



Privacy Policy

Data protection contact

SOS144 AG

International Rescue Card

Verenastrasse 4b

8832 Wollerau

kundenservice@sos144.ch

Thank you for visiting the website of SOS144 AG and for your interest in our services. On our homepage you can find out about our company and its offering, and get in touch with us.

Mandatory national and international data protection legislation requires that personal data be processed in a loyal and trustworthy manner in legal dealings, and that the purpose of the processing be appropriate and necessary.

SOS144 AG takes these requirements very seriously and sets out below which personal data we process, how we process it and how we protect it.

1. Categories of personal data and data subjects

Personal data transmitted through the use of the e-mail addresses published on this website.

2. Nature and purpose of the disclosure of personal data

The personal data we collect includes, among other things, your name, your address, your e-mail address, your IP address and any further information you send us via a web form.

We may process information contained in or relating to any communication you send us ("correspondence data"). Correspondence data may include the content of the message and the personal data associated with the communication. Correspondence data may be processed for the purpose of communicating with you and for record-keeping. The basis for this processing is our legitimate interests, namely the proper administration of our website and our business, and communication with users.

Server log files

Our server automatically stores information in what are known as server log files, which your browser transmits to us automatically. These are:

- browser type and browser version
- operating system used
- referrer URL
- host name of the accessing computer
- time of the server request
- IP address

This data is not merged with any other data sources.

Cookies

Websites frequently use what are known as cookies. Cookies are small text files that are placed on your computer and stored by your browser; they cause no damage to your computer and contain no viruses, but serve to make our offering more user-friendly, more effective and more secure.

Most of the cookies we use are what are known as “session cookies”, which are deleted automatically at the end of your visit. Other cookies remain stored on your device until you delete them. These cookies allow us to recognise your browser on your next visit.

You can set your browser so that you are informed when cookies are set and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when the browser is closed. If cookies are deactivated, the functionality of this website may be limited.

Functional cookies – always active

These cookies are necessary for basic functions and are therefore stored automatically when you visit our websites. These cookies store your preferences when using our websites. They are also used to distribute the load across our servers, to keep our website available, and for security purposes. No consent is required for the use of functional cookies that enable the basic functions of the website.

Analytics cookies – inactive (only active with your consent)

These cookies are used to collect data about the way visitors use our website. This includes information on the most visited pages and the number of error messages displayed. With the help of analytics cookies we compile usage statistics for our websites. These cookies help us improve the websites. We use Google Analytics to compile aggregated statistics on visits to our websites. For this purpose we have concluded a data processing agreement with Google. The data collected by Google

Analytics is shared with other Google services.

Google Web Fonts

This site uses what are known as WebFonts from Google to display fonts consistently. These are stored locally, so no data exchange takes place.

Google Ads

This website uses Google conversion tracking. If you reached our website via an advert placed by Google, Google Ads sets a cookie on your computer. The cookie for conversion tracking is set when a user clicks on an advert placed by Google. These cookies expire after 30 days and are not used for personal identification. If the user visits certain pages of our website and the cookie has not yet expired, we and Google can recognise that the user clicked on the advert and was directed to that page. Each Google Ads customer receives a different cookie. Cookies can therefore not be tracked across the websites of Ads customers. The information obtained with the help of the conversion cookie is used to compile conversion statistics for Ads customers who have opted for conversion tracking. Customers learn the total number of users who clicked on their advert and were directed to a page carrying a conversion tracking tag. However, they do not receive any information that could be used to identify users personally.

If you do not wish to take part in tracking, you can refuse the setting of the cookie required for this - for example by using a browser setting that generally deactivates the automatic setting of cookies, or by setting your browser to block cookies from the domain "googleleadservices.com".

Please note that you must not delete the opt-out cookies for as long as you do not want measurement data to be collected. If you have deleted all the cookies in your browser, you will have to set the respective opt-out cookie again.

