with applicable law, we may also use your personal information in ways other than those described in this Privacy Policy. In this case, we will provide you with specific privacy statements or notices at the time of collection and, if necessary, obtain your consent. We always endeavor to collect information in an anonymous or pseudonymous form as far as is reasonable, so that we cannot recognize your identity.



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### 3.1 personal data automatically transmitted via the use of the portal

Liliana Cosmetics GmbH collects and stores information that your browser automatically transmits to us in "server log files" when you visit our website. This personal data is collected automatically and includes, for example: ♣ IP address used (if necessary in anonymous, shortened form), date and time stamp, web browser and operating system used, language and version of the browser software, websites accessed, volume of personal data transferred in each case

This personal data is not merged with other personal data and is stored separately from any other personal data transmitted by the user.

### 3.2 Personal data that the user transmits to us

- Liliana Cosmetics GmbH collects and processes personal data that the user provides voluntarily using an online form directly on the portal, via our contact e-mail address, via any other applications connected to the portal, by telephone or in another way sent to Liliana Cosmetics GmbH. This personal data includes, for example:

Last name, first name, postal address, email address, telephone number, date of birth, gender

The provision of this personal data is expressly on a voluntary basis. Without this personal data, however, we will not be able to provide the services requested by the user.

## 4. Purpose and legal basis of data processing

### 4.1 Purposes of data processing

#### a) Personal data transmitted automatically via the use of the portal

- Liliana Cosmetics GmbH uses the automatically collected personal data to fulfill the following purposes:
- enable the display, operation and functionality of the portal
- ensure the stability and security of the system
- to improve and protect our services

for statistical purposes in case of attacks on the network infrastructure on which the website is made available

#### b) Personal data that the user transmits to us

- Liliana Cosmetics GmbH uses the personal data that the user transmits to us in order to fulfill the following purposes:
- to provide, maintain, protect and optimize the services and information offered



- communicate with you and provide the best possible and personalized information you need from us (e.g. about our products and services)

to offer you new services and information and to suggest services and information tailored to you that may be of interest to you based on your profile

- to comply with legal or other regulatory requirements and internal regulations
- to establish, exercise and/or defend actual or potential legal claims, investigations or similar proceedings

for other lawful purposes where such processing is apparent from the circumstances or specified at the time of collection

#### 4.2 Legal bases for data processing

- The processing of this personal data is based on the following legal bases:
- your consent, only if you can withdraw it at any time (e.g. if you sign up for our newsletter and other marketing communications)
- for the performance of a contract with you or for the purpose of entering into a contract with you (e.g. when purchasing a product)
- to comply with a legal obligation (e.g. for tax reasons or for the purpose of a judicial investigation or proceeding) or

to protect our legitimate interests (e.g. protection and security of our services, systems, assets; compliance with legal, regulatory and contractual obligations; assertion, exercise or defense of legal claims; maintenance and efficient organization of business operations; improvement and development of our services services as well as sale and marketing of our services)

Where the processing is based on your consent or our legitimate interests, you can withdraw consent or object to this processing at any time by contacting us directly at [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com). However, please note that the revocation of your consent does not affect the lawfulness of the processing based on the consent before its revocation.

#### 5. Disclosure of personal data to third parties

- In accordance with the applicable law and within the framework of this data protection declaration, Liliana Cosmetics GmbH is entitled to transfer personal data from users who want to obtain services or products via the portal to the following recipients for our processing purposes or for their own processing purposes, or to transfer them to third parties to permit:
- Experts and other service providers from Liliana Cosmetics GmbH as part of an inquiry
- Service providers who process personal data on behalf of and on the instructions of Liliana Cosmetics GmbH (so-called order processors, e.g. in the area of IT hosting and support)



- Service providers, other business partners and auxiliary persons (e.g. lawyers)
- Authorities, official offices, courts or other state institutions
- social media

other parties in potential or actual legal proceedings

We select our partners and data processors carefully and only if there is sufficient guarantee that they have appropriate technical and organizational measures. Our partners and data processors are obliged to fully comply with Swiss data protection law at all times. Our partners and data processors are subject to confidentiality requirements and may only use your personal data to the extent necessary to fulfill the purpose for which your personal data was collected, unless otherwise required by law.

