

# LYNOVA – PRIVACY POLICY

Thank you for visiting the LYNOVA website. We at LYNOVA take the privacy of our clients and the visitors of this website very seriously. This privacy policy will demonstrate in the most transparent way how LYNOVA handles your data.

Please carefully read this privacy policy before using our website or entering your personal information in our online store or registration fields. By using our website, you agree to be bound by this privacy policy, which may be modified by LYNOVA at any time.

Our website contains links to third party websites. Those third party websites are not subject to this privacy policy nor is LYNOVA responsible for the privacy practices or the content on these websites.

Last change: November 30, 2025

## Your Rights

You can exercise the following rights at any time via [hello@lynova.ch](mailto:hello@lynova.ch):

- Information about your data stored with us and the processing of this data (Section 15 GDPR)
- Correction of incorrect personal data (Art. 16 GDPR)
- Deletion of your data stored with us (Art. 17 GDPR)
- Restriction of data processing if we are not yet allowed to delete your data due to legal obligations (Art. 18 GDPR)
- Contradiction against the processing of your data with us (Art. 21 GDPR)
- Data transferability if you have consented to data processing or have concluded a contract with us (Art. 20 GDPR).

If you have given us your consent, you can revoke it at any time with effect for the future.

You can contact the competent supervisory authority at any time with a complaint (Art. 77 GDPR in conjunction with § 19 BDSG). Your competent supervisory authority depends on your state of residence, your work or the alleged infringement.

## INFORMATION LYNOVA COLLECTS

### 1. ORDERS IN OUR STORE

#### Purpose

To process orders including valid invoices.

#### Personal Data

- Name
- Shipping and billing address (optional)
- E-mail address
- Phone Number(s) (optional)
- Company name and VAT number (if existing)
- Payment details including credit card information or payment gateway login (securely stored)

### 2. NEWSLETTER SIGNUP

#### Purpose

To send out our newsletter.

#### Personal Data

- Email address

### 3. USER ACCOUNT CREATION

#### Purpose

Each user can optionally create a user account to keep track of their orders and to save their personal information.

#### Personal Data

- Name
- Shipping and billing address
- E-mail address
- Phone Number(s)
- Company name and VAT number (if existing)
- (Optional) Payment details including credit card information or payment gateway login (securely stored)

### 4. VISITING OUR WEBSITE

#### Purpose

To log browser sessions, to analyze how visitors use our website and to improve the user experience.

#### Involved 3rd Party

OptimaNet Schweiz AG, Stationstrasse 56, 8472 Seuzach, Switzerland

#### Personal Data

Internet Protocol Address

We collect this data only when it is provided by you while purchasing products or modifying your personal account data, creating a user account (online or manually through us) or signing up to our newsletter.

## USE OF PERSONAL DATA AND DISCLOSURE OF PERSONAL DATA

By providing LYNOVA with your personal data, you authorize us to use it for the following purposes:

- Processing orders, registrations and newsletters
- Running raffles, polls and contests
- Customer support inquiries
- Market research to improve our products and services

Generally, LYNOVA does not disclose your personal data to third parties, however LYNOVA may use it for the following purposes:

- Your data can be shared with third parties where it is necessary, e.g. to process orders, payments and deliveries that involve third parties (e.g. payment providers, parcel services,...)
- To protect perceived rights, safety and property of LYNOVA, our partners, our clients, users of our website and the public
- In accordance with legal and regulatory requirements.

It is your right to request information about the personal data LYNOVA has about you. You can request to have it corrected, removed or you can ask us not to use your personal data for the above mentioned purposes. You have the right to request a written document that contains the personal data we have about you. Please write to [hello@lynova.ch](mailto:hello@lynova.ch)

If you have subscribed to our newsletter, you can unsubscribe from our mailing list at any time using the unsubscribe link in each newsletter.

## GOOGLE ANALYTICS

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there.

Google will reduce your IP address within Member States of the European Union or in other countries party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. IP anonymization is active on this website. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website and Internet use.

The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can deactivate Google Analytics by click the Link at the bottom of this page. This will place an opt-out cookie only for this browser and for this domain. If you delete your browser cookies, you will have to opt-out again.

LYNOVA also uses 3rd party vendor re-marketing tracking cookies, including the Google Adwords tracking cookie. This means we will continue to show ads to you across the internet, specifically on the Google Content Network (GCN). We respect your privacy and are not collecting any identifiable information through the use of Google's or any other 3rd party remarketing system.

The third-party vendors, including Google, whose services we use, will place cookies on web browsers in order to serve ads based on past visits to our website. Third party vendors, including Google, use cookies to serve ads based on a user's previous visits to the website. This allows us to make special offers and continue to market our services to those who have shown interest in our service.

## COOKIES

To make websites work properly many use cookies, which are small information files that are sent to your computer, mobile or other device when you visit the website and which will recognize your device on future visits. These types of files do a number of different jobs such as remembering your preferences and chosen items, assisting you to improve your site experience as well as trying to ensure that the adverts or offers you see online are more relevant to you.

This Website may use cookies and tracking technology depending on the features offered. Cookies and tracking technology are useful for gathering information about your use of the Websites, information about your computer such as the computers IP address and browser type, demographic data, and information such as if you arrived at the Website via a link from a third-party site, in which case the cookie can provide information concerning the URL and information about the linking website.

Personal information cannot be collected via cookies and other tracking technology. However, if you previously provided personally identifiable information, cookies may be tied to such information. If you are a registered user, this may include your name and e-mail address for verification purposes.

You may choose to set your web browser to not accept cookies. However, if you do not accept cookies, you will not be able to use all the services provided, sign in on any pages, post comments or make purchases, and you do not help us learn how to improve our Website, products, offers and marketing strategy.

The cookies used on this Website are the following:

- Session cookies which are erased when you close the browser
- First-party cookies which are set by the web server of the visited page and share the same domain
- Third-party cookies stored by a different domain to the visited page's domain. This can happen when the webpage references a file, such as JavaScript, located outside its domain.

Session cookies are used to track and store items in the shopping cart to ensure a user is recognized when moving from page to page within the site and that any information entered is remembered. They are used only for this purpose and only accessible by this website.

Third-party web analytics software uses cookies to tell if a user has visited the site before, determine how many unique users we have and how often they visit the site.

These cookies cannot be used to identify individuals, they are used for aggregated statistics only. This allows us, for example, to tell which areas of the site are the most popular and better optimize our content for the interests of our users.

To allow users to share content with friends through social networks such as Facebook and Twitter we embed components provided by these third parties or build our own components which use their APIs. These third party companies have their own privacy policies and also policies for publishers which we will comply with.

LYNOVA discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organizations that need to know that information in order to process it on LYNNOVA's behalf or to provide services available at LYNNOVA's websites, and that have agreed not to disclose it to others. However, you should keep in mind that there is always some risk involved when transmitting information over the internet.