Google Remarketing

This website uses the remarketing function of Google Inc. This function serves to present website visitors with interest-based advertising within the Google advertising network. A so-called "cookie" is stored in the website visitor's browser, which makes it possible to recognise the visitor when they visit websites belonging to the Google advertising network. On these websites, the visitor may be shown advertising relating to content that the visitor previously accessed on websites that use Google's remarketing function. According to its own statements, Google does not collect any personal data during this process. However, if you do not wish to use Google's remarketing function, you can in principle deactivate it by making the relevant settings at <http://www.google.com/settings/ads>. Alternatively, you can deactivate the use of cookies for interest-based advertising via the Network Advertising Initiative by following the instructions at http://www.networkadvertising.org/managing/opt_out.asp.

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited. If the party responsible for data processing on this website is located outside the European Economic Area or Switzerland, the Google Analytics data processing is carried out by Google LLC. Google LLC and Google Ireland Limited are referred to below as "Google".

The statistics obtained enable us to improve our offering and make it more interesting for you as a user. This website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID. If you have a Google user account, you can deactivate the cross-device analysis of your use in the settings there under "My data", "Personal data".

The legal basis for the use of Google Analytics is Art. 6 para. 1 sentence 1 lit. f GDPR. The IP address transmitted by your browser as part of Google Analytics is not merged with other Google data. We would point out that on this website Google Analytics has been extended by the code "_anonymizeIp();" in order to ensure the anonymised collection of IP addresses. This means that IP addresses are processed in truncated form so that they cannot be linked to a specific person. Should it be possible to attribute the data collected about you to a person, this is immediately ruled out and the personal data is deleted without delay.

Only in exceptional cases is the full IP address transferred to a Google server in the USA and truncated there. 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 further services relating to website use and internet use. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

Google Analytics uses cookies. The information generated by the cookie about your use of this website is generally transferred to a Google server in the USA and stored there. You can prevent the storage of cookies by adjusting your browser software accordingly; however, we would point out that in this case you may not be able to use all the functions of this website in full. You can also prevent the collection of the data generated by the cookie and relating to your use of the website (including your IP address) by Google, as well as the processing of this data by Google, by downloading and installing the browser plug-in available under the following link: Deactivate Google Analytics.

In addition, you can also prevent the use of Google Analytics by clicking on this link: Deactivate Google Analytics. This stores what is known as an opt-out cookie on your storage medium, which prevents the processing of personal data by Google Analytics. Please note that if you delete all cookies on your device, these opt-out cookies will also be deleted, i.e. you will have to set the opt-out cookies again if you wish to continue preventing this form of data collection. Opt-out cookies are set per **browser and per**

computer/device and must therefore be activated separately for each browser, computer or other device.

Google TagManager

Google Tag Manager is a solution that allows us to manage what are known as website tags via a single interface and thus, for example, to integrate Google Analytics and other Google marketing services into our online offering. The Tag Manager itself, which implements the tags, does not process any personal data of users. With regard to the processing of users' personal data, we refer to the following information on the Google services. Usage policy: <https://www.google.com/intl/de/tagmanager/use-policy.html>.

Facebook

This website uses functions of Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA. If you access our pages with Facebook plug-ins, a connection is established between your browser and the Facebook servers. Data is already transmitted to Facebook in the process. If you have a Facebook account, this data can be linked to it. If you do not want this data to be linked to your Facebook account, please log out of Facebook before visiting our site. Interactions, in particular the use of a comment function or clicking a "Like" or "Share" button, are also forwarded to Facebook. You can find out more at <https://de-de.facebook.com/about/privacy>.

Twitter (X)

This website uses functions of Twitter, Inc. 1355 Market St, Suite 900, San Francisco, CA 94103, USA. If you access our pages with Twitter plug-ins, a connection is established between your browser and Twitter's servers. Data is already transmitted to Twitter in the process. If you have a Twitter account, this data can be linked to it. If you do not want this data to be linked to your Twitter account, please log out of Twitter before visiting our site. Interactions, in particular clicking a "Re-Tweet" button, are also forwarded to Twitter. You can find out more at <https://twitter.com/privacy>.