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of personal data outside the EEA

The personal data collected via our website is stored in Switzerland. In addition, we may transmit, store and process your personal data at data locations around the world, e.g. where our third-party providers or partners are located. Therefore, we may transfer your personal data outside of the European Economic Area (EEA) if this is necessary for the data processing described in this data protection declaration in accordance with applicable law. If data is transferred to countries that do not guarantee an adequate level of protection, we ensure adequate data protection by taking appropriate guarantees, such as contractual guarantees (e.g. based on EU standard clauses), the transfer of data in accordance with your express consent, for entering into, or the performance of, a contract with you, or in connection with the establishment, exercise, or enforcement of legal claims. For more information about our reasonable safeguards, you can contact us by email at [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com).

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of personal data retention



In principle, personal data will be deleted as soon as they are no longer required to achieve the purpose for which they were collected, unless longer storage is necessary to fulfill legal obligations (e.g. storage and documentation obligations), contractual or pre-contractual obligations or legitimate business interests of ours (e.g. to assert, exercise or defend legal claims).

- On this basis, we usually process personal data in compliance with the following rules and obligations:
- The personal data automatically transmitted by you through the use of our portal (see point 3.1.) for the purpose of displaying, operating and ensuring the functionality of the portal will be deleted within three to six months.
- The personal data you transmit to us in connection with the use of our services and products, which are offered on our portal or which you otherwise transmit to us via the e-mail contact address (cf. point 3.2.), are generally stored with us until you request us to delete it, revoke your consent to storage or the purpose for data storage no longer applies (e.g. after your request has been processed).

For contract-related personal data (including business documents and notifications), we store personal data for as long as the contractual relationship exists and then for a further ten years after the end of the contractual relationship, unless (i) a shorter or longer statutory retention obligation applies in individual cases, (ii) retention is required for evidential reasons or for another valid reason under applicable law, or (iii) deletion of the data is required earlier (e.g. because the data is no longer needed or we need to delete the relevant data).

## 8. Google Analytic

Liliana Cosmetics GmbH uses the Google Analytics website analysis service on its website, which is operated by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and that enable an analysis of the use of the website by you or by other users. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. These cookies may contain the following information, for example: IP address, number, date and time of the visit, duration of the visit, your access page from which you use the website (reference URL), the pages visited on our website, browser -Type/ version and operating system used. Google will use this information on our behalf because we have a legitimate interest in analyzing user behavior so that we can optimize the offer on our website and our advertising. Google uses this information to evaluate the use of our website, to compile reports on website activity and to provide us with other services related to website and internet use. Pseudonymized user profiles can also be created from the processed personal data. We have activated the [IP anonymisation] function on this website (so-called IP masking). As a result, your IP address will be shortened by Google within member states of the European Union, in other contracting states of the Agreement on the European Economic Area and in Switzerland before it is transmitted to the USA. Only in exceptional cases will the full IP address be sent to a Google server in the USA and shortened there. You can prevent the storage of cookies by setting your browser software accordingly. However, we



would like to point out that in this case you may not be able to use all the functions of this website to their full extent. You can also prevent the personal data generated by the cookie and related to your use of the website (including your IP address) being sent to Google and the processing of this personal data by Google by using the browser plug-in available under the following link. download and install in: <https://tools.google.com/dlpage/gaoptout?hl=de>. Alternatively, or within browsers on mobile devices, you can prevent Google Analytics from collecting your personal data by clicking on the following link: Disable collection of personal data by Google Analytics for this website. In this case, a special opt-out cookie will be set on your device, which will prevent future collection of your user personal data when you visit this website. If you delete your saved cookies, you must click this link again. Further information on how Google Analytics handles user personal data can be found in Google's personal data protection declaration: <https://support.google.com/analytics/answer/6004245?hl=de>.

Furthermore, it may be possible for Google to check the use of the website by the user and possibly to combine the personal data collected with other information about the user that Google has independently collected from other websites visited by the user and to use this for its own purposes (e.g. to control advertising) on its own responsibility on the basis of its own data protection declaration. Further information on this and how Google processes personal data can be found in the relevant Google data protection declarations: <https://policies.google.com/?hl=de>; <https://policies.google.com/technologies/partner-sites>.

