

Data protection consent form website swisslife.ch

1 Introduction

Swiss Life Ltd (hereinafter Swiss Life or we) takes the protection of your privacy and personal data extremely seriously. Accordingly, Swiss Life complies with the relevant principles of the Federal Act on Data Protection, the Insurance Contract Act, insurance supervisory legislation and other regulatory requirements.

This includes ensuring that Swiss Life adequately and consistently protects your personal data and safeguards the confidentiality, integrity, availability, traceability and proportionality requirements in the processing and management of your data.

Please find below an overview of the processing activities of your personal data in connection with the swisslife.ch website.

Unless expressly stated otherwise, this data protection consent form applies exclusively for the purposes stated herein. Further general information on data protection at Swiss Life can be found in our general data protection consent form:
<https://www.swisslife.ch/en/about-us/footer/privacy.html>

2 Responsible party

Responsibility for the data collection and processing described here lies with

Swiss Life Ltd
General-Guisan-Quai 40
8022 Zurich.

Customer service for companies and staff (BVG, 2nd pillar): Tel. 043 284 33 11
Customer service for private individuals: Tel. 0800 873 873 00

For queries concerning data protection law you can contact us at the following address for all business areas of Swiss Life's domestic market:

Swiss Life Ltd
Data protection officer / Compliance Switzerland
General Guisan-Quai 40
P.O. Box, 8022 Zurich

datenschutz@swisslife.ch
www.swisslife.ch

3 Website visit: We collect data

The processing of the personal data of our website's users is limited to the data that are required to provide a functioning website, its content and our products and services.

The processing of such data is transparent and based on the purposes communicated to and agreed with you or if another legal basis (within the meaning of prevailing data protection legislation) exists for this. Only those personal data are collected/procured that are actually required for the product-related implementation and processing of our services or that you voluntarily make available to us. An exception applies if it is not possible to obtain prior consent for factual reasons or if processing of the data is permitted by law (overriding interest or legal basis).

You may visit our websites and access the data, information and references contained therein without having to provide any information about your person. We shall notify you in advance if we require identification and/or specific information from you in order to provide the services you require, send you information material, create profiles and analyses, or for your participation in competitions etc. You will likewise be requested in advance to enter the requisite data for binding online offers. Should you decide not to supply personal data requested by us, this may mean that you will be unable to use certain parts of the website or that we are unable to answer your inquiry.

It may be that we collect and process non-personal information about your visit to our websites such as data about your internet provider, operating system, websites visited, previously visited websites, searches conducted and the date and time of the website visit. We use this information to improve the content of the website and to compile anonymous statistics for internal market analysis purposes about individual use of the website.

3.1 Linked websites

Swiss Life makes no assurances in connection with third-party websites that can be accessed via a link on a Swiss Life website. Information contained on third-party websites is independent of Swiss Life's own information. Links, hyperlinks and web addresses leading to one or more other websites are for information purposes only and in no way imply that Swiss Life assumes responsibility for the content of such websites or approves of their content or use. This privacy policy only applies to the websites operated by Swiss Life, and we recommend contacting third-party providers directly regarding their applicable data protection guidelines.

3.2 Consent

By using our websites you declare your consent to the processing of data collected about you in the manner described and for the purposes mentioned.

You can revoke the collection and storage of data at any time with future effect.

3.3 Cookies

3.3.1 What are cookies?

Cookies are used on Swiss Life's internet pages. These are small files that are stored on your computer or mobile device when you visit or use one of our internet pages. Cookies store certain settings via your browser and data via the exchange with the internet page through your browser. When a cookie is activated, an identification number (cookie ID) is assigned to it, through which your browser is identified and the information contained in the cookie can be used.

Most of the cookies we use are temporary session cookies, which are automatically deleted from your computer or mobile device after the end of the browser session. In addition, we also use permanent cookies. These remain stored on your computer or mobile device after the end of the browser session. Depending on the type, these permanent cookies remain stored on your computer or mobile device for between one month and ten years and are automatically deactivated after the programmed time has elapsed.

