

Privacy Policy | Dreamlab Technologies AG

1. Introduction

This privacy policy explains how Dreamlab Technologies AG (hereinafter DREAMLAB) handles your personal data when you use the website www.Dreamlab.net (hereinafter website), obtain services from DREAMLAB, are in contact with DREAMLAB under a contract, or otherwise communicate with DREAMLAB in any way. Any varying provisions in the context of contracts, declarations of consent, specific data protection declarations, forms or notices take precedence over this data protection declaration. This privacy policy is designed to meet the requirements of the Swiss Data Protection Act (DSG).

2. Responsible person

DREAMLAB is directly responsible for the data processing described in this privacy policy in terms of data protection law, unless otherwise communicated in individual cases. You can contact DREAMLAB for your data protection concerns at the following address:

Dreamlab Technologies AG

Monbijoustrasse 36
3011 Berne
Tel: +41 31 398 66 66
contact@dreamlab.net

3. Collection and processing of personal data

DREAMLAB processes various categories of personal data. The most important categories are as follows:

- Contact data (e.g. name, address, e-mail address, telephone number)
- Contract data (such as details of a concluded contract)
- Payment data (e.g. bank details, credit card details)
- Technical data (such as IP address)
- Registration data (e.g. user account, login data)
- Personnel data (e.g. CV, employment contract, salary data)

4. Origin of the data

You provide DREAMLAB with most of the above-mentioned personal data yourself. It is assumed that this data is correct and current. If you provide DREAMLAB with the personal data of other persons (e.g. family members or employees), it is assumed that you are authorized to do so and that the information is correct. By transmitting this data via third parties, you confirm this. To the extent permitted, DREAMLAB may also obtain certain personal data from publicly accessible sources (e.g. debt collection registers, land registers, commercial registers, press, Internet) or receive such data from authorities and other third parties, this is particularly so that DREAMLAB can conclude or process contracts with you.

5. Obligation to provide personal data

In the context of business relationships and for communication purposes, DREAMLAB requires the necessary personal data from you for the establishment and implementation of the relationship and for the fulfilment of the associated contractual obligations, especially communication, master, contract or registration data. Otherwise, DREAMLAB will generally be unable to answer your inquiries, consider registrations, conclude a contract with you or process it.

6. Processing purpose

DREAMLAB processes your personal data primarily in the context of initiating business, concluding and processing contracts with members, customers and business partners. In addition, DREAMLAB processes your personal data for communication purposes, particularly in connection with the contact form, to respond to inquiries or in connection with the provision of services. DREAMLAB also processes your data for marketing purposes and to maintain relationships, e.g. to send members, customers and other

contractual partners personalized advertising about products and services of DREAMLAB and third parties. You can refuse this type of processing or refuse or revoke your consent at any time.

Your data may also be processed by DREAMLAB for market research, to improve our services and operations and for company, service and product development. Finally, your data may be processed for security purposes, to comply with laws, directives and recommendations and internal regulations ("compliance") (e.g. to fulfil disclosure, information or reporting obligations, archiving obligations, prevention and investigation of criminal offenses and other violations) as well as to improve our processes and administration, including training and quality assurance purposes.

7. Basis for processing

If DREAMLAB requires your consent for certain processing (e.g. for the processing of particularly sensitive personal data, for marketing mailings or for advertising control and behavioural analysis of the website), you will be informed separately. You can revoke your consent at any time in writing, with effect for any future processing. You will find DREAMLAB's contact details under point 2 above. As soon as DREAMLAB has received notification of the withdrawal of your consent, your data will no longer be processed for any purposes to which you originally consented, unless there is another legal basis. The withdrawal of your consent shall not affect the lawfulness of any previous processing based on consent before its withdrawal.

Your personal data may be processed without your consent, if the processing of your data is necessary for the initiation or execution of a contract with you (or the entity you represent) or that DREAMLAB or third parties have a legitimate interest in it, in particular to pursue the purposes and associated objectives described above under Section 6 and to be able to implement corresponding measures. Legitimate interests also include compliance with statutory provisions, unless this is already recognized as a legal basis by the applicable data protection law.

8. Profiling and automated decision-making

DREAMLAB may automatically evaluate your data based upon certain personal characteristics for the purposes mentioned in Section 6 above (so-called "profiling"), to identify preference data, to determine potential abuse and security risks, to carry out statistical evaluations or for operational planning purposes. For the same purposes, DREAMLAB can also create profiles, i.e. DREAMLAB can combine behavioural and preference data, but also master and contract data and technical data assigned to you in order to better understand you as a person with your different interests and other characteristics. In both cases, DREAMLAB pays attention to the proportionality and reliability of the results and takes measures to prevent misuse of these profiles or profiling. DREAMLAB does not use fully automated decision-making. If DREAMLAB does use such procedures in individual cases, you will be informed of this separately.

