



# Data Privacy Statement

This website (hereinafter the “Website“) is provided by Bayer CropScience Schweiz AG | 1994 | Switzerland (hereinafter “us” or “we”). For further information regarding the provider of the Website, please refer to [our imprint](#).

## I. Handling of personal data

This Privacy Statement specifically adheres to the General Data Protection Regulation (GDPR) of the European Union (EU) and the Swiss Federal Act on Data Protection (FADP).

In the following we wish to provide you with information on how we handle your personal data when you use our Website. Unless otherwise indicated in the following chapters, the legal basis for the handling of your personal data results from the fact that such handling is required to make available the functionalities of the Website requested by you.

## II. Using our website

### A. Accessing our website

When you call up our Website, your browser will transfer certain information to our web server. This is done for technical reasons and required to make available to you the requested information. To facilitate your access to the Website, the following information is collected, briefly stored and used:

- IP address
- Date and time of access
- Time zone difference to Greenwich Mean Time (GMT)
- Content of request (specific site)
- Status of access/HTTP status code
- Transferred volume of data
- Website requesting access
- Browser, language settings, version of browser software operating system and surface

Moreover, to protect our legitimate interests, we will store such information for a limited period of time in order to be able to initiate a tracking of personal data in the event of actual or attempted unauthorized access to our servers.

### B. Registration and login

In order to be able to use certain services of our Website, you need to first register an account with us, where you are able to determine your personal login credentials that you need to be able to log into your personal account. For this registration and subsequent login procedure, we collect the following information about you:

- Name and surname
- Contact data (e.g. postal/email address or phone number)
- User name and password
- Log file of your logins incl. timestamp
- VAT ID (if applicable)

We process this personal data in order to provide you with an access to the services of our Website. They are deleted in case you deactivate your user account.



## C. Online store

### 1. Processing your order and delivering products

In order to process your order, including your payment, issuing an invoice and ordering the shipment of products, we will process your personal data in the scope of:

- contact information (e.g. name, surname, address, e-mail address),
- information on business activity (e.g. company, ID)
- payment information (e.g. payment card number, bank account number),
- information on purchases (e.g. ordered products, price).

The legal basis for processing your data for the above-mentioned purpose is that the processing is necessary to take the necessary steps to conclude a contract with you and/or perform a contract with you.

Providing the above-mentioned data is a condition for concluding a contract. In the event of failure to provide them, we are unable to conclude a contract with you for the sale of products you are interested in.

We will process your data for a period of 5 years from the end of the year in which the tax payment deadline for your order expired.

### 2. Customer Relationship Management

We are using customer relationship management systems (CRM) in which we store the contact details of all our customers along with their personal purchase history. We use this information to better understand your interests and inform you about our products and services that may also be of interest to you. We are also better able to provide support in case you need it.

The legal basis for processing your data for the above-mentioned purpose is that the processing is necessary for the legitimate interests described below, and this interest is not overridden by your interests or fundamental rights and freedoms. Our legitimate interest is that the processing of such data is necessary for the optimization of our business activities.

Providing your data is voluntary, but if you do not provide your personal data, we will not be able to adapt our products and services to your needs or provide support when you need it.

We store your personal data for as long as necessary to maintain the customer relationship, as well as for a further 5 years after the active termination of the customer relationship or inactivity for 2 years, whichever comes first.

### 3. Protection of our rights and the establishment, exercise and defense of claims

In order to protect our rights or the establishment, exercise and defense of potential claims, we may process your personal data in the scope of:

- contact information (e.g. first name, last name, address, e-mail address),
- information regarding the business relationship between you and us.

The legal basis for processing your data for the above-mentioned purpose is that processing is necessary for the implementation of the legitimate interests described below, and this interest is not



overridden by your interests or fundamental rights and freedoms. Our legitimate interest is that the processing of such data is necessary to protect our rights, as well as to determine, pursue and defend against potential claims.

Providing your data is neither a statutory or contractual requirement nor a condition for entering into a contract. However, if you do not provide personal data, we will not be able to effectively protect our rights or determine, pursue or defend against claims.

We store your personal data for the period necessary to achieve the above purposes, but no longer than until the potential claims have expired.

