

# Privacy Notice

**PPCHEM AG**

Edition of December 29, 2025 (Version 2.0)

[info@ppchem.com](mailto:info@ppchem.com)

## Overview

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### Type of personal data

#### General Data

We process general personal data about you.

*[Note: concerns Section 3: all categories of data].*

#### Financial Data

We process your financial data.

*[Note: concerns Section 3 : communication data, master data, contract data].*

#### Location Data

We process your location data.

*[Note: concerns Section 3: behavioral and preference data].*

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### Source of personal data

#### Provided Data

We process personal data that you provide to us.

*[Note: concerns Section 3: especially penultimate paragraph].*

#### Collected Data

We process personal data that we collect about you.

*[Note: concerns Section 3: especially last paragraph].*

#### Received Data

We process personal data about you that we receive from third parties.

*[Note: concerns Section 3, especially last paragraph].*

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## Purpose of processing

### Marketing

We use your personal data for marketing and advertising.

*[Note: concerns Section 4: marketing purposes and relationship management (para. 4)].*

### Product Development

We use your personal data for the development and improvement of products and services.

*[Note: concerns Section 4: market research, to improve our services and operations, and for product development (para. 5)].*

### Other Purposes

We use your personal data for other purposes without direct connection with the core service.

*[Note: concerns Section 4: security purposes, etc. (para. 6 ff.)].*

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## Passing on to third parties

### Data Transfers

We transfer your personal data to other companies that decide themselves how to use the data.

*[Note: concerns Section 7].*

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## Place of processing

### Worldwide

We also process your personal data outside of Switzerland and the EEA.

*[Note: concerns Section 8].*

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## Document Revision

Version	Date	Author	Changes
1.0	21.09.2023	MB / CK / TW	first release and publication
2.0	21.12.2025	MB	Update: Redesign website ppchem.com

## 1. What is this Privacy Notice About?

The **PPCHEM AG** (hereinafter also «**we**», «**us**») collects and processes personal data that concern you but also other individuals (so called «**third parties**»). We use the word «**data**» here interchangeably with «**personal data**».

«**Personal data**» refers to data relating to identified or identifiable individuals, which means that the relevant data, in combination with additional data, makes it possible to draw conclusions about the identity of these individuals. «**Sensitive personal data**» is a subset of personal data that is specially protected under applicable data protection law. This includes, for example, data revealing racial or ethnic origin, health data, religious or philosophical beliefs, biometric data for identification purposes, and information relating to trade union membership. In Section 3, you will find information about the data we process in accordance with this Privacy Notice. «**Processing**» means any operation that is performed on personal data, such as collection, storage, use, alteration, disclosure and erasure.

In this Privacy Notice, we describe what we do with your data if you use <https://www.ppchem.com> and our other websites or apps (collectively «**website**»), obtain services or products from us, interact with us in relation to a contract, communicate with us or otherwise deal with us. If appropriate we will provide a just-in-time notice to cover any additional processing activities not mentioned in this Privacy Notice. In addition, we may inform you about the processing of your data separately, for example in consent forms, terms and conditions, additional privacy notices, forms and other notices.

If you disclose data to us or share data with us about other individuals, such as family members, co-workers, etc., we assume that you are authorized to do so and that the relevant data is accurate. By sharing data about others with us, you confirm this. Please make sure that these individuals have been informed about this Privacy Notice.

This Privacy Notice is aligned with the EU General Data Protection Regulation («**GDPR**»), the Swiss Data Protection Act («**DPA**») and the revised Swiss Data Protection («**revDPA**»). However, the application of these laws depends on each individual case.

## 2. Who Is Responsible for Processing Your Data?

**PPCHEM AG, Switzerland** (the «**PPCHEM**») is responsible for the data processing as described in this privacy policy, unless otherwise communicated in individual cases.

You may contact us for data protection concerns and to exercise your rights under Section 11 as follows:

**PPCHEM AG**  
**P.O. Box 433**  
**CH-8340 Hinwil**  
**info@ppchem.com**

## 3. What Data Do We Process?

We process various categories of data about you. The main categories of data are the following:

- **Technical data:** If you use our website or other online offerings (for example free Wi-Fi), we collect the IP address of your terminal device and other technical data in order to ensure the functionality and security of these offerings. This data includes logs with records of the use of our systems. We generally keep technical data for 6 months. In order to ensure the functionality of these offerings, we may also assign an individual code to you or your terminal device (for example as a cookie, see Section 12). Technical data as such does not allow us to draw conclusions about your identity. However, technical data may be linked with other categories of data (and potentially with your person) in relation to user accounts, registrations, access controls or the performance of a contract.
- **Registration data:** Certain offerings, for example contests, and services (such as login areas of our website, newsletters, free WLAN access, Webshop etc.) can only be used with a user account or

registration, which can happen directly with us or through our third-party login service providers. In this regard you must provide us with certain data, and we collect data about the use of the offering or service. Registration data may be required in relation to access control to certain facilities, potentially including biometric data, depending on the control system. We usually keep registration data for 12 months after the end of the use of the service or the termination of the user account.