3.3.2 Why do we use cookies?

The cookies we use enable various functions of our internet pages. For example, cookies help to store your country and language preferences across different pages of an internet session.

Through the use of cookies, we can also record and analyse the user behaviour of visitors to our internet pages. This allows us to make our internet pages more user-friendly and effective and to make your visit to our internet pages as pleasant as possible. In addition, we can show you information specifically tailored to your interests on the page.

We also use cookies to optimise our advertising. Cookies enable us to present you with advertisements and/or special offers and services that may be of particular interest to you based on your use of our website. Our goal is to make our website as attractive as possible for you and to show you advertisements that correspond to your presumed areas of interest.

3.3.3 Which data are collected?

Cookies collect usage information, such as the date and time of accessing our website, the name of the internet page visited, the IP address of your device and the operating system used. For example, cookies also provide information about which of our internet pages you visit and from which website you came to our internet page. We can also use cookies to understand which topics you are researching on our internet pages.

3.3.4 Third-party cookies

The cookies or corresponding technologies stored on your computer or mobile device may also come from independent third parties, such as advertising partners or internet service providers.

These cookies enable our partner companies to address you with individualised advertising and measure its effect. The partner companies' cookies also remain stored on your computer or mobile device for between one month and ten years and are automatically deactivated after the programmed time has elapsed.

Our advertising partners only receive access to data based on an identification number (cookie ID). This is online usage information, such as our internet pages that you have visited and what content you have used.

4 What do we use the collected data for? (Processing purposes)

4.1 Tracking for web statistics and server log files

In order to keep improving our internet presence and the functionality of our website, we need to know how our website is used. For this purpose, we use web analytics tools such as Adobe Analytics and Google Analytics. Web statistic tools also use “cookies” saved on your computer for analysis and to analyse how you use the website.

Swiss Life collects data about access to its website via so-called server logfiles. The access data collected include:

- Name and title of the website retrieved;
- Definition of retrieved file;
- Date and time of retrieval;
- Transferred data volume;
- Notification of successful retrieval and any previously visited site;
- Browser type including version;
- Operating system of the user;
- Referrer URL (previously visited site);
- IP address (address on computer networks) and the requesting provider, whereby the IP addresses are anonymised (see 4.1.1);
- User name (user ID) for use of our customer portal.

Swiss Life uses the log data only for statistical evaluations for the purpose of safeguarding the operation, security and enhancement of its website. However, Swiss Life reserves the right to review the log data subsequently if there is a justified suspicion based on specific grounds of unlawful use.

These data are deleted as soon as they are no longer required for the purpose for which they were collected and there is no legal basis for their retention.

4.1.1 IP addresses anonymised

To safeguard your privacy, your IP address, which is like a postal address and makes it possible to contact you via the internet, is anonymised before it is saved, so that it can no longer be traced to a particular terminal. With Adobe Analytics, the IP address is reduced by the last octet before geolocation and with Google Analytics, we have extended the tracking script with the function "anonymizelp."

4.1.2 Adobe Analytics

This website uses the web analytics service Adobe Analytics to evaluate user access to this website. For the evaluation, cookies are stored on your device and information is collected about this. This information is also stored on servers of our order processor

Adobe Systems Software Ireland Limited ("Adobe"). Access to the information via Adobe Systems Incorporated based in the US cannot be ruled out, so corresponding EU standard data protection clauses have been concluded as adequate guarantees for data processing in non-European countries.

