

Privacy Policy - International Association for Popular Cooperation IAPC

1. Data controller and content of this Privacy Policy

We, the International Association for Popular Cooperation ("**IAPC**"), with registered address at Rue du Rhone 65, c/o MLL Meyerlustenberger Lachenal Froriep SA, 1204 Geneve, operate the website www.roots-iapc.org ("**Website**") and, unless otherwise indicated, are responsible for the data processing operations set out in this Privacy Policy.

Please take note of the information below to know what personal data we collect from you and for what purposes we use it. In data protection matters, we are guided primarily by the legal requirements of Swiss data protection law, in particular the Federal Act on Data Protection (FADP) and the EU General Data Protection Regulation (GDPR), the provisions of which may be applicable in individual cases. Furthermore, other companies are responsible under data protection law (or jointly responsible with us) for individual data processing operations listed below, and in these cases you should also take note that the information provided by these other companies is also applicable.

The following information may be amended from time to time. We therefore recommend that you consult this Privacy Policy regularly.

2. Contact person for data protection

If you have any questions about data protection or wish to exercise your rights, please contact our data protection contact by sending an email to the following address:

contact@roots-IAPC.org

3. Your rights

Provided that the relevant legal requirements are met, as a person affected by data processing you have the following rights:

Right of access: You have the right to request access to your personal data stored and processed by us at any time and free of charge. This gives you the opportunity to check what personal data we process about you and that we use it in accordance with applicable data protection regulations.

Right to rectification: You have the right to have inaccurate or incomplete personal data rectified and to be informed of the rectification. In this case, we will inform the recipients of the data concerned of the adjustments made, unless this is impossible or involves disproportionate effort.

Right to deletion: You have the right to have your personal data deleted under certain circumstances. In individual cases, especially in the case of legal retention obligations, the right to deletion may be excluded. In this case, we may block your data instead, provided the conditions are met.

Right to restrict processing: You have the right to request that the processing of your personal data be restricted.

Right to data transfer: You have the right to obtain from us, free of charge, the personal data you have provided to us in a readable format.

Right to object: You can object to the processing of your data at any time, in particular for data processing in connection with direct advertising (e.g. advertising emails).

Right of withdrawal: In principle, where you have given consent you have the right to withdraw that consent at any time. However, processing activities that have already taken place based on your consent do not become unlawful because of your revocation of consent.

To exercise these rights, please send us an email to the following address:
contact@roots-IAPC.org

Right of complaint: You have the right to lodge a complaint with a competent supervisory authority, for example against the way your personal data is processed.

4. Data security

We use appropriate technical and organisational security measures to protect your personal data stored with us against loss and unlawful processing, namely unauthorised access by third parties. Our employees and the service companies commissioned by us are obliged by us to maintain confidentiality and data protection. Furthermore, these persons are only granted access to the personal data to the extent necessary for the fulfilment of their tasks.

Our security measures are continuously adapted in line with technological developments. However, the transmission of information via the Internet and electronic means of communication always involves certain security risks and we cannot provide an absolute guarantee for the security of information transmitted in this way.

5. Contact us

If you contact us via our contact addresses and channels (e.g. by e-mail), your personal data will be processed. The data you have provided us with, e.g. the name of your company or institution, your name, your function, your e-mail address or telephone number and your request, will be processed. In addition, the time of receipt of the request will be documented.

We process this data exclusively in order to implement your requests (e.g. providing information about our projects and services, answering your enquiries, delivery of materials and documents, incorporating your feedback into the improvement of our service, etc.). The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR in the implementation of your request or, if your request is directed towards the conclusion or execution of a contract, the necessity for the implementation of the required measures within the meaning of Art. 6 para. 1 lit. b EU-GDPR.

6. Newsletter

If you register for our e-mail newsletter (e.g. when opening or within your user account), the following data will be collected.

- E-mail address

In order to avoid misuse and to ensure that the owner of an e-mail address has actually given their consent, we use a double opt-in procedure for registration. After sending the registration form, you will receive an e-mail from us containing a confirmation link. In order to definitely register for the newsletter, you must click on this link. If you do not click on the confirmation link within the specified period, your data will be deleted again and our newsletter will not be sent to this address.