- Communication data:** When you are in contact with us via the contact form, by e-mail, telephone or chat, or by letter or any other means of communication, we collect the data exchanged between you and us, including your contact details and the metadata of the communication. If we record or listen in on telephone conversations or video conferences, for example for training and quality assurance purposes, we will tell you specifically. Such recordings may only be made and used in accordance with our internal policies. You will be informed if and when such recordings take place, for example by an indication during the video conference in question. If you do not want to be recorded, please notify us or leave the (video) conference. If you simply do not want your image to be recorded, please turn off your camera. If we have to determine your identity, for example in relation to a request for information, a request for media access, etc., we collect data to identify you (for example a copy of an ID document). E-mails in personal mailboxes and written correspondence are generally kept for at least 10 years. Recordings of (video) conferences are generally kept for 24 months. Chats are generally stored for 2 years.
- Master data:** With the term master data we refer to the basic data that we need, in addition to contract data (see below), for the performance of our contractual and other business relationships or for marketing and promotional purposes, such as name and contact details, and information about, for example, your role and function, your bank details, your date of birth, customer history, powers of attorney, signature authorizations and declarations of consent. We process your master data if you are a customer or other business contact or work for one (for example as a contact person of the business partner), or because we wish to address you for our own purposes or for the purposes of a contractual partner (for example as part of marketing and advertising, with invitations to events, with vouchers, with newsletters, etc.). We receive master data from you (for example when you make a purchase or as part of a registration), from parties you work for, or from third parties such as contractual partners, associations and address brokers, and from public sources such as public registers or the internet (websites, social media, etc.). We may also process health data and information about third parties as part of master data. We may also collect master data from our shareholders and investors. We generally keep master data for 10 years from the last exchange between us or from the end of the contract. This period may be longer if required for evidentiary purposes, to comply with legal or contractual requirements, or for technical reasons. For contacts used only for marketing and advertising, the retention period is usually much shorter, usually no more than 2 years from the last contact.
- Contract data:** This means data that is collected in relation to the conclusion or performance of a contract, for example information about the contracts and the services provided or to be provided, as well as data from the period leading up to the conclusion of a contract, information required or used for performing a contract, and information about feedback (for example complaints, feedback about satisfaction, etc.). We generally collect this data from you, from contractual partners and from third parties involved in the performance of the contract, but also from third-party sources (for example credit information providers) and from public sources. We generally keep this data for 10 years from the last contract activity or from the end of the contract. This period may be longer where necessary for evidentiary purposes, to comply with legal or contractual requirements, or for technical reasons.
- Behavioral and preference data:** Depending on our relationship with you, we try to get to know you better and to tailor our products, services and offers to you. For this purpose, we collect and process data about your behavior and preferences. We do so by evaluating information about your behavior in our domain, and we may also supplement this information with third-party information, including from public sources. Based on this data, we can for example determine the likelihood that you will use certain services or behave in a certain way. The data processed for this purpose is already known to us (for example where and when you use our services), or we collect it by recording your behavior (for

example how you navigate our website). We anonymize or delete this data when it is no longer relevant for the purposes pursued, which may be – depending on the nature of the data – between 2-3 weeks and 24 months (for product and service preferences). This period may be longer where necessary for evidentiary purposes, to comply with legal or contractual requirements, or for technical reasons. We describe how tracking works on our website in Section 12.

- **Other Data:** We also collect data from you in other situations. For example, data that may relate to you (such as files, evidence, etc.) is processed in relation to administrative or judicial proceedings. We may also collect data for health protection (for example as part of health protection concepts). We may obtain or create photos, videos and sound recordings in which you may be identifiable (for example at events, through security cameras, etc.). We may also collect data about who enters certain buildings, and when or who has access rights (including in relation to access controls, based on registration data or lists of visitors, etc.), who participates in events or campaigns (for example contests) and who uses our infrastructure and systems and when. Moreover, we collect and process data about our shareholders and other investors, in addition to master data, including information for registers, in relation to the exercise of their rights and events (for example general meetings). The retention period for this data depends on the processing purpose and is limited to what is necessary. This ranges from a few days for many security cameras, to a few weeks for contact tracing and visitor data, which is usually kept for 3 months, to several years or more for reports about events with images. Data relating to you as a shareholder or investor is kept in accordance with corporate law, but in any case, for as long as you are invested.

