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## Privacy Notice of Synthara AG

With this Privacy Notice we, Synthara AG (hereinafter **Synthara, we or us**), describe how we collect and further process personal data. This Privacy Notice is not necessarily a comprehensive description of our data processing. It is possible that other data protection documents, General Terms and Conditions or similar documents are applicable to specific circumstances.

The term "personal data" in this Privacy Notice shall mean any information that identifies, or could reasonably be used to identify any person.

If you provide us with personal data of other persons (such as family members, work colleagues), please make sure the respective persons are aware of this Privacy Notice and only provide us with their data if you are allowed to do so and such personal data is correct.

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

### 1. Controller

The "controller" of data processing as described in this Privacy Notice (i.e. the responsible person) is:

Synthara AG  
Josefstrasse 219  
8005 Zürich  
contact-us@synthara.ai

You can contact us of any data protection related concerns using these contact details.

### 2. Direct Collection of Personal Data

We primarily process personal data that we obtain from our customers, interested parties, business partners, as well as other individuals in the context of our business relationships with them, from our employees, applicants or that we collect from users when operating our websites.

### 3. Indirect Collection of Personal Data

Insofar as it is permitted to us, we obtain certain personal data from publicly accessible sources (e.g., debt registers, land registries, commercial registers, press, internet), from authorities or other third parties (such as e.g., credit rating agencies, list brokers).

The categories of data we receive about you from third parties include, but are not limited to:



- information from public registers;
- data received in connection with administrative or court proceedings;
- information in connection with your professional role and activities (e.g., in order to conclude and carry out contracts with your employer);
- information about you in correspondence and discussions with third parties;
- credit rating information (if we conduct business activities with you personally);
- information about you given to us by individuals associated with you (family, consultants, legal representatives, etc.) in order to conclude or process contracts with you or with your involvement (e.g. references, your delivery-address, powers of attorney);
- information regarding legal regulations;
- bank details;
- information regarding insurances, our distributors and other business partners for the purpose of ordering or delivering services to you or by you (e.g., payments made, previous purchases);
- information about you found in the media or internet (insofar as indicated in the specific case, e.g. in connection with job applications, media reviews, marketing/sales, etc.);
- your address and any interests and other socio-demographic data (for marketing purposes);
- data in connection with your use of our websites (e.g., IP address, MAC address of your smartphone or computers, information regarding your device and settings, cookies, date and time of your visit, sites and content retrieved, applications used, referring website, localization data).

#### **4. Purpose of Processing**

We primarily use collected data in order to get in touch with and answer requests from potential customers, conclude and process contracts with our customers and business partners, in particular in connection with design, development, production and maintenance of hardware and software as well as the acquisition, holding, exploitation and sale of licenses, patents, trademarks and other intellectual property rights, and the procurement of products and services from our suppliers and subcontractors. You may be affected by our data processing in your capacity as an employee of such a client or business partner.

In addition, in line with applicable law and where appropriate, we may process your personal data and personal data of third parties for the following purposes, such as:

- providing and developing our products, services and websites, on which we are active;
- communication with third parties and processing of their requests (e.g., potential customers, applicants, employees, media inquiries);



- customer relationship management (e.g. communication with [potential] customers, customer contracts);
- finance and accounting, audit;
- an employee’s suitability for the job (recruiting, e.g. clarifications in connection with job applications, job interviews, contract negotiations);
- the performance of the employment contract (human resources administration, e.g. salary, bonus, vacations and expenses, insurance, taxes; IT administration, e.g. device management);
- review and optimization of procedures regarding needs assessment for the purpose of direct customer approach as well as obtaining personal data from publicly accessible sources for customer acquisition;
- advertisement and marketing (including organizing events, newsletters), provided that you have not objected to the use of your data for this purpose;
- market and opinion research, media surveillance;
- complying with our domestic and foreign legal obligations;
- asserting legal claims and defense in legal disputes and official proceedings;
- prevention and investigation of criminal offences and other misconduct (e.g. conducting internal investigations, data analysis to combat fraud);
- ensuring our operation, including our IT, software and our website;
- video surveillance to protect our rights and other measures to ensure the safety of our premises and facilities as well as protection of our employees and other individuals and assets owner by or entrusted to us (such as e.g. access controls, visitor logs, network and mail scanners, telephone recordings);
- acquisition and sale of business divisions, companies or parts of companies and other corporate transactions and the transfer of personal data related thereto as well as measures for business management and compliance with domestic and foreign legal and regulatory obligations as well as our internal regulations.

If you have given us your consent to process your personal data for certain purposes (for example when registering to receive newsletters), we will process your personal data within the scope of and based on this consent, unless we have another legal basis, provided that we require one. Consent given can be withdrawn at any time, but this does not affect data processed prior to withdrawal.

## 5. Cookies and Tracking

When you visit our website, our servers may automatically log the standard data provided by your web browser. It may include your device’s Internet Protocol (IP) address, your browser type and version, the pages you visit, the time and date of your visit, the time spent on each page, and other details about your visit. Please be aware that while this information may not be personally identifying by itself, it may be



possible to use it in the event of attacks on our IT infrastructure or other possibly unauthorized or abusive use of our website and applications/software for the purpose of clarification and defense and, if necessary, in the context of criminal proceedings for identification and for civil and criminal proceedings against the persons.

We typically use “cookies” on our websites and applications/software, which allow for an identification of your browser or device. A cookie is a small text file that is sent to your computer and automatically saved by the web browser on your computer or mobile device, when you visit our website or install our applications/software. If you revisit our website or use our applications/software, we may recognize you, even if we do not know your identity. Besides cookies that are only used during a session and deleted after your visit of the website (“session cookies”), we may use cookies in order to save user configurations and other information for a certain time period (e.g., two years) (“permanent cookies”).

