

## Privacy Policy

### 1) Information on the Collection of Personal Data and Contact Details of the Controller

1.1 We are pleased that you are visiting our website and thank you for your interest. Below, we inform you about the handling of your personal data when using our website. Personal data includes all information that can personally identify you.

1.2 The controller responsible for data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is Gene-Venture, Sennhofweg 22B, 4310 Rheinfelden, Switzerland, Tel.: +41 79 430 72 49, Email: info@gene-venture.com. The controller is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

1.3 This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g., orders or inquiries to the controller). You can recognize an encrypted connection by the "https://" prefix and the lock symbol in your browser's address bar.

### 2) Data Collection When Visiting Our Website

When using our website purely for informational purposes, without registration or otherwise transmitting information to us, we only collect data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data, which is technically necessary for us to display the website:

The website visited

Date and time of access

Amount of data sent in bytes

Source/reference from which you accessed the page

Browser used

Operating system used

IP address used (if applicable: in anonymized form)

Processing is carried out based on our legitimate interest in improving the stability and functionality of our website pursuant to Art. 6(1)(f) GDPR. The data will not be transferred or used in any other way. However, we reserve the right to review server log files retrospectively if concrete indications of unlawful use exist.

### 3) Cookies

To make our website more attractive and to enable certain functions, we use so-called cookies on various pages. These are small text files stored on your device. Some of the cookies we use are deleted after the end of the browser session (i.e., when you close your browser). Other cookies remain on your device and allow us to recognize your browser upon your next visit (persistent cookies). Persistent cookies are automatically deleted after a specified period, which may differ depending on the cookie. You can find the specific storage duration of each cookie in your browser's cookie settings.

Some cookies serve to simplify the order process (e.g., remembering the content of a virtual shopping cart for a subsequent visit). Where cookies are used to process personal data, processing is carried out either for the performance of a contract according to Art. 6(1)(b) GDPR, based on consent under Art. 6(1)(a) GDPR, or pursuant to Art. 6(1)(f) GDPR in our legitimate interest in ensuring the best possible functionality of the website and a customer-friendly, effective site visit.

Please note that you can set your browser to notify you of cookies and to decide on their acceptance individually or to exclude the acceptance of cookies in specific cases or in general. Each browser differs in the way it manages cookie settings. These are described in each browser's help menu, which explains how to change your cookie settings. You can find the respective links here:

Internet Explorer: [Cookie Management](#)

Firefox: [Allow and Reject Cookies](#)

Chrome: [Enable and Disable Cookies](#)

Safari: [Manage Cookies](#)

Opera: [Cookie Settings](#)

Please note that the functionality of our website may be limited if cookies are not accepted.

#### 4) Contacting Us

When contacting us (e.g., via contact form or email), personal data is collected. The specific data collected in the case of a contact form is apparent from the form itself. This data is used solely for the purpose of responding to your inquiry or for contacting you and for technical administration associated with this. The legal basis for processing is our legitimate interest in responding to your inquiry in accordance with Art. 6(1)(f) GDPR. If your contact is aimed at concluding a contract, additional legal basis for processing is Art. 6(1)(b) GDPR. Your data will be deleted after your inquiry has been fully processed, provided there are no statutory retention requirements.

#### 5) Data Processing When Opening a Customer Account and for Contract Execution

According to Art. 6(1)(b) GDPR, personal data will continue to be collected and processed if you provide it to us to execute a contract or open a customer account. The specific data collected is evident from the respective entry forms. Deletion of your customer account is possible at any time and can be requested by contacting the address above. We store and use the data you provide to execute contracts. After full execution of the contract or deletion of your customer account, your data will be blocked with respect to tax and commercial retention periods and deleted after the expiration of these periods unless you have expressly consented to further use of your data.

#### 6) Use of Customer Data for Direct Advertising

##### 6.1 Subscription to Our Email Newsletter

If you subscribe to our email newsletter, we will regularly send you information about our offers. The only required information for sending the newsletter is your email address. Additional data is provided voluntarily and is used to address you personally. We use the so-called double opt-in procedure for sending the newsletter. This means that we will

only send you an email newsletter after you have expressly confirmed that you consent to receiving newsletters.

By activating the confirmation link, you give us your consent to the use of your personal data in accordance with Art. 6(1)(a) GDPR. We store the IP address entered by your Internet Service Provider (ISP) and the date and time of registration to track potential misuse of your email address. You can unsubscribe from the newsletter at any time via the link provided in the newsletter.

## 6.2 Sending of Email Newsletter to Existing Customers

If you have provided your email address to us when purchasing goods or services, we reserve the right to send you regular offers for similar goods or services from our range by email. According to § 7(3) UWG, we do not need to obtain separate consent for this. Processing takes place on the basis of our legitimate interest in personalized direct advertising pursuant to Art. 6(1)(f) GDPR. If you have initially objected to the use of your email address for this purpose, we will not send you emails.