Much of the data set out in this Section 3 is provided to us by yourself (through forms, when you communicate with us, in relation to contracts, when you use the website, etc.). You are not obliged or required to disclose data to us except in certain cases, for example within the framework of binding health protection concepts (legal obligations). If you wish to enter contracts with us or use our services, you must also provide us with certain data, in particular master data, contract data and registration data, as part of your contractual obligation under the relevant contract. When using our website, the processing of technical data cannot be avoided. If you wish to gain access to certain systems or buildings, you must also provide us with registration data. However, in the case of behavioral and preference data, you generally have the option of objecting or not giving consent.

As far as it is not inadmissible, we also collect data from public sources (for example debt collection registers, land registers, commercial registers, the media, or the internet including social media) or receive data from other companies within our group, from public authorities and from other third parties (such as credit agencies, address brokers, associations, contractual partners, internet analytics services, etc.).

#### 4. For What Purposes Do We Process Your Data?

We process your data for the purposes explained below. Further information for online services is set out in Sections 12 and 13. These purposes and their objectives represent interests of ourselves and potentially of third parties. You can find further information on the legal basis of our processing in Section 5.

We process your data for purposes related to **communication** with you, in particular in relation to responding to **inquiries** and the **exercising of your rights** (Section 11) and to enable us to **contact** you in case of queries. For this purpose, we use in particular communication data and master data, and registration data in relation to offers and services that you use. We keep this data to document our communication with you, for training purposes, for quality assurance and for follow-up inquiries.

The above includes all purposes in relation to which we communicate with you, whether in the context of customer service or consulting, authentication in case the website is used, and for training and quality assurance (for example in customer service). We further process communication data to enable us to communicate with you by e-mail and telephone, as well as through messenger services, chats, social media, and by letter. Communication with you usually takes place in relation to other processing purposes, for example so that we can provide services or respond to an access request. Our processing also serves to document the communication and its content.

We process data for the conclusion, administration and performance of **contractual relationships**.

We process data for **marketing purposes** and **relationship management**. This may happen in the form of newsletters and other regular contacts (electronically, by e-mail or by telephone), through other channels for which we have contact information from you, but also as part of marketing campaigns (for example events, contests, etc.) and may also include free services (for example invitations, vouchers, etc.). You can object to such contacts at any time (see Section 5) or refuse or withdraw consent to be contacted for marketing purposes.

In the context of relationship management, we may also operate a customer relationship management system («CRM») in which we keep the data of customers, suppliers and other business partners that is required for relationship management, for example data about contact persons, relationship history (for example information about products and services purchased or supplied, interactions, etc.), interests, marketing measures (newsletters, invitations to events, etc.) and other information.

We further process your data for **market research**, to **improve our services and operations**, and for **product development**.

We may also process your data for **security** and **access control purposes**.

We process personal data to **comply with laws, directives and recommendations from authorities and internal regulations** («Compliance»).

We also process data for the purposes of our **risk management** and as part of our **corporate governance**, including business organization and development.

We may process your data for **further purposes**, for example as part of our internal processes and administration or for quality assurance purposes and trainings.

These further purposes include, for example, training and educational purposes, administrative purposes (such as managing master data, accounting and data archiving, and testing, managing and continuously improving IT infrastructure), protecting our rights (for example to enforce claims in or out of court, and before authorities in Switzerland and abroad, or to defend ourselves against claims, for example by preserving evidence, conducting legal assessments and participating in court or administrative proceedings) and evaluating and improving internal processes. We may use recordings of (video) conferences for quality assurance purposes and trainings. These further purposes also include safeguarding other legitimate interests that cannot be named exhaustively.

## 5. On What Basis Do We Process Your Data?

Where we ask for your **consent** for certain processing activities (for example for the processing of sensitive personal data, for marketing mailings, for personalized motion profiles and for advertising management and behavior analysis on the website), we will inform you separately about the relevant processing purposes. You may withdraw your consent at any time with effect for the future by providing us written notice (by mail) or, unless otherwise noted or agreed, by sending an e-mail to us; see our contact details in Section 2. For withdrawing consent for online tracking, see Section 12. Where you have a user account, you may also withdraw consent or contact us also through the relevant website or other service, as applicable. Once we have received notification of withdrawal of consent, we will no longer process your information for the purpose(s) you consented to, unless we have another legal basis to do so. Withdrawal of consent does not, however, affect the lawfulness of the processing based on the consent prior to withdrawal.