9. Data transfer and data transmission abroad

Personal data may also be transmitted to third parties in connection with the DREAMLAB website, contracts, services and legal obligations as well as the purposes set out in section 6. In particular, these may be service providers who process data about you on behalf of DREAMLAB or receive data from DREAMLAB (e.g. IT providers, shipping companies, advertising service providers, cleaning companies, banks, insurance companies, debt collection companies, etc.), plus contractual partners including customers or authorities. These recipients may also involve other third parties.

These recipients may be located in Germany or abroad. In the case of a transfer to a country without adequate statutory data protection, DREAMLAB ensures - as required by law - that compliance with data protection is contractually guaranteed. The revised standard contractual clauses of the European Commission are used for this purpose.

10. Tracking techniques

DREAMLAB typically uses "cookies" and similar technologies on the Website to identify your browser or device. A cookie is a small file that is sent to your computer or automatically stored on your computer or mobile device by the web browser you use when you visit the website. This enables DREAMLAB to recognize you when you return to the website, even if DREAMLAB does not know who you are. In addition to cookies that are only used during a session and are deleted after your visit to the website ("session cookies"), cookies can also be used to store user settings and other information for a certain period of time ("permanent

cookies"). However, you can set your browser to reject cookies, only store them for one session or otherwise delete them prematurely. You can also add software to your browser that blocks tracking by certain third parties. Further information on this can be found on the help pages of your browser (usually under the heading "Data protection"). Most browsers are pre-set to accept cookies. DREAMLAB uses permanent cookies to save user settings (e.g. language, auto-login) and so that DREAMLAB can better understand how you use the offers and content. If you block cookies, certain functions (e.g. language selection, shopping cart, ordering processes) may no longer work.

DREAMLAB may operate pages and other online presences ("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. DREAMLAB receives this data from you and the platforms when you interact with us via our online presence (e.g. when you communicate with us, comment on our content, "like" it or visit our presence). At the same time, the platforms evaluate your use of our online presence and link this data with the other data about you known to the platforms (e.g. about your behaviour and preferences). They also process this data for their own purposes under their own responsibility, particularly for marketing and market research purposes (e.g. to personalize advertising) and to control their platforms (e.g. which content they display to you).

DREAMLAB processes this data for the purposes described in section 6, particularly for communication, marketing purposes (including advertising on these platforms) and market research. We may redistribute content published by you (e.g. comments on an announcement) ourselves (e.g. in our advertising on the platform or elsewhere). DREAMLAB or the operator of the platform may also delete or restrict content from or about you in accordance with the usage guidelines (e.g. in the case of inappropriate comments).

Offers from social media providers (e.g. Facebook, Instagram, X or YouTube) may be integrated into the DREAMLAB website (so-called plug-ins). These offers are deactivated by default. As soon as you activate them (e.g. by clicking on them), the relevant providers can see that you are on our website. If you have an account with the social media provider, they can assign this information to you and thus track your use of online services. These social media providers process this data on their own responsibility.

11. Storage period

DREAMLAB processes personal data for as long as is necessary for the fulfilment of contractual and/or legal obligations. This includes the duration of the entire business relationship (from the initiation and execution to the termination of the contract) and beyond in accordance with the statutory retention and documentation obligations. Longer storage may also be required for technical reasons if certain data cannot be separated from other data and must therefore be stored together with it (e.g. in the case of backups or document management systems). If there are no legal or contractual obligations to the contrary, we will delete or anonymize your data at the end of the storage or processing period as part of our normal processes.

12. Data security

DREAMLAB takes appropriate technical and organizational measures to protect your personal data from unauthorized access, misuse or loss, particularly by issuing instructions, training, IT and network security solutions, access controls and restrictions, encryption of data carriers and transmissions, pseudonymization, logging and controls. We also oblige our contract processors to take appropriate security measures.

13. Rights

Data subjects have the right to request information from DREAMLAB as to whether and which data is being processed. Furthermore, the Data Protection Act grants data subjects the right to have data corrected if it is incorrect, to request the deletion of data, to revoke any consent given and to request the surrender of personal data in a commonly used electronic format (so-called data portability). To exercise your rights, you can contact DREAMLAB using the contact details listed in section 2. In order for DREAMLAB to be able to properly identify you and prevent misuse of your data, an ID card or a copy of an ID card must be presented.

14. Additional rules for online surveys

By submitting an online survey from DREAMLAB, you agree that the data you provide may be used in anonymized form for research and market analysis purposes. By submitting an online survey from DREAMLAB, you also confirm that you are the owner of the data you have entered or are otherwise authorized to submit it. By submitting a DREAMLAB online survey, you confirm that you are 18 years of age or older. DREAMLAB will treat all information submitted confidentially.

15. Changes and authoritative language version

DREAMLAB may amend this privacy policy at any time without prior notice. The current version published on the website shall apply. If the privacy policy is part of an agreement with you, DREAMLAB will inform you of the change by e-mail or other suitable means in the event of an update.

This privacy policy is available in German and English. In the event of ambiguities or contradictions, the German version shall prevail.