

Bern, 18 November 2025

## Teo Jakob AG Privacy Policy

We, Teo Jakob AG (CHE-107.384.280), are a specialist in furnishing and interior design based in Bern, with branches in other locations in Switzerland. As part of our business activities, we collect and process personal data from our customers and also from other individuals, in particular from people who use our website.

The protection of the privacy of visitors to our website is a matter of great concern to us. Most of the content on our website can be used without registration. We use industry-standard technologies to measure and improve the performance of our website, and we collect data for this purpose. In some cases, we work with external service providers. Insofar as we (or third parties acting on our behalf) collect and process personal data, we comply with the requirements of Swiss data protection legislation. This privacy policy explains how we comply with these requirements. We provide this information by answering questions that (presumably) arise for visitors to our website. The questions are as follows:

- What data do we collect and for what purposes do we collect data?
- How do we use cookies on our website?
- How do we use web analytics tools?
- Why do we use social media plug-ins?
- Do we disclose data to third parties?
- How secure are your data?
- What rights do you have regarding your data?
- How can we amend this privacy policy?
- Who is responsible for processing your data?

Further rules concerning the processing of data may be contained in other documents (for example, general terms and conditions and contracts) that we use in connection with our business purpose.

### 1. What data do we collect and for what purposes do we collect data?

#### Website visit

Our website can also be used without disclosing personal data. However, our website server temporarily stores information about access by visitors. Such information includes the IP address, the date and time of access, the name and URL of the file retrieved, the referring website (referrer URL), the browser used, the operating system of the computer used and the name of the visitor's access provider. We use these data to ensure the smooth establishment of the connection, the convenient use of the website, system security and stability, as well as for other administrative purposes.

#### Newsletter subscription

Where you have subscribed to the newsletter, your e-mail address will be used to send you newsletters. You may unsubscribe at any time using the link provided in every newsletter. You are free to provide your name and, if applicable, your company name in addition to the e-mail address required for subscribing. The basis for this data processing is our legitimate interest in informing you about our services and offerings.

#### **Use of the contact form**

The contact form on our website allows you to contact us. To use the contact form, you are required to provide your name and e-mail address. The personal data collected in this way will be deleted within 30 days after your request has been processed, unless the request results in a further business relationship. The basis for this data processing is your consent.

#### **Purchases in the store or via telephone orders**

When making purchases in the store or placing orders by phone, the data necessary for transaction processing are collected. This always includes the exact name or company and the complete address of the party, with whom we are entering into the contract. The basis is the interest in proper contract execution and the customer's consent.

#### **Data of our contractual partners**

When we conclude contracts with customers, the data collected in the process may form part of our business records and be subject to statutory retention obligations. This applies regardless of the form, in which the contract is concluded.

#### **Visiting our company pages on Meta Platforms, Inc. (specifically Facebook and Instagram) and LinkedIn**

Meta Platforms, Inc. and LinkedIn Ireland Unlimited Company use cookies to collect information (e.g., the number of users or demographic details about visitors) who view or comment on posts on our company pages (Facebook, Instagram or LinkedIn). We receive reports from these platform operators that contain only aggregated or otherwise anonymised data. We use these data to further develop the content and services offered on our company pages, so that they are better tailored to the interests of our visitors. Meta Platforms, Inc. and LinkedIn Ireland Unlimited Company, as providers of these analytics services, are primarily responsible for the collection and processing of personal data through the use of the analytics services of these platform operators. LinkedIn Ireland Unlimited Company is responsible as the provider of analytics services. Only these companies themselves can associate information with the holder of a specific account. If you have any questions regarding the functioning of the analytics services, or if you wish to exercise your data subject rights under data protection legislation, please address your enquiry directly to Meta Platforms, Inc. or LinkedIn Ireland Unlimited Company. More information can be found in Meta Platforms, Inc.'s privacy policy ( [www.facebook.com/privacy/explanation](http://www.facebook.com/privacy/explanation) ) as well as in LinkedIn's privacy policy ( [www.linkedin.com/legal/privacy-policy](http://www.linkedin.com/legal/privacy-policy) ).

#### **2. How do we use cookies on our website?**

We use cookies on our website to optimise our services. Cookies are text files that are stored on your computer and enable the analysis of the use of our website. You can configure your browser so that no cookies are stored on your computer or a notification always appears before a cookie is installed. Completely disabling cookies may result in the website not functioning at all or only functioning partially. The data processed by cookies are required for the aforementioned purposes to safeguard our legitimate interests.

### 3. How do we use web analytics tools?

Through the measures listed below, we ensure the needs-oriented design and continuous optimisation of our website. These measures allow us to statistically record and evaluate the use of our website, which enables us to tailor our offering to the needs of our customers. This is in both our interest and our customers' interest.

We use Google Analytics, a web analytics service provided by Google Inc. (Google). Google Analytics uses cookies to analyse how our website is used. The information generated by the cookie about the use of the website is usually transmitted to, and stored on, a Google server in the USA. We only use Google Analytics with IP anonymisation enabled. This means that your IP address is usually already truncated in Switzerland. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. Google uses this information on our behalf to analyse the use of the website, to create reports on the activities of visitors to the website and to provide other services associated with the use of the website. Google may transfer this information to third parties if required to do so by law or if third parties process these data on Google's behalf. The IP address transmitted by your browser will not be combined with other data held by Google. You can object to the collection of data by Google Analytics with immediate effect and for the future by, for example, installing a so-called deactivation add-on ( [www.facebook.com/privacy/explanation](http://www.facebook.com/privacy/explanation) ) and ( [www.linkedin.com/help/linkedin/answer/a1338426?lang=de](http://www.linkedin.com/help/linkedin/answer/a1338426?lang=de) ) for your browser. There are further options available (including for users of mobile devices) to prevent data collection.

### 4. Why do we use social media plug-ins?

Social media plug-ins are used on our website to enable the recommendation and sharing of our posts on social networks (Meta Platforms, Inc., specifically Facebook and Instagram, as well as LinkedIn Ireland Unlimited Company as the operator of LinkedIn). The responsibility for ensuring data protection compliance lies with the respective providers. Data will only be transferred to the aforementioned providers if you are logged onto the respective platform with your profile. We have neither influence on nor access to cookies set by social network providers. For this reason, reference is made to the respective privacy policies of the corresponding providers.

### 5. Do we disclose data to third parties?

We only disclose personal data to third parties if you expressly consent, if there is a corresponding legal obligation or permission, if the disclosure is necessary for the assertion, exercise or defence of legal claims, or if the disclosure of data is necessary for the processing of contractual relationships with you.

## **6. How secure are your data?**

We implement technical and organisational measures to safeguard your data against tampering, loss, destruction or unauthorised access by third parties. The SSL encryption protocol is applied when accessing our website.

## **7. What rights do you have regarding your data?**

You have the right to access, rectification, erasure, restriction of processing, data portability, withdrawal of your consent and objection. Should you have reason to believe that the processing of your data violates data protection regulations, you may report this to us or to the relevant supervisory authority. You have the right to object to the processing of your data, even if we process them based on our legitimate interests or for direct marketing purposes.

## **8. How can we amend this privacy policy?**

We reserve the right to amend this privacy policy at any time. Amendments will be published on the website. The current version is dated November 2025.

## **9. Who is responsible for data processing?**

The data controller is Teo Jakob AG (CHE-107.384.280), Gerechtigkeitsgasse 25, 3000 Bern 5.