Where we do not ask for consent for processing, the processing of your personal data relies on the requirement of the processing for **initiating or performing a contract** with you (or the entity you represent) or on our or a third-party's **legitimate interest** in the particular processing, in particular in pursuing the purposes and objectives set out in Section 4 and in implementing related measures. Our legitimate interests also include compliance with **legal regulations**, insofar as this is not already recognized as a legal basis by applicable data protection law (for example in the case of the GDPR, the laws in the EEA and in the case of the DPA, Swiss law). This also includes the marketing of our products and services, the interest in better understanding our markets and in managing and further developing our company, including its operations, safely and efficiently.

Where we receive sensitive personal data (for example health data, data about political opinions, religious or philosophical beliefs, and biometric data for identification purposes), we may process your data on other legal basis, for example, in the event of a dispute, as required in relation to a potential litigation or for the enforcement or defense of **legal claims**. In some cases, other legal basis may apply, which we will communicate to you separately as necessary.

## 6. What Applies in Case of Profiling and Automated Individual Decisions?

We may automatically evaluate personal aspects relating to you («**profiling**») based on your data (Section 3) for the purposes set out in Section 4, where we wish to determine preference data, but also in order to detect misuse and security risks, to perform statistical analysis or for operational planning.

We do not make automated discretionary decisions.

## 7. With Whom Do We Share Your Data?

In relation to our contracts, the website, our services and products, our legal obligations or otherwise protecting our legitimate interests and the other purposes set out in Section 4, we may disclose your personal data to third parties, in particular to the following categories of recipients:

- **Service providers:** We work with service providers in Switzerland and abroad who process your data on our behalf or as joint controllers with us or who receive data about you from us as separate controllers (for example IT providers, shipping companies, advertising service providers, login service providers, cleaning companies, security companies, banks, insurance companies, debt collection companies, credit information agencies, or address verification providers). This may include health data. For the service providers used for the website, see Section 12.

To be able to deliver our products and services efficiently and focus on our core competencies, we procure services from third parties in a number of areas. To be able to deliver our products and services efficiently and focus on our core competencies, we procure services from third parties in various areas. These include, for example, IT services, information transmission, marketing, sales, communication or printing services, facility management, security and cleaning, organizing and holding events and receptions, debt collection, credit agencies, address verification provider (for example to update address lists in case of relocations), fraud prevention measures and services from consulting companies, lawyers, banks, insurers and

telecommunication companies. In each case, we disclose the data these providers require for their services, which may also concern you. These providers may also use such data for their own purposes, for example information about overdue claims and your payment history in case of credit information agencies or anonymized data to improve their services. In addition, we enter contracts with these providers that include provisions to protect data, where such protection does not follow from the law. In some cases, our service providers may also process data on how their services are used and other data that is generated in the course of using their services as independent data controllers for their own legitimate interests (e.g., for statistical analysis or billing purposes). Service providers inform about their independent data processing activities in their own privacy statements.

- **Contractual partners including customers:** This refers to customers (for example service recipients) and our other contractual partners as this data disclosure results from these contracts. If you work for one of these contractual partners, we may also disclose data about you to that partner in this regard. This may include health data. These recipients also include contractual partners with whom we cooperate.
- **Authorities:** We may disclose personal data to agencies, courts and other authorities in Switzerland and abroad if we are legally obliged or entitled to make such disclosures or if it appears necessary to protect our interests. This may include health data. These authorities act as separate controllers.
- **Other persons:** This means other cases where interactions with third parties follow from the purposes set out in Section 4, for example service recipients, the media and associations in which we participate or if you are included in one of our publications.

All these categories of recipients may involve third parties, so that your data may also be disclosed to them. We can restrict the processing by certain third parties (for example IT providers), but not by others (for example authorities, banks, etc.).

We reserve the right to make such disclosures even of **secret data** (unless we have expressly agreed with you that we will not disclose such data to certain third parties, except if we are required to do so by law). Notwithstanding the foregoing, your data will continue to be subject to adequate data protection in Switzerland and the rest of Europe, even after disclosure. For disclosure to other countries, the provisions of Section 8 apply. If you do not wish certain data to be disclosed, please let us know so that we can review if and to what extent we can accommodate your concern (Section 2).

In many cases, the disclosure of secret data is necessary in order to perform contracts or provide other services. Likewise, non-disclosure agreements generally do not exclude such disclosures of data nor disclosures to service providers. However, depending on the sensitivity of the data and on other circumstances, we ensure that these third parties handle the data appropriately. We cannot comply with your objection to the disclosure of data where the disclosure in question is necessary for our activities.

