



## **DATA PROTECTION CHARTER 2019**

Effective date: 2019

### SCOPE OF APPLICATION OF THIS DECLARATION

Please read this privacy statement (the "Statement") carefully to understand our policies and practices regarding your personal data and how we will treat it.

This statement explains how your personal data is collected, used and disclosed by bj-coffee ("bj-coffee", "we", "us" and "our"). It also tells you how you can access and update your personal information as well as make certain choices about how your personal information is used.

This statement covers our online and offline data collection activities, including the personal data we collect through our various channels, such as websites, Customer Relationship Centres, and points of sale. Please note that we combine personal data that we collect through different methods (e.g., website, event, etc.). However, we may combine personal data originally collected by entities other than bj-coffee.

If you do not provide us with your necessary personal data (we shall tell you when this data is necessary), we may not be able to provide you with our products and/or services. This statement may change at any time (see paragraph 9).

This statement provides important information on the following topics:

- 1. PERSONAL DATA SOURCES**
- 2. PERSONAL DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT**
- 3. COOKIES AND SIMILAR TECHNOLOGIES, LOG FILES AND WEB BEACONS**
- 4. USING YOUR PERSONAL DATA**
- 5. DISCLOSING YOUR PERSONAL DATA**
- 6. STORING YOUR PERSONAL DATA**
- 7. DISCLOSURE, STORAGE AND/OR TRANSFER OF YOUR PERSONAL DATA**
- 8. ACCESS TO YOUR PERSONAL DATA**
- 9. CHANGES TO OUR STATEMENT**



**bj-coffee**

## 1. PERSONAL DATA SOURCES

This statement applies to personal data that we collect from or about you, through the methods described below, from the following sources:

**bj-coffee's websites and mobile site.** Mobile sites intended for clients and operated by or for bj-coffee.

**E-mail, text and other electronic messaging.** Electronic communications between you and bj-coffee.

**Offline registration forms.** Printed and similar registration forms that we collect, for example, through the mail, in-store demonstrations, contests and other promotions or events.

**Points of sale.** Demonstrators in independent physical stores to help you with machine registration and coffee orders.

**Customer services.** Oral, telephone, e-mail or fax communications that you will have between bj-coffee employees while services are being carried out.

**Data from other sources.** Market research (if comments are not provided anonymously).

## 2. PERSONAL DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

As explained below, we collect different types of data from you depending on how you interact with bj-coffee (online, offline, by phone, etc.).

**Personal data.** This includes any information you provide us that would allow us to contact you, such as your name, mailing address, e-mail address, social network contact information or telephone number.

**Login information for your account.** Any information you need to access your personal account profile. These include, but are not limited to, your login ID/e-mail address, nickname, password in non-retrievable form and/or security question and answer.

**Demographic information and interests.** Any information describing your demographic or behavioural characteristics. For example, your age, gender, geographic location (e.g., postal code), favourite products, occupation, etc., are all relevant.

**Technical information about the computer/mobile device.** Any information about the computer system or other technological device you use to access one of our websites or applications, such as the Internet Protocol (IP) address used to connect your computer or device to the Internet, the type of operating system you are using, and the type and version of your web browser. If you access a bj-coffee website through a mobile device such as a smartphone, the information collected shall also include, if allowed, the unique identifier of your phone device, advertising ID, location data and other similar data relating to your mobile device.

**Information on the use of the website/communication.** When you browse and interact with our websites or newsletters, we use automated data collection technologies to gather certain information about your actions. This includes information such as the links you click, the pages or content you view, the length of time you view, and other similar information and statistics about your interactions, such as content response times, download errors, and the length of time you spend on certain pages. This information is captured using automated technologies such as cookies (browser cookies, flash cookies) and web beacons and is also collected through external tracking services. You have the right to object to the use of these technologies. For more information, please refer to paragraph 3. Comments from customers. This is information that you voluntarily share with us about your experience using our products and services.

**Financial and payment information.** All information that is necessary for us to fulfil an order or that you use to make a purchase, such as information relating to your debit or credit card (cardholder name, card number, expiration date, etc.) or other forms of payment (if available). In any event, we or our payment processing service provider(s) process financial and payment information in accordance with applicable laws, regulations and security standards, such as PCI DSS.