A direct personal reference of the information stored on the Adobe servers should be excluded, since Adobe Analytics is used with the settings "Before Geo-Lookup: Replace visitor's last IP octet with 0" and "Obfuscate IP-Removed". The setting "Before Geo-Lookup: Replace visitor's last IP octet with 0" ensures that the IP address is anonymised before geolocation by replacing the last octet of the IP address with zeros. The approximate location of the user is added to the tracking package, which contains the complete IP address, for statistical analysis. Before storing the tracking package, the IP address is then replaced by a single fixed IP address – this is called a generic IP address – if the setting "Obfuscate IP-Removed" is configured. This means that the IP address is no longer contained in a stored data record.

4.1.3 Google Analytics

In addition to Adobe Analytics, this website also uses the web analytics service Google Analytics to evaluate user access to this website. The information concerning your use of our websites collected using cookies may be transmitted by Google to countries outside the EU and in particular also to servers in the US and stored there (see below for information on data protection during data transfer to the US). Google may make this information available to third parties as well if provided for by law or if third parties are commissioned by Google to use such data.

You can also prevent data generated by a cookie relating to your use of the website (including your IP address) from being registered with Google and Google's processing of such data by downloading and installing the browser plug-in available at this link:

<http://tools.google.com/dlpage/gaoptout?hl=en>

4.2 Tools for analysing and optimising the user experience

4.2.1 A/B testing, targeting and retargeting with Adobe Target

We use Adobe Target, a web analytics service provided by Adobe Systems Software Ireland Limited ("Adobe") on our website. In this context, pseudonymised user profiles are created, and cookies are used to enable tests on our site and to offer you the right content when you return to our website.

The information generated by the cookie about your use of our website is transmitted to an Adobe server in London, England and stored there. This information may be made available to third parties if required by law or if third parties are commissioned to process such data.

For the evaluation of the A/B tests and personalised content modulation, we use the "Adobe Analytics for Target (A4T)" service, whereby the data from Target and Analytics is linked. The IP address of the user is used to enable, for example, personalised content modulation by means of geo-location. The IP address will be deleted after the end of the session (30 minutes after leaving our website). If you want to prevent the temporary storage of your IP address, you can do so by means of an appropriate opt-out. The link can be found in the table under Section 7 "List of Third Party Cookies and Tools."

4.2.2 Usabilla: Website surveys on customer satisfaction

Swiss Life collaborates with the company “Usabilla”, which is headquartered in Amsterdam, Netherlands. This company offers a leading digital Voice of Customer solution.

On our website www.swisslife.ch we use the “Usabilla for Websites” tool to obtain quantitative and qualitative feedback from visitors to this website. The software assists us in continuously improving the performance and quality of the website with the help of user feedback, increasing customer satisfaction and offering you an optimum platform.

We have configured the Usabilla tool in such a way that no personal data are processed. We exclusively process the following information:

- Survey data of the user such as net promoter score, customer effort score and content rating (Was the site helpful? Yes/No);
- Text field in which the user can explain why he/she has provided a given assessment or what he/she dislikes about the site;
- URL on which the user was located when he/she completed the survey;
- User's device (desktop/tablet/mobile);
- User's browser if applicable;
- Date and time when survey was completed;

This information is transmitted to Usabilla and saved by the latter in Ireland on an “AWS Virtual Private Cloud” operated by Amazon. Swiss Life receives the aforementioned assessments in order to continuously enhance its website.

4.3 Social media and ads

4.3.1 Adform

On our site we use the Adform service provided by Adform, Wildersgade 10B, sal. 1, DK-1408 Copenhagen, Denmark. The service is designed to offer behavioural internet advertising. For this purpose, a tracking pixel has been implemented on our website. When visiting our website, playing videos on this landing page or another Adform customer's website, it is stored on the visitor's device. The cookie contains a random identification number or information about advertising activities on an advertiser's website. With random cookie identification numbers, Adform collects and stores anonymous information in the cookie-based profiles, such as: operating system, browser version, geographic location, URLs on which Adform displays advertising, or information about interactions with advertisements (e.g. number of clicks or views). When requests are sent to the Adform servers, IP addresses of internet users are accessible to Adform. These addresses are anonymised in accordance with local data protection laws. Recognition is possible on other websites. For more information from Adform about the collection, processing and use of your data, please visit <https://site.adform.com/datenschutz-opt-out/>.