In addition, we enable **certain third parties** to collect **personal data of you** on our website and at events organized by us (for example press photographers, providers of tools on our website, etc.). Where we have no control over these data collections, these third parties are sole controllers. If you have concerns or wish to exercise your data protection rights, please contact these third parties directly. See Section 12 for the website.

## 8. Does Your Personal Data Also End Up Abroad?

As explained in section 7, we disclose data to other parties. Not all of them are located in Switzerland. Your data may therefore be processed both in Europe and in America, in exceptional cases in any country in the world.

If a recipient is located in a country without adequate statutory data protection, we contractually obligate the recipient to comply with the applicable data protection law (for this purpose, we use the revised European Commission's standard contractual clauses, which can be accessed here:

[https://eur-lex.europa.eu/eli/dec\\_impl/2021/914/oj?](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?), unless the recipient is subject to a legally accepted set of rules to ensure data protection or unless we cannot rely on an exception. An exception may apply for example in case of legal proceedings abroad, but also in cases of overriding public interest or if the performance of a contract requires disclosure, if you have consented or if data has been made available generally by you and you have not objected against the processing.

Many countries outside of Switzerland or the EEA currently do not have laws that ensure an adequate level of data protection under the DPA or the GDPR. The contractual arrangements mentioned compensate to some extent for this weaker or missing legal protection. However, contractual precautions cannot eliminate all risks (namely of government access abroad). You should be aware of these remaining risks, even though they may be low in an individual case, and we take further measures (for example pseudonymization or anonymization) to minimize them.

Please note that data exchanged via the internet is often routed through third countries. Your data may therefore be sent abroad even if sender and recipient are in the same country.

## 9. How Long Do We Process Your Data?

We process your data for as long as our processing purposes, the legal retention periods and our legitimate interests in documentation and keeping evidence require it or storage is a technical requirement. You will find further information on the respective storage and processing periods for the individual data categories in Section 3, and for cookies in Section 12. If there are no contrary legal or contractual obligations, we will delete or anonymize your data once the storage or processing period has expired as part of our usual processes.

## 10. How Do We Protect Your Data?

We take appropriate security measures in order to maintain the required security of your personal data and ensure its confidentiality, integrity and availability, and to protect it against unauthorized or unlawful processing, and to mitigate the risk of loss, accidental alteration, unauthorized disclosure or access.

## 11. What Are Your rights?

**Applicable data protection laws grant you the right to object to the processing of your data in some circumstances, in particular for direct marketing purposes, for profiling carried out for direct marketing purposes and for other legitimate interests in processing.**

To help you control the processing of your personal data, you have the following rights in relation to our data processing, depending on the applicable data protection law:

- The right to request information from us as to whether and what data we process from you.
- The right to have us correct data if it is inaccurate.
- The right to request erasure of data.
- The right to request that we provide certain personal data in a commonly used electronic format or transfer it to another controller.
- The right to withdraw consent, where our processing is based on your consent.
- The right to receive, upon request, further information that is helpful for exercising these rights.
- The right to express your point of view in case of automated individual decisions (Section 6) and to request that the decision be reviewed by a human.

**If you wish to exercise the above-mentioned rights in relation to us**, please contact us in writing, at our premises or, unless otherwise specified or agreed, by e-mail; you will find our contact details in Section 2. In order for us to be able to prevent misuse, we need to verify your identity (for example by means of a copy of your ID card, unless identification is not possible otherwise).

You also have these rights in relation to other parties that cooperate with us as separate controllers – please contact them directly if you wish to exercise your rights in relation to their processing. You will find information on our key partners and service providers in Section 7 and additional information in Section 12.

Please note that conditions, exceptions or restrictions apply to these rights under applicable data protection law (for example to protect third parties or trade secrets). We will inform you accordingly where applicable.

If you disagree with the way we handle your rights or with our data protection practices, please let us know (Section 2). If you are located in the EEA, the United Kingdom or in Switzerland, you also have the right to lodge a complaint with the competent data protection supervisory authority in your country.

You can find a list of authorities in the EEA here:

[https://edpb.europa.eu/about-edpb/board/members\\_de](https://edpb.europa.eu/about-edpb/board/members_de).

You can reach the UK supervisory authority here:

<https://ico.org.uk/global/contact-us/>.

You can reach the Swiss supervisory authority here:

<https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html>.

## 12. Do We Use Online Tracking?

We use various techniques on our website that allow us and third parties engaged by us to recognize you during your use of our website, and possibly to track you across several visits. This section will inform you about this.

