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NILE.CH

PRIVACY POLICY

NILE Clothing AG
Hauptstrasse 33
2572 Sutz
Switzerland
VAT No: CH-073.3.003.538-3

This privacy policy explains to you the type, scope and purpose of the processing of personal data (hereinafter referred to as «data») within our online offer and the associated websites, functions and contents as well as external online presences, such as our social media profile (hereinafter jointly referred to as «online offer»). With regard to the terms used, such as «personal data» or their «processing», we refer to the definitions in Art. 4 of the General Data Protection Regulations (GDPR).

Our contact details are as follows:
Email: privacy@nile.ch
Tel.: +41 33 397 00 80

What kind of data do we process?

- Inventory data such as name, address, etc.
- Contact details such as email, telephone number, etc.
- Order data such as article, order date, quantity, etc.
- Usage data such as visited websites, interest in content, access times, calling up newsletters, etc.
- Meta/communication data such as device information, browser, IP address, etc.

Do we process data of special categories (Art. 9 para. 1 GDPR)?

No, Nile does not process any special categories of your users' data.

Which users/persons are affected by the processing of the data?

- Customers who have a Nilecard, use it (offline in the store as well as in the online store) or apply for it.
- Customers who place orders in the Online Store

- Users who have subscribed to the newsletter
- Visitors of the online offer on nile.ch
- Visitors/Followers of social media profiles of NILE (Facebook, Instagram, Vimeo, Pinterest under the name «nilethebrand»)

In summary, we also refer to the following as «users».

What is the purpose of the processing?

- Provision of the online offer, contents and functions on nile.ch
- Provision of contractual services, service and customer care.
- Response to contact requests and communication with users.
- Marketing, advertising and market research.
- Security Measures

When is the data on a Nilecard deleted?

- If your Nilecard has not been active for five years, it will be automatically deleted after receiving prior information by email.
- Upon request, we will delete your Nilecard immediately. This will irrevocably delete all your personal data as well as redeemed and outstanding vouchers.

Last updated: May 24, 2018

1. Relevant legal bases

In accordance with Art. 13 GDPR, we inform you of the legal basis of our data processing. If the legal basis is not mentioned in the data protection policy, the following applies: the legal basis for obtaining consent is Art. 6 para. 1 lit. a and Art. 7 GDPR, the legal basis for processing for the fulfillment of our services and the execution of contractual measures as well as for replying to enquiries is Art. 6 para. 1 lit. b GDPR, the legal basis for processing to fulfil our legal obligations is Art. 6 para. 1 lit. c GDPR, and the legal basis for processing to protect our legitimate interests is art. 6 para. 1 lit. f, GDPR. In the event that vital interests of the data subject or another natural person require the processing of personal data, art. 6 para. 1 lit. d GDPR applies as the legal basis.

2. Changes and Updates to this Privacy Policy

We ask you to inform yourself regularly about the contents of our privacy policy. We will adapt the data protection policy as soon as changes in the data processing carried out by us make this necessary. We will inform you as soon as the changes require your cooperation (e.g. consent) or other individual notification.

3. Basic information on data processing and legal bases

3.1. We process personal data of users only in compliance with the relevant data protection regulations. This means that user data will only be processed if a legal permission has been obtained. This means, in particular if data processing is necessary for the provision of our contractual services (e.g. processing of orders) as well as online services, or is required by law, if the user has given his or her consent, as well as on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation and security of our online services within the meaning of Art. 6 para. 1 lit. f. GDPR, in particular for range measurement, creation of profiles for advertising and marketing purposes, collection of access data and use of third-party services.

3.2. Please note that the legal basis of the consents Art. 6 para. 1 lit. a and Art. 7 GDPR, the legal basis for processing for the fulfillment of our services and the execution of contractual measures as well as for replying to enquiries is Art. 6 para. 1 lit. b GDPR, the legal basis for processing to fulfil

our legal obligations is Art. 6 para. 1 lit. c GDPR, and the legal basis for processing to protect our legitimate interests is Art. 6 para. 1 lit. f GDPR.

4. Security measures

4.1. We take organizational, contractual and technical security measures in accordance with the state of the art in order to ensure that the regulations of data protection laws are observed and thus to protect the data processed by us against accidental or intentional manipulation, loss, destruction or against access by unauthorized persons.