4.3.2 Facebook Pixel, Facebook Custom Audiences and Facebook conversion

Within our online offer, the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, US, or if you are resident in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (Facebook), is used.

With the help of the Facebook pixel, Facebook can identify you as a visitor to our online offer as a target group for the display of ads (Facebook ads). Accordingly, we use the Facebook pixel to display the Facebook ads we have placed only to those Facebook users who have also shown an interest in our online offering or who have certain features (e.g. interest in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook (custom audiences). We also use the Facebook pixel to ensure that our Facebook ads correspond to the potential interest of the users and do not appear to harass. The Facebook pixel also helps us to understand the effectiveness of Facebook advertisements for statistical and market research purposes, as we see whether users have been forwarded to our website after clicking on a Facebook advertisement (conversion). You can find further information on the protection of your privacy in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>. You can also deactivate the "Custom Audiences" remarketing function in the Ad Settings section at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. To do this, you must be logged in to Facebook. If you do not have a Facebook account, you can disable Facebook's usage-based advertising on the website of the European Interactive Digital Advertising Alliance: <http://www.youronlinechoices.com/de/prferenzmanagement/>

4.3.3 Social sharing (social plugin)

Our internet presence facilitates the sharing of content via online social networks. These networks are operated by Facebook (www.facebook.com), headquartered in Menlo Park (California, US), Twitter (www.twitter.com), headquartered in San Francisco (California, US), LinkedIn (www.linkedin.com), headquartered in Dublin (Ireland) and Google (www.google.com), headquartered in Mountain View (California, US). The plug-ins are displayed with the logo of the corresponding network.

No data is transmitted to social networks via "social sharing" when you visit our site. A direct connection with the servers of the corresponding social network is only established when you actively retrieve the share function. If at this time you are logged onto this network with your user name and password, the applicable network will be automatically informed that you are visiting our website. This information can be assigned to your user account there. If you use the share function or other functions in social networks (such as the "Like" or "Share" function on Facebook or "Tweet this" on Twitter), the contents of our website will be linked with your profile in the applicable social network. Other users of the network may become aware of this interaction. Swiss Life is neither connected in any way with these third-party operators whose websites are integrated via social sharing, nor is it in any way responsible for them and their published content. If you are not a member of a social network or not logged onto such, it is still possible that your IP address will be transferred and stored there.

The specific data protection guidelines and liability regulations of the respective third-party operators apply to their websites integrated via social sharing. The storage and use of your data by such website operators can deviate from the data processing and storage of Swiss Life as per this privacy policy. Swiss Life has no influence on and no knowledge of

the purpose and scope of data collection and the further processing and use of these data by such third-party website operators. Please therefore consult the data protection guidelines of the applicable third-party operators themselves.

4.3.4 Social Feed Widget

Some pages on our website include content from the social networks Twitter, Facebook or Instagram via a plugin. When you visit such a page, the plugin establishes a direct connection between your browser and the Twitter/Facebook/Instagram server, as this is the only way to obtain the current content of Twitter/Facebook/Instagram.

Twitter/Facebook/Instagram will receive the information that you have visited this page with your IP address. If you are a registered user of the respective platforms, the providers can also connect to your profile and behaviour. As the provider of this website we would like to point out that we are not aware of the content of the transmitted data and its use by Facebook/Twitter. Further information and the applicable data protection provisions of Twitter/Facebook/Instagram can be found at <https://twitter.com/en/privacy>, <https://www.facebook.com/about/privacy/> or <http://instagram.com/about/legal/privacy/>.