In essence, this allows us to distinguish accesses by you (via your system) from accesses by other users, so that we can ensure the functionality of the website and carry out analysis and personalization. We do not intend to determine your identity, even if that is possible where we or third parties engaged by us can identify you by combination with registration data. However, even without registration data, the technologies we use are designed in such a way that you are recognized as an individual visitor each time you access the website, for example by our server (or third-party servers) that assign a specific identification number to you or your browser (so-called «cookie»).

We use these technologies on our website and may allow certain third parties to do so as well. However, depending on the purpose of these technologies, we may ask for consent before they are used. You can access your current settings [here](#). You can also set your browser to block or deceive certain types of cookies or alternative technologies, or to delete existing cookies. You can also add software to your browser that blocks certain third-party tracking. You can find more information on the help pages of your browser (usually with the keyword «Privacy») or on the websites of the third parties set out below.

We distinguish the following categories of «cookies» (including other technologies such as fingerprinting):

- **Necessary cookies:** Some cookies are necessary for the functioning of the website or for certain features. For example, they ensure that you can move between pages without losing information that was entered in a form. They also ensure that you stay logged in. These cookies exist only temporarily («session cookies»). If you block them, the website may not work properly. Other cookies are necessary for the server to store options or information (which you have entered) beyond a session (i.e. a visit to the website) if you use this function (for example language settings, consents, automatic login functionality, etc.).
- **Performance cookies:** In order to optimize our website and related offers, and to better adapt them to the needs of the users, we use cookies to record and analyze the use of our website, potentially beyond one session. We use third-party analytics services for this purpose. We have listed them below. Before we use such cookies, we ask for your consent. You can withdraw your consent at any time through the cookie settings.

We may also integrate additional third-party offers on our website, in particular from social media providers. These offers are deactivated by default. As soon as you activate them (for example by clicking a button), these providers can determine that you are using our website. If you have an account with that social media provider, it can assign this information to you and thereby track your use of online offers. These social media providers process this data as separate controllers.

We currently use offers from the following service providers and advertising partners (where they use data from you or cookies set on your computer for advertising purposes):

- **Google Analytics:** Google Ireland Ltd. (located in Ireland) is the provider of the service «Google Analytics» and acts as our processor. Google Ireland relies on Google LLC (located in the United States) as its sub-processor (both «Google»). Google collects information about the behavior of visitors to our website (duration, page views, geographic region of access, etc.) through performance cookies (see above) and on this basis creates reports for us about the use of our website. We have configured the service so that the IP addresses of visitors are truncated by Google in Europe before forwarding them to the United States and cannot be traced back. We have turned off the «Data sharing» option and the «Signals option». Although we can assume that the information, we share with Google is not considered personal data by Google, it may be possible that Google may be able to draw conclusions about the identity of visitors based on the data collected, create personal profiles and link this data with the Google accounts of these individuals for its own purposes. In any event, if you consent to the use of Google Analytics, you expressly consent to any such processing, including the transfer of your personal data (in particular website and app usage, device information and unique IDs) to the United States and other countries. Information about data protection with Google Analytics can be found here <https://support.google.com/analytics/answer/6004245> and if you have a Google account, you can find more details about Google's processing here <https://policies.google.com/technologies/partner-sites?hl=en>.
- **Google Fonts:** This website uses Google Fonts, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, to ensure consistent and visually appealing font display. When you visit our website, your browser loads the required fonts directly from Google's servers. In the process, your IP address may be transmitted to Google, as it is technically required to deliver the font files. This may also result in a data transfer to servers located outside Switzerland and the European Union, in particular to the United States. The use of Google Fonts is based on our legitimate interest in a uniform and attractive presentation of our online presence. Further information on data protection at Google can be found at: <https://policies.google.com/privacy>
- **Google Maps:** This website uses Google Maps, a mapping service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, to display interactive maps and locations. When you access pages containing Google Maps, your browser establishes a connection to Google servers. In this process, your IP address and other technical data may be transmitted to Google. Since Google operates globally, this may result in data transfers to countries outside Switzerland and the European Union, including the United States. The use of Google Maps is based on our legitimate interest in providing you with interactive map functionality and location information. Google may process the transmitted data for analytics, personalization, or advertising purposes according to their privacy policy. You can find further information about data protection at Google Maps here: <https://policies.google.com/privacy>
- **jsDelivr (Content Delivery Network):** We use the Content Delivery Network (CDN) jsDelivr on our website. A CDN helps to deliver content such as JavaScript files more quickly by using servers that are distributed worldwide. This improves the performance and loading speed of our website. When you visit our website, your IP address may be transmitted to jsDelivr servers for technical reasons. Since jsDelivr operates globally, data may be processed outside of Switzerland and the European Union, including in countries that do not offer an adequate level of data protection. jsDelivr does not set cookies according to current knowledge. The use of this service is based on our legitimate interest in ensuring the secure and efficient operation of our website. More information about jsDelivr's data protection can be found at: <https://www.jsdelivr.com/privacy-policy-jsdelivr-net>
- **Cloudflare JS CDN (Content Delivery Network):** This website uses the Cloudflare JS CDN to improve the performance and loading speed of our website. For this purpose, technical access data, including your IP address, may be transmitted to Cloudflare servers. Since Cloudflare operates a global network, personal data may also be transferred to third countries outside Switzerland and the European Union that do not offer an adequate level of data protection. Cloudflare applies appropriate safeguards in accordance with applicable data protection regulations. According to our current knowledge, Cloudflare JS CDN does not use cookies. The use of this service is based on our legitimate interest in a fast, stable, and secure website. Further information on Cloudflare's data protection can be found at: <https://www.cloudflare.com/privacypolicy/>