4.2. The security measures include in particular the encrypted transmission of data between your browser and our server.

5. Disclosure of data to third parties and third parties

5.1. If we disclose data to other persons and companies (contract processors or third parties) within the scope of our processing, transmit the data to them or otherwise grant them access to the data, this shall only take place on the basis of a legal permission (e.g. if a transmission of the data to third parties, such as payment service providers, in accordance with Art. 6 para. 1 lit. b GDPR is required for contract fulfilment), you have consented, a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).

5.2. The personal data of users may be exchanged within the companies of the Nile Group (Nile Clothing AG (CH), Nile Clothing GmbH (DE), Nile Agentur GmbH (DE), Nile Clothing Italia S.r.l. (IT), Nile Tex-Logistics GmbH (AT), Nile Trading Shanghai Ltd (CN) and affiliated franchise companies (Pluvina AG, ZAS AG (all CH)). These companies are obliged to use the personal data exclusively for the processing described in this data protection declaration. The data will not be shared with other third parties, except in the cases described in paragraph 1.5.

5.3. If we commission third parties with the processing of data on the basis of a so-called «order processing contract», this is done on the basis of Art. 28 GDPR.

5.4. If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area

(EEA)) or if this occurs in the context of the use of third-party services or disclosure or transfer of data to third parties, this only takes place if it occurs for the fulfillment of our (pre)contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we only process the data in a third country or have the data processed in a third country if the particular requirements of Art. 44 ff. GDPR are met. This means, for example, processing is carried out on the basis of special guarantees, such as the officially recognised determination of a data protection level corresponding to the EU (e.g. for the USA by the «Privacy Shield») or compliance with officially recognised special contractual obligations (so-called «standard contractual clauses»).

5.5. We work together with Wirecard Bank AG to provide payment options in the online store. By accepting the Terms and Conditions, the customer confirms that he is aware of the privacy policies and the additional terms for Wirecard Payment and to agree to their validity. Further information is available at: Privacy policy: <https://www.wirecardbank.de/privacy-documents/datenschutzhinweis-fur-die-wirecard-zahlarten/> Additional terms and conditions: <https://www.wirecardbank.de/privacy-documents/zusatzliche-geschäftsbedingungen-fur-wirecard-zahlarten/>

6. Performance of contractual services

6.1. We process inventory data, contact data, order data, usage data and meta/communication data (see page 1 of this data protection declaration) for the purpose of fulfilling our contractual obligations and services in accordance with Art. 6 para. 1 lit. b, GDPR.

6.2. Users can optionally create a user account on <https://nile.ch>, in which you can view your orders and adjust your master data and newsletter settings yourself. During the registration process, the required information will be communicated to the users. The user accounts are not public and cannot be indexed by search engines. If users have terminated their user account, their data with regard to the user account will be deleted, subject to its retention for commercial or tax reasons, pursuant to Art. 6 para. 1 lit. c GDPR. It is up to the users to save their data before the end of the contract if they have given notice of termination. We are

entitled to irretrievably delete all user data stored during the term of the contract.

6.3. Users can place orders in the online store without creating a user account. The data required for the contractual fulfilment of our obligations will then only be processed for this order process and subsequently stored in accordance with the retention periods.

6.4. Users can also simply subscribe to the newsletter, whereby the conditions according to Paragraph 14 of this data protection declaration «Newsletter» are valid.

6.5. Users can also apply for a Nilecard customer card, which allows them to receive a voucher once a certain turnover has been reached. This voucher can be sent by post or email. The purchases are credited by all participating stores. The separate General Terms and Conditions of Nilecard apply (available on Nilecard's application, when opening a customer account at <https://nile.ch> and at <https://nile.ch/pages/nilecard>).

6.6. When registering, re-registering and using our online services, we store the IP address and the time of the respective user action. The data are stored on the basis of our legitimate interests as well as the user's protection against misuse and other unauthorized use. A passing on of this data to third parties does not take place in principle, unless it is necessary for the pursuit of our claims or there is a legal obligation in accordance with Art. 6 para. 1 lit. c, GDPR.

6.7. We process usage data (e.g., the visited websites of our online offer, interest in our products) and content data (e.g. entries in the contact form or user profile) for advertising purposes in a user profile in order to show the user e.g. product information based on their previously used services.