Instagram

Functions of the Instagram service are integrated into our website. These functions are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA. If you are logged in to your Instagram account, you can link the content of our pages to your Instagram profile by clicking the Instagram button. This allows Instagram to associate a visit to our pages with your user account. We would point out that, as the provider of the pages, we receive no knowledge of the content of the data transmitted or of how it is used by Instagram. Further information can be found in Instagram's privacy policy: <http://instagram.com/about/legal/privacy/>

LinkedIn

Within our online offering we use the marketing services of the social network LinkedIn, operated by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland ("LinkedIn").

These use cookies, i.e. text files that are stored on your computer. This enables us to analyse your use of the website. For example, we can measure the success of our advertising and show users products they have previously shown an interest in.

For example, information is collected about the operating system, the browser, the previously visited web page (referrer URL), the web pages visited, the offers clicked on, and the date and time of your visit to our website.

The information generated by the cookie about your use of this website is transferred in pseudonymised form to a LinkedIn server in the USA and stored there. LinkedIn therefore does not store the name or e-mail address of the respective user. Instead, the aforementioned data is only assigned to the person for whom the cookie was created. This does not apply if the user has permitted LinkedIn to process the data without pseudonymisation or has a LinkedIn account.

You can refuse the use of cookies by adjusting your browser settings accordingly, but please note that you may then not be able to use all the functions of this website. You can also object to the use of your data directly with LinkedIn:

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Sending newsletters - Mailchimp

The newsletter is sent via the delivery service provider 'MailChimp', a newsletter delivery platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. You can view the delivery service provider's privacy policy [here](#). Rocket Science Group LLC d/b/a MailChimp is certified under the Privacy Shield agreement and thus offers a guarantee of compliance with the European level of data protection (PrivacyShield). The delivery service provider is used on the basis of our legitimate interests pursuant to Art. 6 para. 1 lit. f GDPR and a data processing agreement pursuant to Art. 28 para. 3 sentence 1 GDPR.

The delivery service provider may use the recipients' data in pseudonymised form, i.e. without assignment to a user, to optimise or improve its own services, e.g. for the technical optimisation of delivery and the presentation of the newsletters or for statistical purposes. However, the delivery service provider does not use our newsletter recipients' data to write to them itself or to pass it on to third parties.

YouTube

Functions of the "YouTube" service are integrated into this website. "YouTube" is owned by Google Ireland Limited, a company incorporated and operating under Irish law with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland, which operates the services in the European Economic Area and Switzerland.

Your legal agreement with "YouTube" consists of the terms you can find under the following link: <https://www.youtube.com/static?gl=de&template=terms&hl=de>. These terms constitute a legally binding agreement between you and "YouTube" regarding your use of the services. Google's privacy policy explains how "YouTube" handles and protects your personal data when you use the service.

Microsoft Bing Ads

We use Microsoft Advertising (Bing Ads) to place adverts and measure conversions. Cookies that enable statistical analysis are used for this purpose. The basis is your consent (Art. 6 para. 1 lit. a GDPR).

Facebook / Instagram (Meta) Pixel & Ads

We use the Facebook and Instagram pixel from Meta Platforms Ireland Ltd. to place interest-based advertising and to measure the effectiveness of adverts. Data may be assigned to Meta accounts and used by Meta for its own purposes. The basis for this is your consent (Art. 6 para. 1 lit. a GDPR).

Microsoft Clarity

Our website uses "Microsoft Clarity", an analytics service provided by Microsoft Corporation. Clarity collects data about the use of our website (e.g. clicks, mouse movements, scrolling behaviour, technical information). The data is processed in pseudonymised form and partly transferred to the USA.