5 Integration of third-party services and content

Third-party content such as videos from YouTube, map material from Google Maps, RSS feeds and charts from other websites are partially integrated within our online offering. This is at all times contingent on the providers of such content (hereinafter referred to as "third-party providers") knowing your IP address. Without this IP address, the third-party providers are unable to send the content to your browser. The IP address is thus essential for the presentation of such content. We endeavour only to use content for which the providers use the IP address solely for delivery. However, we have no influence on the extent to which third-party providers store the IP address, for example for statistical purposes. We undertake to inform users accordingly where we are aware of this.

5.1 Yext

The contents of our General Agency pages (GA) are operated and maintained via the service provider "Yext." We thus ensure that the contact details of the GA also remain constant on third-party platforms.

However, the contact forms on the GA pages are exclusively operated and managed by Swiss Life. Yext does not process personal, customer or user data in this connection. You can find further information on the use of form data by Swiss Life in Section 6.1.

Yext collects and stores the complete IP address of the website visitor in web logs. The IP address is deleted after 30 days.

The IP address is processed for technical and administrative purposes to establish a secure connection. The purpose of web logs is to ensure the security and functionality of the website and, in particular, to protect it from unlawful denial-of-service (DoS) attacks.

More information on the handling of user data on the GA pages can be found in the Yext Data Processing Agreement: <https://www.yext.de/terms/dpa/>.

5.2 LinkedIn Conversion Tracking

We use LinkedIn conversion tracking components on our website. This allows you to see relevant advertising based on your interests. We also receive aggregated and anonymous reports from LinkedIn about ad activities and information about how you interact with our website. For details on data collection by LinkedIn, as well as on your rights and settings, please refer to LinkedIn's privacy policy. Further details can be found at <http://www.linkedin.com/legal/privacy-policy>

You can object to the analysis of your usage behaviour by LinkedIn and the display of interest-based recommendations ("opt-out"); click the "Auf LinkedIn ablehnen" (Reject on LinkedIn) field (for LinkedIn members) or "Ablehnen" (Reject) (for other users) under the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

5.3 Google Ads, Bing Ads, Google Conversion Tracking

This site uses Google AdWords & Bing Ads. AdWords is an online advertising program of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Bing Ads is an online advertising program of Microsoft Corporation, One Microsoft Way, Redmond WA 94043, US ("Microsoft").

As part of Google AdWords, we use conversion tracking to draw attention to our attractive offers with the help of advertising media (Google Ads) on external websites. We can determine how successful the individual advertising measures are in relation to the data of the advertising campaigns. We can thus show you advertisements that are of interest to you, make our website more interesting for you and achieve a fair calculation of advertising costs. Further information on conversion tracking and in particular how you can prevent the collection of data by the cookie set by Google can be found under the following link: <http://services.google.com/sitestats/en.html>. You can deactivate all or part of cookie setting by our website in your browser at any time. If cookies are deactivated, you may no longer have access to all the functions of our website. More information about Google AdWords and Google conversion tracking can be found in the data protection provisions of

- Google: <https://www.google.de/policies/privacy/>;
- Bing: <https://privacy.microsoft.com/de-de/privacystatement>.

You can set your browser so that you are informed about the setting of cookies and allow cookies only in individual cases, exclude the acceptance of cookies for certain cases or generally, and activate the automatic deletion of cookies when the browser is closed.

5.4 Google Maps

This website uses the Google Maps map service. The provider is Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, US. You need to save your IP address to use the Google Maps function. This information is usually transmitted by your browser to a Google server in the US and stored there. The provider of this page has no influence on this data transfer.

If you do not wish to participate in tracking, you can bypass it by deactivating the cookie of the Google service via your Internet browser under User Settings. You can set your browser so that you are informed about the cookie setting and allow cookies only in

individual cases, exclude the acceptance of cookies for certain cases or generally as well as activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, this website's functionality may be limited.