6.8. Deletion takes place after the expiration of statutory warranty and comparable obligations, the necessity of the storage of the data is checked every three years; in the case of statutory archiving obligations, deletion takes place after their expiration (end of commercial law (6 years) and tax law (10 years) storage obligation); details in the customer account remain up to its deletion.

7. Contacting us

7.1. When contacting us (via contact form or e-mail), the user's details for the processing of the contact enquiry and its handling according to the terms and conditions of this agreement are stored. Art. 6 para. 1 lit. b) GDPR.

7.2. User information can be stored in our Customer Relationship Management System («CRM System») or comparable request organisation.

7.3. We use the CRM systems «Blizzard» and «Bliss» of the provider Fadendaten GmbH, Hauptstrasse 33, 2572 Sutz, Switzerland on the basis of our legitimate interests (efficient and fast processing of user enquiries). For this purpose, we have concluded a contract with Fadendaten with so-called standard contract clauses in which Fadendaten undertakes to process user data only in accordance with our instructions and to comply with the EU data protection level.

8. Collection of access data and log files

8.1. We collect on the basis of our legitimate interests as defined in Art. 6 para. 1 lit. f. of the GDPR regarding each access to the server on which this service is located (known as server log files). Access data includes the name of the requested website, file, date and time of access, amount of data transferred, notification of successful retrieval, browser type along with version, the operating system of the user, referrer URL (previously visited), IP address, and the requesting provider.

8.2. Log file information is stored for security reasons (e.g. to investigate misuse or fraud). Data whose further storage is required for evidence purposes are excluded from deletion until the relevant incident has been finally clarified.

9. Cookies & range measurement

9.1. Cookies are information that is transferred from our web server or third party web servers to the user's web browser and stored there for later retrieval. Cookies can be small files or other types of information storage.

9.2. Some of the cookies we use are so-called «session cookies», which are only stored on our website for the duration of your current visit (e.g. to enable the storage of your login

status or the language and thus the use of our website). A randomly generated unique identification number, a so-called session ID, is stored in a session cookie. A cookie also contains information about its origin and the storage period. These cookies cannot store any other data. Session cookies are deleted when you have finished using our online offer and log out or close your browser, for example.

9.3. Users will be informed about the use of cookies in the context of pseudonymous audience reach measurement within the scope of this Data Protection Declaration.

9.4. If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Cookies already saved can be deleted in the system settings of the browser at any time. The exclusion of cookies can lead to functional restrictions of this online offer.

9.5. You can object to the use of cookies for range measurement and advertising purposes via the deactivation page of the network advertising initiative (<http://optout.networkadvertising.org/>) and additionally the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

9.6. Further information is set out in our cookie policy. These can be viewed directly via <https://nile.ch/pages/privacy>.

10. Google Analytics

10.1. We use on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR) Google Analytics, a web analytics service provided by Google Inc. («Google»). Google uses cookies. The information generated by the cookie about the user's use of the website's online offerings is generally transmitted to and stored on a Google server in the USA.

10.2. Google has become subject to the Privacy Shield agreement, thereby offering a guarantee of compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

10.3. On our behalf, Google will use this information to evaluate the use of our online offering by the user, to compile reports on the activities within this online offering and to provide us with other services related to the use of this online offering and the internet. Pseudonymous usage profiles of users may be created from the processed data in this respect.

10.4. We also use Google Analytics to display advertisements placed by Google and its partners within advertising services only to users who have also shown an interest in our online offer or who have certain characteristics (e.g. interests in certain topics or products that are determined by the web pages visited) that we transmit to Google (known as «remarketing» or «Google Analytics audiences»). With the help of remarketing audiences, we would also like to ensure that our advertisements correspond to the potential interest of the users and are not annoying.

10.5. We use Google Analytics only with activated IP anonymization. This means that the IP address of the user is shortened by Google within the member states of the European Union or in other countries that are party to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address sent to a Google server in the US and shortened there.

10.6. The IP address sent by your browser will not be connected with other data from Google. The user may refuse the use of cookies by selecting the appropriate settings in their browser; the user can also prevent Google from collecting the data generated by the cookie regarding your use of the contents data and the processing of this data by Google by downloading and installing the browser plugin available via the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

10.7 For further information on data usage by Google, setting and blocking options, please see the Google websites: <https://www.google.com/intl/de/policies/privacy/partners> («How Google uses information from sites or apps that use our services»), <https://policies.google.com/technologies/ads> («Use of data for advertising purposes»), <https://adssettings.google.com/authenticated> («Control the information Google uses to show you ads»).