#### D. Setting of cookies

##### 1. What are cookies?

This website uses so-called "cookies". Cookies are small text files that are stored in the memory of your terminal via your browser. They store certain information (e.g. your preferred language or site settings) which your browser may (depending on the lifespan of the cookie) retransmit to us upon your next visit to our website.

##### 2. What cookies do we use?

We differentiate between two main-categories of cookies: (1) **strictly necessary cookies**, which are essential to browse the website and use its features, and (2) **optional cookies** (e.g. analytic cookies, targeting cookies, functional cookies) used for e.g. website analysis, website personalization and marketing purposes. The following button leads to the Privacy Preference Center and provides a detailed description of the optional cookies in use:



##### 3. Subject to your consent

We only use optional cookies if we have obtained your prior consent. Upon your first access to our website, a banner will appear, asking you to give us your consent to the setting of optional cookies. If your consent is given, we will place a cookie on your computer and the banner will not appear again as long as the cookie is active. After expiration of the cookie's lifespan, or if you actively delete the cookie, the banner will reappear upon your next visit to our website and again ask for your consent.

##### 4. How to prevent the setting of cookies

Of course, you may use our website without any cookies being set. In your browser, you can at any time configure or completely deactivate the use of cookies. This may, however, lead to a restriction of the functions or have adverse effects on the user-friendliness of our website. You may at any time object to the setting of optional cookies by using the respective objection option in the [Privacy Preference Center](#).

#### E. Website analysis and online behavioral advertising

##### 1. Website analysis with Google

On our Website we use a web analysis service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("**Google**"). Google will analyze your use of our Website on our behalf. To this purpose, we use the cookies described in more detail in the above table. The information



collected by Google in connection with your use of our Website (e.g. the referring URL, our webpages visited by you, your browser type, your language settings, your operating system, your screen resolution) will be transmitted to a server of Google in the US, where it will be stored and analyzed. The respective results will then be made available to us in anonymized form. Your usage data will not be connected to your full IP address during this process. We have activated on our Website the IP anonymizing function offered by Google, which will delete the last 8 bits (type IPv4) or the last 80 bits (type IPv6) of your IP address after each data transfer to Google.

Moreover, by concluding specific agreements with Google we ensure that an adequate level of data protection is maintained with respect to the processing of personal data by Google in the US.

You may withdraw your consent to the use of web analysis at any time, either by downloading and installing the provided [Google Browser Plugin](#) or by administrating your consents in the [Privacy Preference Center](#) in which case an opt-out cookie will be placed. Both options will prevent the application of web analysis only as long as you use the browser on which you installed the plugin and do not delete the opt-out Cookie.

Further information on Google Analytics is available in the [Google Analytics Terms of Use](#), the [Privacy and Data Protection Guidelines of Google Analytics](#) and in the [Google Privacy Policy](#).

## 2. Website analysis with Hotjar

On our Website we use a web analysis service of Hotjar Ltd, Levl 2, St Julians Business Centre 3, Elia, Zammit Street, St Julians STJ 1000, Malta, Europe („Hotjar“). Hotjar will analyze your use of our Website on our behalf. To this purpose, we use the cookies describe in more detail in the above table. The information collected by Hotjar in connection with your use of our Website (e.g. how much time the user spends on which pages, how user move on the website, which links they choose to click, how user interact with forms, device ID (UDID, anonymized), location (country only), device screen size, browser type) will be transmitted to a server of Hotjar in Europe, where it will be stored and analyzed. The respective results will then be made available to us in anonymized form. Your usage data will not be connected to your full IP address during this process. Your IP address will only be stored in anonymized format.

You may withdraw your consent to the use of web analysis at any time, either by downloading and installing the provided [Opt-Out-Link](#) by administrating your consents in the [Privacy Preference Center](#), in which case an opt-out cookie will be placed. Both options will prevent the application of web analysis only as long as you use the browser on which you installed the plugin and do not delete the opt-out Cookie.

Further information on data protection at Hotjar can be found in their [privacy policy](#).

