

# SUNRISE WEBSITE TERMS OF USE

## Privacy Policy Sunrise

At Sunrise, your data is managed securely and held in the strictest confidentiality. Sunrise takes great care to ensure that all legal requirements are fulfilled in accordance with the provisions of the federal law on data protection.

### 1. How your data is handled

Based on your personal details, Sunrise has access to various pieces of information about you personally or your company.

In particular, this pertains to:

- Login (username, password)
- Customer information (last name, first name, address, date of birth, in some cases occupation)
- Contract information (start and end dates of the contract, plan or subscription, products and services)
- Means of contacting you (telephone, e-mail, SMS)
- Interests and preferences (personalization, needs, lifestyle)
- Payment information (bank details)

### 2. Statistical surveys

The institutes commissioned by Sunrise to conduct customer surveys and market research are subject to the obligation of confidentiality and provide their results to Sunrise in an anonymized form that does not allow individual customers to be identified.

### 3. How your data is used

Sunrise uses your data and personal details for the following purposes:

- Delivery of subscribed services
- Delivery of marketing information
- Processing of orders and rendering of services
- Processing of reports and statistics

### 4. Cooperation with third parties

If and when cooperating with third parties, Sunrise will disclose the personal details of its customers (particularly their credit rating) only to the extent permitted by the General Terms and Conditions.

### 5. Data storage

You may modify your personal data at any time on the relevant websites (in the personalized section).

### 6. Technical information

Sunrise uses cookies. However, you can also access most of the platform's functions without accepting cookies. Cookie technology is used

- a) to recognize recurring users for statistical reasons
  - b) to enable the automatic login of registered users, provided the user has expressly asked for this during registration
- Sunrise also uses log files to analyze user behavior.

The Sunrise website may contain links to other pages. Sunrise accepts no liability for the privacy and security policies of these websites.

## **7. Data security**

Data protection is a high priority at Sunrise. Sunrise takes the necessary technical precautions to ensure the secure transmission and storage of your data. Where necessary, Sunrise uses conventional coding technologies (e.g. SSL) to increase data security on the website.

## **8. Online advertisement**

For pop-up advertisements on our site, such as promotional banners, buttons, pop-up windows etc., Sunrise does not gather any personal information such as name, address, phone number or e-mail address. Formatting elements (callback buttons, forms, etc.) used to contact you directly represent an exception to this.

Any use made of anonymous user data such as the operating system, type of browser and details about the extent to which the user responded to the advertisement (by clicking on it), is merely temporary. The anonymized data is used solely to ensure that the advertisement is targeted.

## **9. Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

## **10. Direct marketing**

Sunrise uses e-mail and direct marketing media to inform you about new products and to present you with new offers (e.g. new services or content) that might be of interest to you.

You have the opportunity to opt out of this communication each time you receive the newsletter by clicking on the "Unsubscribe from newsletter" link (applies only to My account and eService).

## **11. Children**

Your children have access to various services offered by us free of charge (e.g. e-mail, Sunrise prontomax, etc.). You are responsible for monitoring and limiting the sites that your underage children can access. Sunrise assumes no liability if your children access sites that should not be used by children or teens.

## **12. Changes to this policy**

Sunrise reserves the right to amend the privacy policy at any time, provided it is permitted by law and complies with the General Terms and Conditions. However, Sunrise agrees to immediately publicize changes to its website. Sunrise reserves the right to enforce the German version of the privacy policy as authoritative at any time.

## Data protection at Sunrise

Since **September 1, 2004, new General Terms and Conditions have been in effect**. In reference to this, we would like to make mention of the data protection provision under art. 6 of the General Terms and Conditions.

Sunrise takes an open, transparent and customer-friendly approach to data protection as well. Naturally, at Sunrise, **your data is managed securely and held in the strictest confidentiality**. Sunrise takes great care to ensure that the legal requirements governing data protection are met in full.

Your data is only recorded at Sunrise in the following data categories:

- **Customer data**

Examples: last name, first name, address, date of birth

- **Contract data**

Examples: start date, term and end date of the contract, plan or subscription, and products and services

- **Marketing data**

Examples: product inquiries, service information and other information and suggestions communicated by customers  
Your data enables us to present you with specific and **tailored special offers**. However, Sunrise can only offer you useful services and information, as well as comprehensive advice aligned specifically with your needs, if it has access to this basic data.

However, if you prefer that your data not be used for marketing purposes, please send written notification bearing your customer number to:

Sunrise Communications AG  
Data Protection  
Thurgauerstrasse 101B / P.O. Box  
8050 Zurich

If you use several Sunrise services, we ask for notification for each pertinent customer number.