- **hCAPTCHA:** This website uses hCaptcha, a CAPTCHA service provided by Intuition Machines, Inc. (dba hCaptcha), to protect forms (such as login forms and contact forms) from automated abuse, spam, and malicious attacks. When you interact with hCaptcha, technical information such as your IP address, browser and device data, and your interaction with the CAPTCHA may be processed. This data is used solely to verify that you are a human and to ensure the security of the website. Data may be transferred to servers outside Switzerland and the European Union, including the United States. The processing of this data is based on our legitimate interest in maintaining the security and proper functioning of our website. Further information about hCaptcha's privacy practices can be found at: <https://www.hcaptcha.com/privacy>
- **Online shop WooCommerce:** We process the data of our customers in accordance with the data protection provisions of the Federal Data Protection Act(DSG), and the EU-DSGVO in the context of the ordering processes in our online store to enable them to select and order the desired products and services and their payment and delivery or processing. The processed data includes master data (inventory data), communication data, contract data, payment data and the data subjects of the processing include our customers, prospective customers, and other business partners. The processing is carried out for the purpose of providing contractual services in the context of operating an online store, billing, delivery, and customer service. In this context, we use session cookies, e.g. to store the shopping cart content, and permanent cookies, e.g. to store the login status. The processing is based on Art. 6 para. 1 lit. b (execution of order transactions) and c (legally required archiving) DSGVO. Thereby, the data marked as required is necessary for the establishment and fulfillment of the contract. We disclose the data to third parties only in the context of delivery, payment or within the scope of legal permissions and obligations. The data is only processed in third countries if this is necessary for the fulfillment of the contract (e.g. at the request of the customer for delivery or payment). Users can optionally create a user account, in particular to view their orders. During the registration process, users are provided with the required mandatory information. User accounts are not public and cannot be indexed by search engines, e.g. Google. If users have terminated their user account, their data relating to the user account will be deleted, insofar as their retention is not required for reasons of commercial or tax law, in accordance with Art. 6 para. 1 lit. c DSGVO. Information in the customer account is retained until its deletion with subsequent archiving in the event of a legal obligation. It is the responsibility of the users to save their data in the event of termination before the end of the contract. Within the scope of registration and new registration as well as the use of our online services, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests as well as those of the users in the protection against misuse and other unauthorized use. In principle, this data is not passed on to third parties, unless it is necessary for the pursuit of our claims or there is a legal obligation to do so in accordance with Art. 6 Para. 1 lit. c DSGVO. The deletion takes place after the expiry of legal warranty and comparable obligations, the necessity of keeping the data is reviewed at irregular intervals. In the case of legal archiving obligations, deletion takes place after their expiry.
- **Real Cookie Banner:** To manage the cookies and similar technologies used (tracking pixels, web beacons, etc.) and the related consents, we use the consent tool "Real Cookie Banner". Details on how "Real Cookie Banner" works can be found at <https://devowl.io/rcb/data-processing/>. The legal basis for the processing of personal data in this context is Art. 6 (1) (c) GDPR and Art. 6 (1) (f) GDPR. Our legitimate interest is the management of the cookies and similar technologies used and the related consents. The provision of personal data is neither contractually required nor necessary for the conclusion of a contract. You are not obliged to provide the personal data. If you do not provide the personal data, we will not be able to manage your consents.
- **TranslatePress:** We use TranslatePress on our website to provide content in multiple languages and make the site accessible to a broader international audience. The plugin is hosted on our own server, and translations are stored directly in our website's database. TranslatePress itself does not send any personal data of our visitors to external servers — it only serves translated content that is already stored on our site. According to the plugin documentation, no external data transfer occurs under this configuration.
- **Wordfence Security:** We use Wordfence Security, a plugin provided by Defiant, Inc., to protect our website from malicious activity, unauthorized access, and other security threats. Wordfence collects and processes the following data to provide its security functions: Your IP address, User agent string and

browser information, Login attempts and failed login records, and Firewall and security scan activity. This information is used solely to detect, prevent, and block security threats. Some information may be transmitted to Wordfence servers for threat intelligence purposes. The processing of your data is based on our legitimate interest in protecting the website and its users from security threats. Further information about Wordfence's privacy practices can be found at: <https://www.wordfence.com/privacy-policy/>