More information on the handling of user data can be found in the Google data protection consent form: <https://www.google.com/intl/en/policies/privacy/>

6 Possibilities of use on websites that store personal information

6.1 Forms

Should you complete a contact form on our website or send us an e-mail or other electronic message, your details will only be stored for processing the inquiry and for any associated further questions and exclusively used for the inquiry.

6.1.1 Options when disclosing personal data

Should you decide to disclose personal data in the forms or data fields on our websites intended for this, you are entitled to view and amend your data at any time by selecting the relevant application. Certain websites may ask for your consent to use your personal data for specific purposes. You can subsequently approve or deny such use.

6.2 Newsletter

The newsletter informs you about current events (e.g. events, trade fairs, etc.) as well as new products and market analyses/trends.

If you would like to receive the newsletter offered on the website, we require an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and agree to receipt of the newsletter. To subscribe to a newsletter, we use the so-called double opt-in procedure. This means that, after entering your e-mail address, we will send you a confirmation e-mail to the e-mail address provided, in which we ask you to confirm that you wish to receive the newsletter. If you do not confirm this, your registration will be automatically deleted after a maximum of six months. If you confirm receipt of the newsletter, we will save your e-mail address until you unsubscribe from the newsletter. The storage serves the sole purpose of sending you the newsletter. Furthermore, upon registration and confirmation, we store your IP addresses and the time of sending the first e-mail in order to prevent misuse of your personal data.

Our sent newsletters enable us to draw certain conclusions. It is possible to analyse, for example, how many recipients have opened the newsletter message and how often which link has been clicked in the newsletter. You can withdraw this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation. If you do not want an analysis, you must unsubscribe from the newsletter. You can do that via the link we provide in every newsletter message. We will retain the data you have stored with us for the purpose of subscribing to the newsletter until you unsubscribe from the newsletter.

Should you no longer wish to receive our newsletter, you can cancel it at any time via the link specified for the newsletter in question.

6.3 YouTube, xtendx and Brightcove video platforms

We use the YouTube, xtendx and Brightcove platforms to place our own videos and make them publicly accessible. YouTube, xtendx and Brightcove are offered by a third party not affiliated with us, namely YouTube LLC, xtendx AG, Adlikerstrasse 246, 8105 Regensdorf, Switzerland and Brightcove Inc., Boston, 290 Congress Street, Boston, Massachusetts 02210.

Some internet pages in our offering contain links or shortcuts to the offering of YouTube and xtendx. We are generally not responsible for the content of websites to which links are made. If you follow a link to YouTube, however, we would like to point out that YouTube stores the data of its users (e.g. personal information, IP address) in accordance with its own data usage guidelines and uses it for business purposes.

We directly include videos stored on xtendx and YouTube on some of our websites.

When YouTube videos are integrated, content from the YouTube website is displayed in parts of a browser window. However, the YouTube videos are only retrieved by clicking on them separately. This technique is also called "framing". If you access a (sub-) page of our website, which includes YouTube in this form, a connection to the YouTube servers is established, and the content is displayed by notification to your browser on the website.

YouTube content is only integrated in "extended data protection mode." YouTube provides this independently and thereby ensures that YouTube does not initially store cookies on your device. However, when accessing the relevant pages (i.e. when clicking on the video), the IP address and any other data (see the respective data protection consent form of the provider) are transmitted, thus possibly communicating which of our websites you have visited. However, this information cannot usually be attributed to you personally, unless you have logged in to YouTube or another Google service before the page is accessed or are permanently logged in.

As soon as you start playing an integrated video by clicking on it, YouTube only stores cookies that do not contain personally identifiable data on your device through the extended data protection mode, unless you are logged in to a Google service at the time. These cookies can be prevented by appropriate browser settings and extensions (opt-out).

The Brightcove video platform technology is used, among other things, to recommend videos matching your personal interests and to analyse users' access to the provided video content to improve the attractiveness and functionality of the website. For this purpose, Brightcove uses cookies and collects device-related data (e.g. browser information), including the IP addresses of users who access the provided video content. These are pseudonymised and anonymised immediately after retrieval (see Section 3 above for further information).