By registering, you consent to the processing of your data in order to receive messages from us about our company, our offers and related products and services. This may also include invitations to participate in competitions or to evaluate our products and services. The collection of the salutation and name allows us to verify any link between the registration and a possibly already existing customer account and to personalise the content of our messages to you. The link to a customer account helps us to make the offers and content contained in the newsletter more relevant to you and better tailored to your potential needs.

We will use your data to email you until you revoke your consent. Revocation is possible at any time, in particular via the unsubscribe link in all our marketing emails.

By subscribing to the newsletter, you also consent to the statistical evaluation of user behavior for the purpose of optimizing and adapting the newsletter. This consent constitutes our legal basis for the processing of your data within the meaning of Art. 6 para. 1 lit. a EU-GDPR.

For our newsletter we use email marketing software from Gandi Asia Co. Ltd (196, Zhouzi Street, 6F, 114, Taipei) for newsletter emails. Your data will be stored in a database of Gandi Asia Co. Ltd, which allows Gandi Asia Co. Ltd to access your data if this is necessary for the provision of the software and for support in the use of the software. The legal basis for this processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR in the use of third-party services.

7. Disclosure to and access by third parties

Without the support of other companies, we would not be able to provide our services in the desired form. In order for us to be able to use the services of these companies, it is also necessary to pass on your personal data to a certain extent. Such a transfer takes place to the extent that it is necessary for the fulfillment of the contract requested by you, for example to the logistics or transport companies that deliver the requested products, or to a manufacturer who is to fulfill your warranty claim. The legal basis for these disclosures is the necessity for the performance of the contract within the meaning of Art. 6 para. 1 lit. b EU-GDPR.

Furthermore, data is passed on to selected service providers, but only to the extent necessary for the provision of their services. Various third party service providers are explicitly mentioned in this privacy policy, e.g. in the sections on marketing. These are, for example, IT service providers (such as providers of software solutions), advertising agencies and consultancies. Our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR in the procurement of third-party services forms the legal basis for this data transfer.

In addition, your data may be disclosed to authorities, legal advisors or debt collection agencies, if we are legally obliged to do so or if this is necessary to protect our rights, in particular to enforce claims arising from our relationship with you. The legal basis for this data transfer is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR in safeguarding our rights and complying with our obligations or the sale of our company.

8. Transfer of personal data abroad

We are entitled to transfer your personal data to third parties abroad if this is necessary to carry out the data processing mentioned in this Privacy Policy. In doing so, we will of course comply with the statutory provisions on the disclosure of personal data to third parties. If the country in question does not have an adequate level of data protection, we guarantee through contractual regulations that your data is adequately protected by the recipients.

9. Retention periods

We only store personal data for as long as is necessary to carry out the processing explained in this Privacy Policy within the scope of our legitimate interest. In the case of contractual data, storage is required by statutory retention obligations. Requirements that oblige us to retain data result from the provisions on accounting and from tax law regulations. According to these regulations, business communications, concluded contracts and accounting vouchers must be stored for up to 10 years. As far as we no longer need this data to perform the services for you, the data will be blocked. This means that the data may then only be used if this is necessary to fulfil the retention obligations or to defend and enforce our legal interests. The data is deleted as soon as there is no longer any obligation to retain it and we no longer have any legitimate interest in retaining it.

A. Special provisions applicable to use of our website

10. Log file data

When you visit our website, the servers of our hosting provider Alibaba Cloud Computing Co. Ltd. temporarily store every access in a log file. The following data is collected without your intervention and stored by us until automatically deleted:

- the IP address of the requesting computer,
- the date and time of access,
- the name and URL of the retrieved file,
- the website from which the access was made, if applicable with the search word used,

The collection and processing of this data is carried out for the purpose of enabling the use of our website (connection establishment), to permanently guarantee system security and stability as well as for error and performance analysis and enables us to optimize our website (see on these last points also Section 13).

In the event of an attack on the network infrastructure of the website or a suspicion of other unauthorized or abusive website use, the IP address and the other data will be evaluated for the purpose of clarification and defence and, if necessary, used in the context of criminal proceedings to identify and take civil and criminal action against the users concerned.

Our legitimate interest in data processing within the meaning of Art. 6 para. 1 lit. f EU-GDPR lies in the purposes described above.

