

Privacy Policy

Please read this Privacy Policy ("Privacy Policy") carefully before using the **placeb.ch website** and the **placeB applications** (together, or individually, the "Service") operated by placeB AG ("us", "we", or "our").

This document informs you of our policies regarding the collection, use and disclosure of user provided data and personal information when you use our Service.

We will not use or share your personal information with anyone except as described in this Privacy Policy.

We use your personal information for providing and improving the Service. By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy.

Information Collection And Use

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to, email, your name, phone number or postal address ("Personal Information").

We collect the Personal Information and other data for the purpose of providing the Service, identifying and communicating with you, responding to your requests/inquiries, servicing your purchase orders, and improving our Services.

We may also use the Personal Information you provided us to contact you from time to time to provide you with important information, required notices and marketing promotions.

We may disclose user provided data including Personal Information:

- as required by law, such as to comply legal proceedings;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- to our trusted services providers who work on our behalf, do not have an independent use of the data or Personal Information we disclose to them, and have agreed to adhere to the rules set forth in this Privacy Policy.

You can stop all collection of information by the mobile application easily by uninstalling the mobile application. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

Data Retention Policy, Managing Your Information

We will retain user provided data for as long as you use the application and for a reasonable time thereafter. If you'd like us to delete user provided data that you have provided via the application, please contact us at info@placeb.ch and we will respond in a reasonable time. Please note that some or all of the user provided data may be required in order for the application to function properly.

Log Data

We collect information that your browser sends whenever you visit our Service ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages and other statistics.

In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this type of information in order to increase our Service's functionality. These third party service providers have their privacy policies addressing how they use such information.

When you access the Service by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device's unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile internet browser you use, your location information and other statistics.

Cookies

Cookies are files with a small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a website and transferred to your device. We use cookies to collect information in order to improve our Services for you.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. The "help" feature on most browsers provide information on how to accept cookies, disable cookies or to notify you when receiving a new cookie.

If you do not accept cookies, you may not be able to use some features of our Service, and we recommend that you leave them turned on.

Service Providers

We may employ third party companies and individuals to facilitate our Service, to provide the Service on our behalf, to perform Service-related services and/or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Information only to perform specific tasks on our behalf and are obligated not to disclose or use your information for any other purpose.

Security

The security of your Personal Information is important to us, and we strive to implement and maintain reasonable, commercially acceptable security procedures and practices appropriate to the nature of the information we store, in order to protect it from unauthorized access, destruction, use, modification, or disclosure.

However, please be aware that no method of transmission over the Internet, or method of electronic storage is 100% secure and we are unable to guarantee the absolute security of the Personal Information we have collected from you.

International Transfer

Your information, including Personal Information, may be transferred to — and maintained on — computers located outside of Switzerland where the data protection laws may differ than those from your jurisdiction.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Links To Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site or third party's service. We strongly advise you to review the privacy policy of every site you visit.

We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Changes To This Privacy Policy

This Privacy Policy is effective as of February 14, 2016. We reserve the right to update or change our Privacy Policy at any time, in which such changes will be in effect immediately after being posted on this page. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

Contact us

If you have any questions about these Privacy Policy or have questions about our practices, please contact us via email at info@placeb.ch.