11. Facebook social plug-ins

11.1. We use Social Plugins («plugins») of the social network facebook.com, which is operated by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland («Facebook»), on the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of art. 6 para.1 lit. f. of the GDPR). The plug-ins can display interaction elements or content (e.g. videos, graphics or text contributions) and are identified by a Facebook logo (white «F» on a blue tile, the term «Like», or a «thumbs up» sign) or by the phrase «Facebook social plug-in». The list and the appearance of Facebook social plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>.

11.2. Facebook has become subject to the Privacy Shield agreement, thereby offering a guarantee of compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

11.3. When a user accesses a feature of these online offerings that contain such a plug-in, his/her device establishes a direct connection to Facebook's servers. The content of the plug-in is transmitted by Facebook directly to the user's device and integrated into the online offer. Pseudonymous usage profiles of users may be created from the processed data in this respect. We therefore have no influence on the scope of the data which Facebook collects using this plugin and inform you according of our knowledge.

11.4. By including the plugin, Facebook receives the information that a user has accessed the corresponding page of the online offer. If you are logged into Facebook, Facebook can assign the visit to your Facebook account. If you interact with the plug-ins, for example, if you click the Like button or write a comment, the corresponding information is transmitted from your browser directly to Facebook and stored there. If you are not a member of Facebook, there is still the possibility that Facebook will receive your IP address and store it. According to Facebook, in Germany, only an anonymized IP address will be stored.

11.5. For the purpose and scope of data collection and further processing and use of data by Facebook, as well as

the related rights and settings options to protect the privacy of users, please see Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

11.6. If a user is a Facebook member and does not want Facebook to collect data about him/her via this online offer and link it to his/her membership data stored on Facebook, s/he must log out of Facebook before using our online offer and delete his/her cookies. More settings and ways to revoke permission to use your data for advertising purposes are available in your Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the US website <http://www.aboutads.info/choices/> or the EU website <http://www.youronlinechoices.com/>. The settings are not dependent of platform, i.e. they are applied to all devices, such as desktop computers or mobile devices.

12. Facebook, custom audiences and Facebook marketing services

12.1. Based on our rightful interest in the analysis, optimization and efficient operation of our online offer, we have decided to use the so-called »Facebook pixel«, for our online offerings, provided by the social network, Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or, in case you are based in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand canal Harbour, Dublin 2, Ireland (»Facebook«).

12.2. Facebook has become subject to the Privacy Shield agreement, thereby offering a guarantee of compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

12.3. With the help of Facebook pixel, Facebook is able to determine the visitors of our online offer as a target group for the presentation of advertisements (so-called »Facebook ads«). Accordingly, we use the Facebook pixel to display the Facebook ads we post only to Facebook users who have shown an interest in our website or who have certain features (e.g. interests in certain topics or products that are determined by the websites visited) that we transmit to Facebook (so-called »custom audiences«). With the help of the Facebook pixel, we want to make sure that our Facebook

ads correspond to the potential interest of the users and are not annoying. The Facebook pixel also helps us understand the effectiveness of Facebook ads for statistical and marketing research purposes by showing and evaluating whether users are directed to our site after they have clicked a Facebook ad (so-called »conversion«).

12.4. The Facebook pixel will be integrated directly by Facebook as soon as you visit our website and can store a so-called cookie, i.e. a small file, on your device. If you then log on to Facebook or visit Facebook in a registered state, your visiting our offer will be noted in your profile. The data collected on you remains anonymous to us, so it does not provide us with any information about the identity of the user. However, Facebook stores and processes the data so that a connection to the respective user profile is possible and can be used by Facebook as well as for its own market research and advertising purposes. If we send data to Facebook for matching purposes, it is encrypted locally on the browser and only then sent to Facebook via a secure https connection. This is done solely with the purpose of establishing a comparison with the data that is equally encrypted by Facebook.

12.5. Furthermore, when using the Facebook pixel, we use the additional function »extended matching« (here data such as telephone numbers, e-mail addresses or Facebook IDs of the users) to form target groups (»custom audiences« or »look alike audiences«) is transmitted to Facebook (encrypted). Further information on »extended adjustment«: <https://www.facebook.com/business/help/611774685654668>).