When you visit our website, we use cookies as well as applications and tools that are based on the use of cookies. In this context, the data described here may also be processed. You will find more details on this in the subsequent sections of this data protection declaration, in particular Section 11.

11. Cookies

Cookies are information files that your web browser stores on your computer's hard drive or memory when you visit our website. Cookies are assigned identification numbers that identify your browser and allow the information contained in the cookie to be read.

Among other things, cookies help to make your visit to our website easier, more pleasant and more meaningful. We use cookies for various purposes that are necessary, i.e. "technically required", for your desired use of the website. For example, we use cookies to be able to identify you as a registered user after logging in, without you having to log in again each time when navigating the various sub-pages. The provision of the shopping basket and order function is also based on the use of cookies. Furthermore, cookies also perform other technical functions required for the operation of the website, such as so-called load balancing, i.e. the distribution of the performance load of the page to different web servers in order to relieve the servers. Cookies are also used for security purposes, for example to prevent the unauthorized posting of content. Finally, we also use cookies as part of the design and programming of our website, e.g. to enable the uploading of scripts or codes.

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR in providing a user-friendly and up-to-date website.

Most internet browsers automatically accept cookies. However, when accessing our website, we ask you for your consent to the cookies we use that are not technically necessary, especially when using third-party cookies for marketing purposes. You can use the corresponding buttons in the cookie banner to define your desired settings. Details of the services and data processing associated with the individual cookies can be found within the cookie banner and in the following sections of this Privacy Policy.

You may also be able to configure your browser so that no cookies are stored on your computer or so that a message always appears when you receive a new cookie. On the following pages you will find explanations of how you can configure the processing of cookies in selected browsers.

- [Google Chrome](#)
- [Apple Safari](#)

Deactivating cookies may mean that you cannot use all the functions of our website.

12. Tracking and web analysis tools

12.1 General information on tracking

For needs-based design and continuous optimisation of our website, we use the web analysis services listed below. In this context, pseudonymised usage profiles are created and cookies are used (please also refer to Section 11). The information generated by the cookie about your use of our website is usually transferred together with the log file data listed in Section 10 to a server of the service provider, where it is stored and processed. This may also result in a transfer to servers abroad, e.g. the USA (see on this point, in particular on the guarantees taken, Section 8).

In processing this data, we obtain the following information, among others:

- navigation path followed by a visitor on the site (including content viewed and products selected or purchased),
- time spent on the website or sub-page,
- the last sub-page viewed before leaving the website,
- the country, region or city from where access is made,
- end device (type, version, colour depth, resolution, width and height of the browser window), and
- returning or new visitor.

The provider will use this information on our behalf to evaluate the use of the website, to compile reports on website activities for us and to provide other services related to website and internet use for the purposes of market research and needs-based design of these internet pages. For these processing operations, we and the providers may to a certain extent be considered joint data controllers.

The legal basis for this data processing with the following tools is your consent within the meaning of Art. 6 para. 1 lit. a EU-GDPR. You can revoke your consent or refuse processing at any time by rejecting or deactivating the relevant cookies in your web browser settings (see Section 11) or by making use of the service-specific options described below.

For the further processing of your data by the respective provider as the (sole) data protection controller, in particular also any forwarding of this information to third parties such as authorities on the basis of national legal regulations, please refer to the respective data protection information of the provider.

12.2 Facebook Pixel / Facebook Custom Audience

On our website, we use “Facebook Pixel” of the social network Facebook, which is operated by Meta Platforms Inc., One Hacker Way Menlo Park, CA 94025, USA, or, if you are a resident in the EU, Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Facebook can designate visitors to our website as a target group for displaying advertisements (so-called “Facebook Ads”) using Facebook-Pixel. Accordingly, we use Facebook-Pixel to display Facebook ads that are placed by us only to such Facebook users, who have also shown interest in our website or have shown specific characteristics (e.g. interests in specific topics or products that are determined based on the websites visited), which we transmit to Facebook (so-called “Custom Audiences”).

With the help of Facebook-Pixel, we would also like to ensure that our Facebook ads correspond to the potential interest of the users and are not harassing. Using Facebook-Pixel, we can also understand the effectiveness of Facebook Ads for statistical and market research purposes, in which we see as to whether users were forwarded to our website after clicking on a Facebook ad (so-called “Conversion”).