You can access more information about Brightcove and how to disable Brightcove at <https://www.brightcove.com/en/legal/cookie-policy>.

6.4 Calculator, tools

If you use the calculator accessible via our websites/landing pages (e.g. dream home or part-time calculator), we will process the data you have entered to calculate your financial situation and possibilities with regard to your desired home and the desired part-time workload.

Tracking use of these calculators/tools is carried out exclusively on the basis of anonymous user behavioural data, i.e. individuals cannot be identified. If you fill in and send a form connected to the calculator, your information will be stored transparently and with your consent only for the processing of the request as well as possible related further questions and will only be used within the scope of the request (see also Section 6.1).

This process is carried out by external service providers on behalf of Swiss Life, in compliance with the relevant legal and contractual requirements. Moreover, Swiss Life ensures that service providers have an adequate security concept in line with legal requirements and that Swiss Life's data protection guidelines are complied with.

An overview of the service companies is given in Section 7 "List of Third Party Cookies and Tools."

6.5 Customer portal

Information on data protection in the Swiss Life customer portal is available at the following link: <https://www.swisslife.ch/en/ueber-uns/footer/privacy.html>

7 List of Third-Party Cookies and Tools

7.1 Third-party cookies

Solution	Category/purpose	Provider	Address	Data protection/opt-out
Adform	Advertising	Adform A/S	Wildersgade 10B, sal. 1, DK-1408 Copenhagen, K, Denmark	https://site.adform.com/privacy-center/platform-privacy/opt-out/
Adobe Analytics	Website analysis	Adobe Systems Inc.	345 Park Avenue, San Jose 95110-2704, CA, USA	https://www.adobe.com/ch_de/privacy/opt-out.html
Adobe Target	Website optimisation	Adobe Systems Inc.	345 Park Avenue, San Jose 95110-2704, CA, USA	https://swisslifeag.tt.omtrdc.net/optout
Facebook	Advertising	Facebook Ireland Ltd.	4 Grand Canal Square, Grand Canal Harbour, Dublin 2	https://www.facebook.com/about/privacy/
Google Analytics	Website analysis	Google Inc.	1600 Amphitheatre Parkway Mountain View, CA 94043 US	http://tools.google.com/dlpage/gaoptout?hl=en
Google Maps	Map service	Google Inc.	1600 Amphitheatre Parkway Mountain View, CA 94043 US	https://www.google.de/intl/en/policies/privacy/
Google Recaptcha	Security plug-in for web forms	Google Inc.	1600 Amphitheatre Parkway Mountain View, CA 94043 US	https://www.google.de/intl/en/policies/privacy/
Usabilla	Website survey tool	Usabilla	Amsterdam, Netherlands	https://usabilla.com/privacy/
xtendx	Video platform	xtendx AG	xtendx AG Adlikerstrasse 246 8105 Regensdorf	n/a
Yext	Central administration	Yext	Yext Sàrl c/o Rue Jean-Calvin 12	https://www.yext.de/terms/dpa

Solution	Category/purpose	Provider	Address	Data protection/opt-out
	system of business locations		1204 Geneva	
YouTube	Video platform	Google Inc.	1600 Amphitheatre Parkway Mountain View, CA 94043 US	https://tools.google.com/dlpage/gaoptout?hl=en