### 3. COOKIES AND SIMILAR TECHNOLOGIES, LOG FILES AND WEB BEACONS

**Cookies and similar technologies.** Please refer to our statement on cookies to find out how you can adjust your cookie settings and for detailed information about the cookies we use and how we use them.

**Log files.** We collect information in the form of log files that record website activity and compile statistics about your browsing habits. These entries are automatically generated and help us correct errors, improve our performance and maintain the security of our websites.

**Web beacons.** Web beacons are small segments of code that generate a graphic image on a web page or in an e-mail message that is intended to send us certain data. Information collected through web beacons may include technical information such as the IP address, as well as information about how you respond to an email campaign (e.g., what time the email was opened, what links you clicked on in the email, etc.). We shall use web beacons on our websites or include them in emails we send to you. We use information from web beacons for a variety of purposes, including, but not limited to, site traffic reports, number of unique visits, advertising, auditing and reporting related to email, and personalisation.

### 4. USING YOUR PERSONAL DATA

The following paragraphs describe the various purposes for which we collect and use your personal data, and the different types of personal data collected each time. Please note that not every type of use listed below applies to every person.



## **What we do with your personal data:**

**Customer service.** We use your personal data for the purpose of customer care and in particular to respond to your requests. This usually requires the use of certain contact and personal information depending on the reason for the request (e.g., the status of an order, a technical problem, a question/complaint about a product, a general question, etc.).

### **Our motivations**

Discharging contractual obligations

Legal Obligations

Our legitimate interests

### **Our legitimate interests**

Improving and developing new products and services

Becoming more efficient

## **What we do with your personal data:**

Contests, marketing and other promotions. With your consent (when needed), we use your personal data to provide you with information about our products or services (e.g. in connection with marketing communications or campaigns, or in connection with promotions). This type of communication may be via e-mail, advertisements, text messages, telephone calls or mailings to the extent permitted by applicable law. Some of our campaigns and promotions may take place on third party websites and/or social networks. This use of your personal data is not mandatory, which means that you can object to the processing of your personal data for this purpose (or challenge your consent in some countries).

### **Our motivations**

With your consent (if necessary)

Discharging contractual obligations

Our legitimate interests

### **Our legitimate interests**

Understanding which of our products and services you may be interested in and providing you with information about them

Defining customer types for new products or services



## What we do with your personal data:

**Customisation (offline and online).** With your consent (where required), we use your personal data (i) to analyse your preferences and habits, (ii) to anticipate your needs based on our analysis of your profile, (iii) to improve and personalise your experience on our websites and applications; (iv) to ensure that the content on our websites/applications is optimised for you and your computer or device; (v) to provide you with targeted advertising and content, (vi) to enable you to take advantage of certain interactive features, if you so choose. For example, we store your username/email address or screen name so that you can log in quickly the next time you visit our site and easily retrieve the items you have placed in your shopping cart. Based on this type of information, and with your consent (where required), we also show you content or promotions specific to bj-coffee or our partners that are relevant to your interests. The use of your personal data is not compulsory, which means that you can object to their processing for this purpose.

### Our motivations

With your consent (if necessary)

Our legitimate interests

### Our legitimate interests

Understanding which of our products and services you may be interested in and providing you with information about them

Defining customer types for new products or services

## What we do with your personal data:

**Execution of commands.** We use your personal data to process and ship your orders, to inform you of the status of your orders, to correct addresses, and to perform identity checks and other fraud detection procedures. This includes the use of certain personal data and payment information.

**Other general purposes (e.g., internal research, analysis, security).** In accordance with applicable law, we use your personal data for other business purposes, such as conducting internal marketing and demographic research and evaluating the effectiveness of advertising campaigns.

### Our motivations

Discharging contractual obligations

With your consent (if necessary)

Legal Obligations

Our legitimate interests



### **Our legitimate interests**

Improving and developing new products and services

Becoming more efficient

Protecting our assets and staff

### **What we do with your personal data:**

Legal reasons or mergers/acquisitions. If bj-coffee or bj-coffee's assets are acquired by or merged with another company, including in connection with a bankruptcy, we may share your personal data with one of our legal successors. We shall also disclose your personal data to third parties (i) when required by applicable law; (ii) in response to legal procedures; (iii) in response to a request from a competent law enforcement agency; (iv) to protect our rights, privacy, safety, security, property or the public; or (v) to enforce the terms of any contract or the terms of our website.