12.6. Facebook processes the data in accordance with Facebook's Data Usage Policy. Accordingly, general information on the display of Facebook ads can be found in the Facebook Data Usage Policy: <https://www.facebook.com/policy.php>. For specific information and details about the Facebook pixel and how it works, please visit the Facebook Help section: <https://www.facebook.com/business/help/651294705016616>.

12.7. You can object to the collection by Facebook pixels and use of your data for Facebook ads. To set what types of ads

you see on Facebook, you can visit the page set up by Facebook and follow the instructions on usage-based advertising settings: <https://www.facebook.com/settings?tab=ads>. The settings are not dependent of platform, i.e. they are applied to all devices, such as desktop computers or mobile devices.

12.8. You can object to the use of cookies for range measurement and advertising purposes via the deactivation page of the network advertising initiative (<http://optout.networkadvertising.org/>) and additionally the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

13. Newsletter

13.1. The following notes are about our newsletter, its content and procedures regarding registration, distribution and statistical evaluation. They also explain your right to appeal. By subscribing to our newsletter, you agree to receive the newsletter and to the procedures described.

13.2. Content of the newsletter: We send newsletters, emails and other electronic notifications containing advertising information (hereinafter «newsletters») only with the express consent of the recipient or with legal permission. If registration for the newsletter involves a concrete description of its content, then this description is the basis on which the user agrees to receive the newsletter. In addition, our newsletters contain information about our products, offers, promotions and our company in general.

13.3. Double opt-in and registration records: Subscription to our newsletter takes place using a process known as double opt-in. This means that upon registration, you will receive an email requesting confirmation of the subscription. The confirmation is required to ensure that no one else can subscribe using your email address. A record of subscriptions to the newsletter is kept to fulfil the legal requirements for recording the subscription process. The record contains the time of subscription and confirmation as well as the relevant IP address. Any changes to the data registered with MailChimp will also be recorded.

13.4. The newsletter is sent via «MailChimp», a newsletter distribution platform of the US provider Rocket Science

Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. The data protection regulations of the shipping service provider can be viewed here: <https://mailchimp.com/legal/privacy/>. The Rocket Science Group LLC d/b/a MailChimp is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with the European data protection level (<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>).

13.5. Furthermore, the service provider can use this data in pseudonymous form, i.e. without assignment to a user, to optimize or improve its own services, e.g. for technical optimization of the dispatch and presentation of the newsletter or for statistical purposes in order to determine from which countries the recipients come. However, the service does not use the recipient data of our newsletter to approach recipients directly nor do they pass the information on to third parties.

13.6. Login details: To subscribe to the newsletter, simply enter your email address, first name and surname. You can also subscribe to our newsletter in a NILE store by filling out and signing the newsletter subscription or by applying for our customer card «Nilecard».

13.7. Statistical data collection and analysis - The newsletters contain a so-called «web beacon», i.e. a pixel-sized file that is retrieved from the mail order company's server when the newsletter is opened. During the download, technical information such as your browser and operating system, as well as your IP address and the time of the download, are initially collected. This information is used for technical improvement of the service, as technical data or target group data can be analysed according to their reading behavior, their download locations (identifiable through IP addresses) or download times. Statistical data collection also includes an analysis of when the newsletters are opened and which links are clicked upon. Although this information technically allows the tracking of individual newsletter recipients, we are not interested in following or monitoring the behavior of individual users. Data analysis is used to recognize patterns in the reading behaviour of users, and to adapt contents accordingly or send different content according to the interests of our users.

13.8. The use of the shipping service provider MailChimp, carrying out statistical surveys and analyses as well as logging of the registration procedure, is delivered on the basis of our legitimate interests in accordance with the terms and conditions of the contract. Art. 6 para. 1 lit. f GDPR. We strive toward a user-friendly and secure newsletter system that serves both our business interests and the expectations of our users and also allows us to provide proof of consent.

13.9. Cancellation/revocation - You can cancel your subscription to our newsletter at any time, i.e. revoke your consent. At the same time, your consents to their dispatch by the shipping service provider and the statistical analyses expire. A separate revocation of the dispatch by the dispatch service provider or the statistical evaluation is unfortunately not possible. You will find an «unsubscribe» link at the end of each newsletter. If the users have only subscribed to the newsletter and cancelled this subscription, your personal data will be deleted.

