



HYT

Privacy policy

When we mention “HYT”, “we”, “us” or “our” in this privacy policy (the “**Privacy Policy**”), we are referring to HYT S.A a company registered in Switzerland with its seat Rue Prébarreau 17, 2000 Neuchâtel (“HYT”).

HYT respects your privacy and is committed to protecting your personal data and information.

This Privacy Policy explains why and when data is collected, used, transferred and/or deleted. We only collect personal information that you provided us upon visiting our website, apps, other digital platforms (together the “**Platforms**”), on social medias, in our stores or by phone. Please note that calls can be recorded for security or training purposes.

The Privacy Policy further explain how we are collecting data via the use of cookies and similar technologies when you are using our Platforms.

HYT is the controller for personal data and information collected via its Platforms.

1. Collection of personal data and information

Personal data and information mean any information pertaining to an individual from which said person may be identified. It does not include data and information which is anonymous.

We collect the personal data and information:

- a) To which you have consented
- b) For which we are required by applicable law (for example for data relevant to financial reporting)
- c) That are necessary for the performance of a contract
- d) For which we rely on other legitimate interest, which includes
 - Collecting market information, promoting products and services and communicating with you and providing you with customized offers,
 - Delivering and improving our products and services,
 - Managing relationships with customers, consumers, vendors etc., sharing information with internal stakeholders, implementing security procedures, and planning and allocating resources and budgets,
 - monitoring, detecting and protecting the organization, its systems, networks, infrastructure, computers, information, intellectual property and other rights against malicious intrusion, unauthorized access, disclosure and acquisition of information, data and system violations, hacking, industrial espionage and cyber attacks,
 - compliance with industry standards, regulatory and other requirements related to fraud prevention and anti-money laundering.



We collect the information that you provide us as follows:

- a) Direct interaction: Client personal data and information provided for instance by filing out a contact form, registering in order to profit from our services, participating to promotions and marketing events, ordering our services, purchasing our products, requesting information and/or materials or participating in surveys.
- b) Third party platform: if you opt to interact with us via social media or a third-party platform, we will collect the information that you have provided us through this platform.
- c) Automatic collection: we collect automatically certain information concerning the visitors of our Platforms. Said information are detailed in our section “Cookies” below.
- d) Metadata: we collect metadata, including details about your visits to the Website, such as traffic data, location data, IP address, browser information, session data, your preferences, settings, weblogs and other communication data, which we monitor during your interaction with the Platforms.

The personal data and information we collect may consist of

- a) Identity and contact information (name, gender, date of birth, marital status, address, email, phone number, mobile phone number),
- b) Purchase and transaction information,
- c) Payment information (credit card number, expiry date, authorization number, security code, delivery address and invoice),
- d) Customer service (requests to the customer service, comments, history of repairs and maintenance),
- e) Technical data such as IP address, username and password, browser type and version, plug ins, operating systems,
- f) Marketing data including information regarding our personal and professional interests and hobbies, your product experience and contact preferences,
- g) Information we could obtain from our third-party service suppliers.

2. Use of personal data and information

We collect personal data and information for the following purposes:

- a) In case of products orders or services, to fulfil said order, the payment and deliver the ordered item,
- b) Manage and answers questions relating to repairs or maintenance of our products and to provide after sales services,
- c) Registration and management of accounts,
- d) Reply to the clients’ questions and queries,



- e) Send communications in relation with our services, including messages regarding the status of a purchase or announcements as well as marketing communications and newsletter (in case of subscription),
- f) Identify the products and services that might interest the client, on the basis of the information obtaining, including the purchase history and past interactions with HYT,
- g) Do market studies and understand the use of our Platforms to facilitate and personalize the experience on our Platforms.

We only use your personal data and information for the purposes for which we collected it, unless we reasonably consider that there is a need to use said data and information for another reason, said reason being compatible with the original purpose.

Should we need to use the collected data and information for another purpose, unrelated to the original purpose, we will notify you and explain the legal grounds which enables us to do so.

3. To whom we transfer the personal data and information

We do not sell or share your personal data and information with third parties and undertakings which are not affiliated to HYT, except if the data is necessary to provide the requested services or otherwise requested by HYT' legal advisors or where required by law or a court decision.

We require all third parties to respect the security of your personal data and information and to treat it in accordance with the law.

We may transfer your personal data internationally, including to countries that are not considered to offer an adequate level of data protection through the relevant regulatory bodies. In such cases, we require all third parties to ensure the adequate protection of your personal data and information and request that the recipients enter into binding contractual obligations in accordance with the applicable standards approved by the relevant regulatory bodies or through other safeguards, including self-certification approved by the relevant regulatory bodies.

4. Use of cookies

As many other websites, HYT saves IP addresses and uses cookies to enable us to recognize you and personalize your experience as well as to enable us to obtain information on how visitors access our Platforms.

Cookies are small text files place in browser directories on your computer or mobile device when you visit our website. They improve the access to a website and allow to identify frequent visitors. Cookies improve the user experience thanks to a following of his interest.

We use cookies

- a) for the operation of our website, to improve its operability and performances,
- b) to understand the usage of our Platforms, notably through the analysis of frequentation of informational pages, by following up the opening rate, click rate and individual rebound rates.



If you disable or refuse cookies, please note that some part of the Platforms may become inaccessible or not function properly.

5. Data retention

We will process your data for as long as we required by law or for as long as the time necessary to fulfil our goals and to protect ourselves in case of litigation (for instance a contract will be kept during the term of the contract and 10 years thereafter). Passed this deadline, the personal data and information will be deleted or anonymized.

6. Protection of the information

HYT's database is located and managed in Switzerland in a secured environment. We implement different measures to preserve the security of your personal data and information.

7. Your legal rights

You have the right to:

- a) to request access to, correction or in certain circumstances deletion of your personal data
- b) to ask us to restrict the processing of your personal data, in particular to object to the processing of your personal data for direct marketing purposes
- c) You may unsubscribe from email marketing and withdraw your consent to allow us to process your personal data for the stated purposes at any time
- d) Withdraw consent at any time.

If you have any doubts about how we use your information, please do not hesitate to contact us using the contact information below and we will do our best to resolve your problem. After investigating your complaint, we will respond to you in writing within a reasonable period of time outlining the corrective measures we propose. If you believe that we have processed your personal information in a way that is unlawful or contrary to your rights, you also have the right to lodge a complaint in front of the competent authorities.

8. Duty to inform us of changes

It is important for us that the personal data and information that we hold about you is true, accurate and current. We thank you to keep us informed of any personal data and information change.

9. Personal Data Supervisor

We appointed a personal data supervisor who is responsible for any questions relating to the Privacy policy.

Should you have any questions relating to this Privacy Policy and to the collection and use of your personal data and information, including any request to exercise your legal rights, please contact the personal data supervisor at the following address:



Name: Bibiane Oliveira

Postal address: Rue de Prébarreau 17, 2000 Neuchâtel, Switzerland

Phone number: +41 32 323 27 70

Email: website@hytwatches.com

Please send any communications either in English or in French.

10. Legal notice

HYT may update the privacy and cookies policy at any time without notice. The newest version of the privacy and cookies policy will be updated directly on our website. It is every Client's responsibility to read and understand the privacy and cookies policy.

Last update: November 4th, 2020