7.2 Calculator, tools

Solution	Category/purpose	Provider	Address
Braingroup	Tax calculator	Braingroup AG	Braingroup AG Hohlstrasse 486 CH-8048 Zurich
Headbits	Dream home calculator, part-time calculator, budget calculator, real estate value calculator, affordability calculator	Headbits AG	Headbits AG Oberdorfstrasse 8 8001 Zurich https://www.headbits.com/
Logismata	Tax calculator in customer portal	Logismata AG	Logismata AG Hardturmstrasse 76 8005 Zurich
Ogilvy	Pension calculator	Ogilvy Switzerland	Ogilvy Switzerland Binzmühlestrasse 170d, P.O. Box 6359 CH- 8050 Zurich
Price Hubble	Dream home calculator	Price Hubble AG	Price Hubble AG Brandschenkestrasse 30 8001 Zurich
Radity	Tax calculator	Radity GmbH	Radity GmbH Max-Bill-Platz 5 8050 Zurich

8 Storage duration and deletion/anonymisation

We process and store your personal data related to marketing activities as long as necessary for the fulfilment of the intended purposes.

As soon as your personal data are no longer required for the aforementioned purposes, they will be deleted or anonymised in compliance with legal requirements.

9 Data security

Please note that the internet is a global open network. When you transmit personal data over the internet, you always do so at your own risk.

The personal data you transmit are protected by state-of-the-art encryption mechanisms, e.g. by means of HTTPS protocol. Despite extensive technical and organisational safeguards, data may be lost or intercepted and/or manipulated by unauthorised persons. Swiss Life takes appropriate technical and organisational security measures to prevent this within its system. However, your computer is located outside the security area that can be controlled by Swiss Life. As a user, it is your responsibility to find out about the necessary security measures and to take appropriate measures. Swiss Life shall under no circumstances be liable for any damages you may incur as a result of data loss or manipulation.

Swiss Life pays great attention to the security and smooth functioning of the customer panel. Data are usually exchanged using an encrypted https protocol (recommended minimum key length 256-bit). However, Swiss Life assumes no liability for direct or indirect damage or consequential damage (such as lost profits or claims by third parties) arising from the use or impossibility of using the website or the use of the data and information offered through the website or misuse of the website.

10 Your rights (rights of affected persons)

We are happy to provide you with information about which personal data we process and how we actually handle them (e.g. purposes of processing; categories of personal data; categories of recipients to whom your data have been or are disclosed; planned storage duration; existence of a right of correction, deletion, restriction of processing or origin of your data).

You also have the right to revoke any consent granted to the use of your personal data (however, this is only possible as long as the data are not required for processing and handling, for instance in connection with contractual obligations). However, revocation of your consent shall not affect the legality of the processing carried out up to that point.

You are always entitled – for reasons relating to your particular situation – to object to the processing of your personal data; this also applies to any profiling based on these provisions. After receiving the objection, Swiss Life will no longer process your personal data unless we are able to demonstrate compelling contractual, statutory or other legitimate interests for such processing, or if such processing serves the assertion, exercise or defence of legal claims.

In all cases where data processing is based on your consent, you have the right to revoke it at any time. The revocation of consent shall not affect the legality of the processing carried out on the basis of the consent until the revocation. You can adjust your cookie settings to your needs at any time.

You also have a right to the deletion of your personal data as long as this is not obstructed by any contractual or legal rights or deletion proves technically impossible or entails a disproportionate outlay.

You are entitled to request that Swiss Life correct and/or complete your personal data if the processed personal data concerning you are incorrect or incomplete.

Should your rights be infringed, you can lodge a complaint with the responsible data protection authority.

The exercise of your rights generally requires you to provide clear evidence of your identity (e.g. with a copy of your ID card if your identity is not otherwise clear or verifiable). In order to assert your rights, you can contact us at the address indicated in "Controller," Data Protection Officer" (see above).

11 Updating this data protection consent form/reservation of change

Swiss Life may revise this online data protection consent form from time to time. Changes to this data protection consent form will be communicated immediately on this and associated websites. If you have received notification of an amendment to our data protection consent form and continue to use our websites, you consent to data processing in accordance with the amended data protection consent form.

Swiss Life reserves the right to modify this data protection consent form at any time without prior notice, especially to take account of current statutory provisions and changed business procedures.

The version published here applies in every case.

As at December 2020