14. Integration of services and content from third parties

14.1. Within the framework of our online offers, we use so-called social plugins («plugins») provided by the social network Facebook, which is operated by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland («Facebook»), 1 lit. f. GDPR) we include content or service offerings of third parties so that we can incorporate their content and services, such as videos or fonts (hereinafter uniformly referred to as «content»). This always presupposes that the third-party providers of this content can see the IP address of users, since without the IP address they would not be able to send the content to the users' browsers. The IP address is therefore necessary in order to display this content. We strive only to use content from providers who use the IP address to deliver content, and for nothing else. Third-party providers may also use «pixel tags» (invisible graphics, also known as «web beacons») for statistical or marketing purposes. The «pixel tags» enable the analysis of information such as the traffic of visitors on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may include technical information about the browser and operating system, referring websites, visiting time and other information about the use of our online offering. It may also be linked to such information from other sources.

14.2. The following presentation offers an overview of third-party providers and their content in addition to links to their Privacy Statements which contain further references to the processing of data and, already mentioned here in part, possibilities to object (so-called opt-out):

- External fonts from Google, LLC., <https://www.google.com/fonts> («Google Fonts»). The integration of Google Fonts takes place via a server access with Google (typically in the USA). Privacy Policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://www.google.com/settings/ads/>.
- Maps from the «Google Maps» service provided by Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy Policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://www.google.com/settings/ads/>.
- Functions of the Instagram service are integrated in our online offer. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA. If you are logged into your Instagram account, you can click the Instagram button to link the content of our pages with your Instagram profile. This means that Instagram can associate visits to our pages with your user account. As the operator of this website, we expressly advise that we receive no information about the content of the data transmitted or about Instagram's use of the same. Privacy Policy: <http://instagram.com/about/legal/privacy/>.
- We use social plug-ins from the social network Pinterest, which is operated by Pinterest Inc. 635 High Street, Palo Alto, CA, 94301, USA («Pinterest»). When you visit a page containing the Pinterest social plug-in, your browser establishes a direct connection to the Pinterest servers. The plug-in transfers protocol data to Pinterest's server in the USA. This log data may include your IP address, the address of the websites visited, which also includes Pinterest features, browser type and settings, the date and time of the request, how you use Pinterest, and cookies. Privacy policy: <https://about.pinterest.com/de/privacy-policy>.
- External code of the JavaScript framework «jQuery», provided by the third-party provider jQuery Foundation, <https://jquery.org>.

15. Rights of users

15.1. You have the right to request confirmation as to whether the data concerned are being processed and to request information about these data as well as further information and a copy of the data in accordance with Art. 15 GDPR.

15.2. According to Art. 16 GDPR, you have the right to request the completion of data concerning you or the correction of inaccurate data concerning you personally.

15.3. In accordance with Art. 17 GDPR, you have the right to demand that relevant data be deleted immediately or, alternatively, to demand a restriction on the processing of the data in accordance with Art. 18 GDPR.

15.4. You have the right to request that the data concerning you that you have provided to us be received in accordance with Art. 20 GDPR and to request their transmission to other persons responsible.

15.5. Furthermore, according to Art. 77 GDPR you have the further right to lodge a complaint with the competent supervisory authority.

15.6. To exercise your rights regarding data protection, please contact us directly at the currently valid contact address at www.nile.ch/pages/privacy.

16. Deletion of data

16.1. The data stored by us will be deleted as soon as it is no longer required for their intended use and there are no legal storage obligations to prevent deletion. If the data is not erased because it is necessary for other and legally permissible purposes, the processing of the data will be restricted. This means that the data is blocked and not processed for other purposes. This applies, for example, to data that must be retained for commercial or tax reasons.

16.2. According to legal requirements the storage is for 6 years according to § 257 para. 1 of the German Commercial Code (HGB) (trading books, inventories, opening balance sheets, annual financial statements, commercial letters, accounting documents, etc.) as well as for 10 years pursuant to

§ 147 para. 1 AO [Tax Code] (books, records, management reports, accounting documents, commercial and business letters, documents relevant for taxation, etc.).

17. Right of withdrawal

You have the right to revoke your consent according Art. 7 para. 3 GDPR with effect for the future.

18. Right to object

You can object to the future processing of the data concerning you in accordance with Art. 21 GDPR at any time. The objection may be lodged in particular against processing for direct marketing purposes.