- **Wordpress Userlogin:** When users create an account or log in to this website, we process personal data necessary to provide the user account and to ensure secure authentication. This may include: Username, Email address, Encrypted password, IP address, and Date and time of login attempts. This data is processed solely for the purpose of providing user access to restricted areas, managing user accounts, and ensuring the security of the website. The processing of this data is based on our legitimate interest in the secure operation of the website and, where applicable, on the performance of a contract with the user. User account data is stored only as long as the user account exists. Users may request the deletion of their account at any time, unless there are legal retention obligations.

### 13. What Data Do We Process on Our Social Network Pages?

We may operate pages and other online presences («fan pages», «channels», «profiles», etc.) on social networks and other platforms operated by third parties and collect the data about you described in Section 3 and below. We receive this data from you and from the platforms when you interact with us through our online presence (for example when you communicate with us, comment on our content or visit our online presence). At the same time, the platforms analyze your use of our online presences and combine this data with other data they have about you (for example about your behavior and preferences). They also process this data for their own purposes, in particular for marketing and market research purposes (for example to personalize advertising) and to manage their platforms (for example what content they show you) and, to that end, they act as separate controllers.

We process this data for the purposes set out in Section 4, in particular for communication, for marketing purposes (including advertising on these platforms, see Section 12) and for market research. You will find information about the applicable legal basis in Section 5. We may disseminate content published by you (for example comments on an announcement), for example as part of our advertising on the platform or elsewhere. We or the operators of the platforms may also delete or restrict content from or about you in accordance with their terms of use (for example inappropriate comments).

For further information on the processing of the platform operators, please refer to the privacy information of the relevant platforms. There you can also learn about the countries where they process your data, your rights of access and erasure of data and other data subjects rights and how you can exercise them or obtain further information. We currently use the following platforms:

- **LinkedIn:** PPCHEM AG uses the technical platform and services of LinkedIn Ireland Unlimited Community, Wilton Place, Dublin 2, Ireland, for the information service offered.

We would like to point out that you use these LinkedIn pages and their functions on your own responsibility. This applies in particular to the use of the interactive functions (for example, commenting or rating). Information about which data is processed by LinkedIn and for which purposes can be found in the LinkedIn privacy policy: <https://www.linkedin.com/legal/privacy-policy>.

When you visit our LinkedIn company page, LinkedIn collects, among other things, your IP address and other information that is present on your PC in the form of cookies. This information is used to provide us, as the operator of the LinkedIn pages, with statistical information about the use of the LinkedIn page.

The data collected about you in this context will be processed by LinkedIn Ireland Unlimited Community and, where applicable, transferred to countries outside the European Union (<https://www.linkedin.com/help/linkedin/answer/62533>). LinkedIn describes in general terms what information it receives and how it is used in its privacy policy. There you will also find information about how to contact LinkedIn.

In which way LinkedIn uses the data from the visit of LinkedIn pages for its own purposes, to what extent activities on the LinkedIn page are assigned to individual users, how long LinkedIn stores this data and

whether data from a visit of the LinkedIn page is passed on to third parties, is not conclusively and clearly stated by LinkedIn and is not known to us.

We, as a provider of a LinkedIn company page, do not collect and process any data from your use of our service beyond that.

## 14. Newsletter mailing

We use the MailPoet to manage and send our newsletters. The delivery of emails is carried out via our own SMTP server and not via MailPoet's external sending infrastructure. When you subscribe to our newsletter, the personal data you enter (such as your email address and, if applicable, your name) is stored in our database and used exclusively for the purpose of sending you newsletters. In addition, technical data such as your IP address and the date and time of registration may be stored for verification and documentation purposes. No personal data is transmitted to MailPoet's external servers for the purpose of email delivery. Your data is not passed on to third parties. The processing of your data is based on your explicit consent. You may revoke your consent at any time via the unsubscribe link included in every newsletter. Further information about data protection at MailPoet can be found at: <https://www.mailpoet.com/privacy-notice/>

## 15. Can We Update This Privacy Notice?

This Privacy Notice is not part of a contract with you. We may change this Privacy Notice at any time. The version published on this website is the current version.

Last updated: 21.12.2025