Facebook-Pixel is directly integrated by Facebook when accessing our website and can save a so-called cookie on your device. If you subsequently log in to Facebook or visit Facebook while being logged in, the visit to our website shall be noted in your profile. The data collected about you is anonymous for us, so it does not provide us with any conclusions about the identity of the users. However, the data is stored and processed by Facebook, so that a connection to the respective user profile is possible. The data can therefore be used by Facebook for its own market research and advertising purposes.

Furthermore, when using Facebook-Pixel, we use the additional function “expanded comparison”, in which data on the creation of target groups (“Custom Audiences” or “Look Alike Audiences”) is transmitted to Facebook in an encrypted form.

The processing of data by Facebook takes place within the framework of Facebook’s Privacy Policy. You can obtain special information and details on Facebook-Pixel and its functionality in the Help Area of Facebook.

The legal basis for the aforementioned data processing lies in our legitimate interest in the analysis, optimization and economic operation of our online offer (Art. 6 para. 1 lit. f EU-GDPR).

12.3 Veed.io

On our websites we embed videos that may be watched on veed.io (Embedded Content). Veed.io is a service operated by VEED Limited, 320d High Road, Benfleet, Essex, England, uses cookies as to analyze the demand of videos, create reports on the usage of videos for the holder of a Veed.io-Account, improve the user friendliness of the service as well as to prevent unlawful use.

For further information about the processing of your data by Veed please refer to their privacy policy available at <https://www.veed.io/privacy>.

You can prevent the use of cookies by selecting the appropriate settings on your browser. In that case, however, the playback of the respective video may be restricted or disabled.

The legal basis for processing the data for this purpose is our legitimate interest according to Art. 6 para. 1 lit. f EU-GDPR.

13. Social media

13.1 Social media profiles

On our website, we have included links to our profiles in the social networks of the following providers:

- Facebook by Meta Platforms Inc, 1601 S California Ave, Palo Alto, CA 94304, USA;

When you click on the icon of a social network on our website, you are automatically redirected to our profile in the respective network. This establishes a direct connection between your browser and the server of the respective social network. This provides the network with the information that you have visited our website with your IP address and clicked on the link.

If you click on a link to a network while you are logged into your user account with the network in question, the content of our website may be linked to your profile so that the network can assign your visit to our website directly to your account. If you want to prevent this, you should log out before clicking on the relevant links. A connection between your access to our website and your user account takes place in any case if you log in to the respective network after clicking on the link. The respective provider is responsible under data protection law for the associated data processing. Please note the information on the relevant network’s website.

The legal basis for any data processing attributed to us in this regard is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR in the use and promotion of our social media profiles.

14. External links

We have embedded links on our website to the websites of research platforms and other relevant websites. If you access such links from our website, it may be that data is disclosed to the owner of the website that you are accessing.

15. Registration for a user account

If you open a customer account on our website, we collect the following data

- Username
- E-mail address
- Password
- Confirm Password
- I have read and agree to the Terms of Use and Privacy Policy

If you create or log into your user account through a third-party platform (such as Google and Facebook), we will have access to certain information from that platform, such as your name lists of friends or followers, birthday and profile picture, in accordance with the authorization procedures determined by such platform.

We use the personal details to establish your identity and to check the requirements for registration. The email address and password are used as login details to ensure that the correct person is using the website under your account. We also need your email address to verify and confirm the opening of your account and for future communication with you.

The legal basis for the processing of your data for the preceding purpose is your consent pursuant to Art. 6 para. 1 lit. a EU-GDPR. You can revoke your consent at any time by removing the information from your customer account or by deleting your customer account or having it deleted by notifying us.

To avoid misuse, you must always keep your login details confidential and should close the browser window when you have finished communicating with us, especially if you share the computer with others.

15.1 Use of the comment function in our blog

If you are a registered user (and logged into your account), you have the opportunity to like and comment on blog posts on our website. The data that is processed and published on the website is the data that you have made available to us, i.e. in addition to your like and its time of submission, possibly also any comment that you have added or the name that you have given. The legal basis for this data processing is your consent within the meaning of Art. 6 para. 1 lit a EU-GDPR.

We reserve the right to delete unlawful comments and to contact you in case of suspicion and ask you to clarify. The legal basis for this processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f EU-GDPR in providing the comment and rating function and preventing abuse when using it.