## 9. Google Ads

Liliana Cosmetics GmbH has integrated Google Ads (formerly called Google AdWords) on this platform, a service provided by Google Inc. (1600 Amphitheater Pkwy, Mountain View, CA 94043-1351, USA; "Google"). Google Ads is an internet advertising service that allows advertisers to place ads on both Google's search engine results and the Google advertising network. Google Ads allows an advertiser to pre-define certain keywords that will only display an ad in Google's search engine results when the user uses the search engine to retrieve a keyword-related search result. In the Google advertising network, the ads are distributed to topic-relevant Internet pages using an automatic algorithm and taking into account the previously defined keywords. As part of Google Ads, we use so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that the Internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used to personally identify users. If the user visits certain pages of this website and the cookie has not yet expired, we and Google can recognize that the user clicked on the ad and was redirected to this page. The information obtained using the conversion cookie is used to create conversion statistics for ads customers who have opted for conversion tracking. Customers find out the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. however, you will not receive any information with which users can be personally identified. If you do not wish to participate in the tracking, you can object to this use by easily deactivating the Google conversion tracking cookie in your Internet browser under user settings. You will then not be included in the conversion tracking statistics. You can find more information about Google AdWords and Google Conversion Tracking in Google's personal data protection regulations: <https://www.google.de/policies/privacy/>. You can set your browser so that you are informed about the setting of cookies and



only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when the browser is closed. If cookies are deactivated, the functionality of this website may be restricted.

#### 10. E-Mail and Newsletter

If you sign up for our newsletter, we will use your email address to send you information about our products and services, as well as other commercial communications (e.g. announcements of events, competitions and surveys) that may be of interest to you, provided you will be included in the e-mail distribution list. You can unsubscribe from such emails at any time by clicking on the marked "unsubscribe from this list" link at the bottom of each email or by contacting us directly by email at [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com).

#### 11. Security

Liliana Cosmetics GmbH has implemented organizational and technical measures to ensure the security of personal data and to protect it against unauthorized or unlawful processing, unintentional loss, alteration, disclosure or access. Liliana Cosmetics GmbH may use third parties as data processors to collect and process your personal data. The data processors commissioned by us will only process your personal data according to our instructions and are legally obliged to take strict security precautions when handling personal data. Unfortunately, the transmission of information over the Internet is not entirely secure. Although we will do our utmost to protect your personal data, we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk. For this reason, you are always free to transmit your personal data to us by other means, e.g. by telephone. Once we have received your information, we use strict procedures and strict security measures to prevent unauthorized access.

**Error! Reference source not found.** party privacy policy

Please note that if you click on the link to a third party website (e.g. Google or social media or other websites) you will be redirected to a website that we do not control and our privacy policy will no longer apply. Browsing and interaction on any other website is subject to the terms of use and privacy statements and notices of such third party websites. We recommend that you carefully read the terms of use and the data protection declarations and notices of other websites before you transmit personal data via this website. We are not responsible or liable for the information content and data processing of such third-party websites.

#### 13. Children

Our website is not intended for children, and we do not knowingly collect personally identifiable information from children under the age of 18, unless we have express parental consent. If we are notified or otherwise learn that personal information has been improperly collected from a child under the age of 18, we will take all reasonable steps to delete such personal information.

#### 14. Your rights



You have the right to assert your data protection rights at any time and, with proof of your identity, to receive information about your stored personal data, to correct or supplement them, to object to the processing of your personal data or to request the deletion of your personal data. To do this, please send an email to [info@lilianacosmetics.com](mailto:info@lilianacosmetics.com). Please note that even after a request to delete your personal data, we must retain it in whole or in part within the framework of the legal and contractual storage obligations. The deletion of your personal data can mean that you can no longer use our services.

**Error! Reference source not found.**s to the privacy policy

Liliana Cosmetics GmbH reserves the right to adapt, supplement or otherwise change this personal data protection declaration at any time and without giving reasons. The current personal data protection declaration as published on the portal applies.