Notwithstanding the foregoing, you may configure your browser settings in a way that it rejects cookies, only saves them for one session or deletes them prematurely. Most browsers are preset to accept cookies. We use permanent cookies for the purpose of saving user configuration (e.g., language, automated log in), in order to understand how you use our services and content,. Certain cookies are sent to you from us, others from business partners with which we collaborate. If you block cookies, it is possible that certain functions (such as, e.g., language settings) are no longer available to you.

We currently use **Google reCAPTCHA** by Google Ireland Limited, Dublin, Ireland, in order to determine whether entries (e.g., to download the document from the ComputerRAM™ Product Brief section) are made by humans or bots. For this purpose, we may process your IP address, information on your operating system, device or browser, language, location, mouse movement and keyboard strokes, time spent on websites, previously visited websites, interactions with reCAPTCHA on other websites. You can find Google’s Privacy Policy [here](#), change your settings for the display of advertisements [here](#) or download Google Analytics Opt-out browser add-on [here](#).

## 6. Newsletter

We may include visible and invisible image files in our newsletters and other marketing e-mails. If such image files are retrieved from our servers, we can determine whether and when you have opened the e-mail, so that we can measure and better understand how you use our offers and customize them. You may disable this in your e-mail program, which will usually be a default setting.

By consenting to the receipt of newsletters and other marketing e-mails you agree to our use of such techniques. If you object, you must configure your browser or e-mail program accordingly.

## 7. Social Networks

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. 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 3, in particular for communication, for marketing purposes (including advertising on these platforms) and for market research. 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 find out 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:

We also have a profile on **LinkedIn** at <https://www.linkedin.com/company/synthara>. The provider is LinkedIn Ireland Unlimited Company, Dublin, Ireland. You can find more information on the data protection their [Privacy Policy](#). Some of your data will be transferred to the USA in the process. The processing of LinkedIn can be objected to [here](#). Further settings can be made via the [objection form](#). In connection with the operation of our LinkedIn profile, we use LinkedIn Page Analytics. We thus receive information about the use of our content. It helps us understand how our page is used and how to improve it. We have agreed our data protection responsibilities according to the [joint controller addendum](#).

## 8. Data Transfers

In the context of our business activities and in line with the purposes of the data processing set out in Section 4, we may transfer data to third parties, insofar as such a transfer is permitted and we deem it appropriate, in order for them to process data for us or, as the case may be, their own purposes. In particular, the following categories of recipients may be concerned:

- \_ our service providers (IT providers, software and hardware providers, cloud storage providers, newsletter providers, CRM software);
- \_ banks, insurances;
- \_ dealers, suppliers, subcontractors and other business partners;
- \_ customers;
- \_ domestic and foreign authorities or courts;



- \_ the media;
- \_ the public, including users of our websites and social media;
- \_ competitors, industry organizations, associations, organizations and other bodies;
- \_ acquirers or parties interested in the acquisition of business divisions, companies;
- \_ other parties in possible or pending legal proceedings;

together **Recipients**.

## 9. Transfer of Data Abroad

Certain Recipients may be within Switzerland but they may be located in any country worldwide. In particular, you must anticipate your data to be transmitted to other countries in Europe, the European Economic Area (EEA) and the USA where some of our service providers are located. Some of these service providers use sub-processors that can be located in any country worldwide.

If a recipient is located in a country without adequate statutory data protection, we require the recipient to undertake to comply with data protection (for this purpose, we use the revised European Commission's standard contractual clauses, which can be accessed [here](#)), unless the recipient is subject to a legally accepted set of rules to ensure data protection and 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.

## 10. Data Security

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. Profiling and Automated Individual Decision-Making

We may partially process your personal data automatically with the aim of evaluating certain personal aspects (profiling). In particular, profiling allows us to inform and advise you about products possibly relevant for you more accurately. For this purpose, we may use evaluation tools that enable us to communicate with you and advertise you as required, including market and opinion research.

In establishing and carrying out a business relationship, we generally do not use any fully automated individual decision-making. Should we use such procedures in certain cases, we will inform you separately on this and advise you of your relevant rights if required by law.



## 12. Your Rights

If you have given us your consent to process your personal data for certain purposes (e.g., newsletters), we will process your personal data within the scope of and based on this consent. Consent given can be withdrawn at any time, but this does not affect data processed prior to withdrawal.

In accordance with and as far as provided by applicable law, you have the right to access, rectification, erasure and objection to the processing of your personal data as well as the right to receive certain personal data for transfer to another controller (data portability). Please note, however, that we reserve the right to enforce statutory restrictions on our part, for example if we are obliged to retain or process certain data, have an overriding interest (insofar as we may invoke such interests) or need the data for asserting claims. If exercising certain rights will incur costs on you, we will notify you thereof in advance.

In general, exercising these rights requires that you are able to prove your identity (e.g., by a copy of identification documents where your identity is not evident otherwise or can be verified in another way). In order to assert these rights, please contact us at the addresses provided in Section 1 above.

In addition, every data subject has the right to enforce his/her rights in court or to lodge a complaint with the competent data protection authority. The competent data protection authority of Switzerland is the Federal Data Protection and Information Commissioner (<http://www.edoeb.admin.ch>).

## 13. Amendments of this Data Protection Statement

We may amend this Data Protection Statement at any time without prior notice. The current version published on our website shall apply.