### **Our motivations**

Legal Obligations

Our legitimate interests

### **Our legitimate interests**

Compliance with legal obligations

Protecting our assets and staff

## **5. DISCLOSING YOUR PERSONAL DATA**

In addition to bj-coffee, we share your personal data with the following third party organisations:

**Service providers.** We use outside companies to assist us with our business operations (e.g., with order fulfilment, payment processing, fraud detection, identity verification, website operations, market research, support services, promotions, website development, data analysis, etc.). Service providers and their selected personnel are only allowed to access and use your personal data on our behalf for specific tasks assigned to them based on our instructions, and they have an obligation to protect the confidentiality and security of your personal data. Where required by applicable law, we shall provide you with a list of service providers who process your personal data.

**Third party recipients using personal data for legal reasons or due to a merger/acquisition.** We shall disclose your personal data to third parties for legal reasons or in connection with an acquisition or merger (see paragraph 4 for more information).

## 6. STORING YOUR PERSONAL DATA

In accordance with applicable law, we shall use your personal data for as long as necessary to fulfil the purposes for which it was collected (as set out in paragraph 4 above) or to comply with applicable legal requirements.

Personal data used to provide you with a personalised experience (see paragraph 4 above for more information) shall be retained for as long as permitted by applicable law.

## 7. DISCLOSURE, STORAGE AND/OR TRANSFER OF YOUR PERSONAL DATA

We implement various measures (mentioned below) to adequately protect the confidentiality and security of your personal data. However, please note that these protections do not apply to information you choose to share in public areas such as third-party social networks.

**Persons who may have access to your personal data.** Your personal data shall be processed by our authorised staff or agents only if necessary for the specific purposes for which it was collected (e.g., our staff responsible for customer service issues shall have access to our customer file).

**Measures taken in operating environments.** We store your personal data in operating environments that use reasonable security measures to prevent unauthorised access. We apply reasonable standards to protect personal data. Unfortunately, the transmission of information over the Internet is not completely secure, and while we do our best to protect your personal information, we cannot guarantee the security of any data transmitted through our websites.

**Actions we ask you to take.** It is important that you help protect the security of your personal data. When registering for an online account, be sure to choose a password that will be hard for others to guess. Never reveal your password to anyone. You are responsible for maintaining the confidentiality of this password, and you are responsible for all use of your account. If you are using a shared public computer, never choose to have your login/email address or password memorised, and remember to log out of your account whenever you are away from the computer. It is also strongly recommended that you use the privacy settings and controls that we may provide to you on our websites/applications.

**Storage of your data.** The storage of personal data is carried out in Switzerland.

## 8. ACCESS TO YOUR PERSONAL DATA

**Access to your personal data.** If the law so provides, you and your assigns, representatives and/or agents have the right to access the information held about you, to consult it and to obtain a paper or electronic copy of it. You may also have the right to request information about the source of your personal data.

These rights can be exercised by contacting us using the contact form available at: [http://www.bj-coffee.ch/fr/contact/formulaire\\_de\\_contact.html](http://www.bj-coffee.ch/fr/contact/formulaire_de_contact.html). You can also contact us by the following methods:

- Email: [info@bj-coffee.ch](mailto:info@bj-coffee.ch)
- Telephone: +41 22 708 08 60
- Letter written to bj-coffee SA, Route des Acacias 43/BAT L, 1227 Les Acacias, Geneva, enclosing a copy of your identity document or equivalent proof of identity (if requested and permitted by law).

If the request does not originate from you and proof that the request is legitimately made on your behalf is not produced, the request shall be refused.

Please note that any personally identifiable information provided to us shall be treated in accordance with and to the extent permitted by applicable law.

**Additional rights (e.g. modification, deletion of personal data).** Where required by law, you and your assigns, representatives and/or agents may (i) request the deletion, transfer, correction or revision of your personal data; (ii) object to the processing of the data; (iii) limit the use and disclosure of your personal data; and (iv) revoke your consent to any of our data processing activities.

Please note that in some cases we may not be able to delete your personal data without also deleting your user account. We may need to retain some of your personal data after you have requested its deletion in order to comply with our legal or contractual obligations. We may also be permitted by applicable law to retain some of your personal data to meet our business requirements.

## 9. CHANGES TO OUR STATEMENT

If we change the way we process your personal data, we shall update this statement. We reserve the right to change our practices and this statement at any time. Please check back periodically to ensure that you are aware of any updates or changes to this statement.