## 3. Website analysis with Adobe Analytics

If you provide us with your consent, we use a web analysis service of Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Republic of Ireland (“Adobe”) on our website to evaluate your use of our website, to compile reports on the website activities and to receive further services from Adobe in connection with the website and internet use. For this purpose, we use the cookies described in more detail in the above table. The information collected by Adobe in connection with your use of our Website (e.g. the referring URL, our webpages visited by you, your browser type, your language settings, your operating system, your screen resolution) will be transmitted to a server of Adobe in Ireland, where it will be stored and analyzed. The respective results will then be made available to us in anonymized form. Your usage data will not be connected to your



full IP address during this process. We have activated on our Website the IP anonymizing function offered by Adobe, which will replace the last octet of your IP address by zeroes before conducting approximate geolocation and subsequently we replace your IP address by a generic IP address before storing the dataset. An access to your data by Adobe Systems Inc., 345 Park Ave., San Jose, CA 95110 located in the USA ("Adobe Inc") cannot be excluded. Outside the European Union ("EU") or the European Economic Area ("EEA") the data protection level may be lower than in European Countries, please see below "Processing of data outside the EU/the EEA". For further information please visit: <https://www.adobe.com/de/privacy.html>.

You may withdraw your consent to the use of web analysis at any time, either by downloading and installing the provided Browser Plugin <https://www.adobe.com/privacy/opt-out.html> or by administrating your consents in the [Privacy Preference Center](#), in which case an opt-out cookie will be placed. Both options will prevent the application of web analysis only as long as you use the browser on which you installed the plugin and do not delete the opt-out Cookie.

#### F. External services or content on our website

We include third-party services and/or content on our Website. When you use such third-party services or when third-party content is displayed, communication data are exchanged between you and the respective provider for technical reasons.

The respective provider of the services or content may also process your personal data for own additional purposes. To the best of our knowledge, we have configured the services and content of providers known to process personal data for own purposes in such a way that either any communication for other purposes than to present their services or content on our Website is blocked, or communication only takes place once you have actively opted to use the respective service. However, since we have no control over personal data collected and processed by third parties, we are not in a position to provide binding information regarding the scope and purpose of such processing of your personal data.

For further information regarding the scope and purpose of such processing of your personal data, please consult the privacy statements of the providers whose services and/or content we include and who are responsible for the protection of your personal data in this context:

- [Google ReCaptcha](#)
- [YouTube videos](#)

#### G. Use of contact forms

You can contact us directly via the contact forms available on our Website. In particular, you may provide us with the following information:

- Name and surname
- Contact data (e.g. postal/email address or phone number)
- Transaction Number (e.g. Request ID)
- Message



We process information provided by you via contact forms exclusively for the processing of your specific request. We delete this information as soon as it is no longer required anymore in order to process or follow up on your request.

#### H. Subscription to our newsletter

On our Website, you may subscribe to receive our newsletter. Based on your prior consent, we will collect and use the email address you indicate for providing you with the newsletter.

For subscription to our newsletter we use the so-called double opt-in procedure. After you have subscribed to the newsletter on our Website, we will send you a message to the indicated email address asking for your confirmation. If you do not confirm your subscription, your subscription will automatically be deleted. In order to prevent any misuse of your personal data, we will log your subscription and confirmation, filing the IP address you use when subscribing, the time of your subscription and confirmation, the messages sent by us regarding your subscription, and the wording of your subscription and confirmation.

You may at any time with future effect withdraw your consent to receive our newsletter, in which case we will also delete your personal data connected to receiving our newsletter. To declare that you wish to unsubscribe, you may use the respective link included in all newsletters, or refer to the contacts indicated below (section contact).

#### I. Use of the recommendation function

If you wish to recommend us to others, you can do so by using the recommendation function on our Website. You may, in your and our legitimate interest, send a message to any person if you assume that the recipient wishes to receive such information. We delete the personal data involved with this (e.g. name and email address) after the recommendation is sent.

### III. Recipients of personal data

#### A. Commissioned processing

For the processing of your personal data we will to some extent use specialized service contractors that process your data on our behalf (e.g. for IT-Support or cloud services).

This includes in particular also:

Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google"), which will analyze the use of our Website on our behalf and will analyze the customers use of the website for online behavioral advertising.

Web analysis service Hotjar Ltd, Levl 2, St Julians Business Centre 3, Elia, Zammit Street, St Julians STJ 1000, Malta, Europe ("Hotjar"), which will analyze the use of our Website on our behalf.

Adobe 345 Park Avenue San Jose, CA 95110-2704, which will analyze the use of our Website on our behalf.

Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (using Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA as a sub-payment provider) ("Facebook"), will analyze the customers use of the website for online behavioral advertising.



This Website uses The Trade Desk, a so-called targeted advertising service, provided by our partner The Trade Desk, Inc., 42 N. Chestnut Street, Ventura, CA 93001 ("Trade Desk").

Stripe Payments Europe, Ltd, 3 DUBLIN LANDINGS, NORTH WALL QUAY, DUBLIN 1, Dublin, IE-D, D01 C4E0, IE, which handles payments for ordered products.

Amazon Web Services, Inc. 410 Terry Avenue North Seattle WA 98109, for hosting the website.

Such service contractors are carefully selected and regularly monitored by us. Based on respective data processing agreements, they will only process personal data in accordance with our instructions.

#### B. Affiliates

We may share your personal data with our affiliates from the Bayer Group, where necessary for the purposes described above.

#### C. Authorities and state institutions

We may share your personal data with law enforcement agencies or other authorities and state institutions if legally required or necessary for the purposes described above.

#### D. External lawyers

In order to support legal decisions and to pursue or defend against legal claims, we may share your personal data with external lawyers.

#### E. Prospective buyers in the context of Mergers & Acquisitions

We may share your personal data with a prospective buyer in case of an acquisition, merger or any other type of corporate or asset transition involving a change of ownership or control concerning us or our services.

#### F. Distribution partner

FIEGE Logistik Stiftung & Co. KG Joan-Joseph-Fiege-Straße 1 48268 Greven Germany, which will provide logistic services.

Exporto GmbH, Max-Stromeyer-Str. 172 · 78467 Konstanz , which will provide logistic services.

#### G. Technical service

Fabrity Sp. z o.o., ul. Domaniewska 44A, 02-672 Warszawa, which is responsible for the technical service of the website.

NTT DATA SPAIN SLU, Camino Fuente de la Mora 1, 28050 Madrid, Spain, which is responsible for the technical service of the website.

### IV. Disclosure in the event of disclosure of personal data abroad

Your personal data will be processed predominantly in the country of the controller and in other European countries where the Bayer Group has a branch. In exceptional cases, your personal data may also be processed in countries outside the European Union, in particular in the USA.

### V. Processing of personal data outside the EEA

Your personal data may be transferred to countries outside the European Economic Area, including such for which the European Commission has not issued an adequacy decision. If no adequacy



decision exists for the respective country, we will ensure an adequate level of protection for your personal data by concluding so-called standard contractual clauses - adopted by the European Commission - with the recipient (to obtain a copy, please refer to the contact details below), or we will ask for your explicit consent to the transfer.

## VI. Information regarding your rights

The following rights are in general available to you according to applicable data privacy laws:

- Right of information about your personal data stored by us;
- Right to request the correction, deletion or restricted processing of your personal data;
- Right to object to a processing based on legitimate interest or public interest, unless we are able to prove that compelling, warranted reasons superseding your interests, rights and freedom exist, or that such processing is done for purposes of the assertion, exercise or defense of legal claims;
- Right to data portability;
- Right to file a complaint with a data protection authority;
- Where you have provided your consent to the processing of your personal data, you may at any time withdraw your consent with future effect. Such a withdrawal will not affect the lawfulness of the processing prior to the withdrawal.

## VII. Contact

For any questions you may have with respect to data privacy, or if you wish to exercise your rights, please address your request to our [contact form](#) or contact our company data protection officer at the following address:

**Data Privacy Officer Bayer CropScience Schweiz AG**  
Peter Merian-Str. 84, 4052 Basel

E-Mail: [privacy\\_ch@bayer.com](mailto:privacy_ch@bayer.com)

Bayer AG is designated as representative in the European Union for our non-European legal entities in accordance with Art. 27 GDPR. You may contact the representative at the following address:

**Data Privacy Representative**  
Bayer AG  
Kaiser-Wilhelm-Allee 1  
51368 Leverkusen, Germany  
Email: [dp-representative@bayer.com](mailto:dp-representative@bayer.com)

## VIII. Amendment of privacy statement

We may update our Privacy Statement from time to time. Updates of our Privacy Statement will be published on our website. Any amendments become effective upon publication on our website. We therefore recommend that you regularly visit the site to keep yourself informed on possible updates.

Declaration as of: 06-06-2024