Taking out insurance online

We process our customers' data in accordance with the federal data protection provisions (Swiss Federal Act on Data Protection, FADP) and the EU GDPR as part of the ordering process in our online insurance application, in order to enable them to select the services chosen, and to pay for and receive or process them.

The data processed includes master data (basic data), communication data, contract data and payment data, and the persons affected by the processing include our customers, prospective customers and other business partners. The processing is carried out for the purpose of providing contractual services in connection with the operation of an online shop, billing, delivery and customer service. In this context we use session cookies, e.g. to store the contents of the shopping basket, and permanent cookies, e.g. to store the login status.

The processing is carried out on the basis of Art. 6 para. 1 lit. b (performance of ordering processes) and c (legally required archiving) GDPR. The data marked as required is necessary for the establishment and performance of the contract. We only pass the data on to third parties in connection with delivery or payment, or within the scope of legal permissions and obligations. The data is only processed in third countries if this is

necessary for the performance of the contract (e.g. at the customer's request for delivery or payment).

Users may optionally create a user account, in which they can in particular view their orders. During the registration process, users are informed of the mandatory information required. User accounts are not public and cannot be indexed by search engines such as Google. If users have terminated their user account, their data relating to the user account will be deleted, unless it must be retained for commercial or tax law reasons, in accordance with Art. 6 para. 1 lit. c GDPR. Information in the customer account is retained until it is deleted, with subsequent archiving in the event of a legal obligation. It is the users' responsibility to save their data in the event of termination before the end of the contract.

As part of registration and re-registration, and of the use of our online services, we store the IP address and the time of the respective user action. This storage is based on our legitimate interests and those of the users in protection against misuse and other unauthorised use. This data is generally not passed on to third parties, unless this is necessary to pursue our claims or there is a legal obligation to do so in accordance with Art. 6 para. 1 lit. c GDPR.

Deletion takes place after the expiry of statutory warranty and comparable obligations; the necessity of retaining the data is reviewed at irregular intervals. Where there are statutory archiving obligations, deletion takes place after these have expired.

3. Disclosure abroad: name of the country or international organisation

Disclosure to the USA for the external services listed under point 2, such as Google, only takes place with the consent of the data subject.

4. Requirements regarding retention, deletion and destruction

All personal data collected by us is anonymised or deleted as soon as it is no longer required for the purpose of the processing.

5. Recipients of personal data

Your personal data are, as a rule, processed or received only by employees of SOS144 AG and Europäische Reiseversicherung ERV, a branch of Helvetia Swiss Insurance Company Ltd.

Where legal expenses insurance benefits form part of the insurance contract or where this is necessary for the administration and performance of the insurance relationship, the personal data required for this purpose may also be transmitted to Coop Rechtsschutz AG and processed by it.

External service providers, such as Google, receive personal data only where the data subject has given the corresponding consent or where another legal basis exists.

6. Measures to ensure data security

SOS144 AG uses access, entry and user controls to ensure that the confidentiality of personal data is guaranteed.

In addition, the integrity of the personal data is ensured through controls on data media, storage and transport. Even in the event of a technical or physical incident, the data can be restored quickly.

Our systems and application programs are kept at the latest security level and all known critical vulnerabilities – OWASP Top 10 - have been closed.

As regards traceability, this is documented via entry and disclosure logs, breaches of data security are detected and the resulting consequences are mitigated and/or eliminated.

7. Obligation to report data protection breaches

We report all breaches of data security that result in a high risk to the personality or fundamental rights of the data subject to the Federal Data Protection and Information Commissioner (FDPIC).

Have you identified a breach of data security? Please contact us immediately at kundenservice@sos144.ch.

8. Rights of data subjects

Would you like to know whether we process personal data about you? Have you provided us with personal data and would like to have it corrected, deleted or destroyed, or object to its disclosure?

Contact us at kundenservice@sos144.ch.

9. Links to other websites

Our website contains links to various external websites that may offer our visitors useful information. This privacy policy does not apply to those sites, and we recommend contacting the external websites directly regarding their privacy policies.