

Privacy Policy for <https://lianoriginal.com/> Lian Management

Principle and scope This data protection information relates to the processing of personal data in connection with visiting the websites at <https://lianoriginal.com/>. In order to be able to use our websites and the associated online services or online applications (collectively referred to as services), we process your personal data (hereinafter also referred to as 'data'). Please note that this data protection information does not apply to third-party websites to which our website may be linked.

Personal data refers to information relating to an identified or identifiable natural person. Certain categories of particularly sensitive personal data, such as health data, are particularly protected by special legal provisions. The term processing includes all processes related to your data, including collection, storage, use, disclosure, archiving or deletion. When processing data, we comply with the Federal Data Protection Act (DSG), the corresponding implementing regulation (DSGV) and other applicable data protection laws (e.g. the European General Data Protection Regulation, GDPR), if these

are applicable.

Below we would like to explain to you what data we collect, for what purpose we use it and what rights you have in relation to your data. If you provide us with data about third parties, we will assume that you are authorized to do so and that the data provided is correct. We therefore ask you to inform the relevant third parties about the processing of their data by us and to provide them with a copy of this data protection information or the relevant product information. If we notify you of an updated version of these documents, we ask that you also pass on these new versions.

Our employees are regularly trained in data protection issues and are subject to a duty of confidentiality. In addition, compliance with data protection regulations is monitored by our data protection department.

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Responsible bodies and contact

The person responsible for the processing of data described in this data protection declaration is:

Lian Management

Toniäulestrasse 3

9490 Vaduz

Liechtenstein

If you have any questions or concerns about the processing of your data or your data protection issues Rights towards us, please contact:

Lian Management

Data Protection Office

Toniäulestrasse 3

9490 Vaduz

Liechtenstein

Email: info@lianoriginal.com

Processed data We

attach great importance to the protection of your personal data. When you use our website and services, we primarily process the data necessary for use that you transmit to us and the information we collect directly (see below).

When you use our website and services, we collect metadata, such as information about your browser (type and version), your device type (e.g. smartphone or tablet) and your IP address. We also collect access data, also known as log data. These include the name of the website accessed, date and time of access, amount of data transferred, notification of successful access, information about the operating system and information about the last website visited.

We only store and process further data about you if you send it to us when using services and tools (e.g. contact form). Further data protection-relevant information for specific tools may be found further down in this data protection declaration.

Purpose

We process your data exclusively for the purposes that we communicated to you when we collected your data and for other purposes compatible with these purposes. Further information about the basis of our data processing can be found further down in this data protection declaration.

Processing of data

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We process your data for various purposes related to communicating with you. This includes in particular answering inquiries, asserting your rights and contacting you if you have any questions. We primarily use communication data and master data, as well as registration data relating to the offers and services you use. This data may be stored for documentation purposes, training, quality assurance and inquiries.

We also process data for marketing purposes and to maintain customer relationships. We may send general or personalized information about our offering to our users, for example in the form of irregular contacts by email, post or telephone, as well as other channels for which we have contact information from you. You have the option at any time to reject such contacts or to refuse or revoke your consent to be contacted for advertising purposes. With your consent, we can tailor our online offering more specifically to the needs of our users.

We can also use your data for market research, to improve our online offering, our services and, if necessary, for product development.

Finally, we may also store and process your data on our website for security reasons and to control access.

Log files

We mainly use data to create server log files to carry out statistical evaluations for the operation of the website, to ensure the security of the IT systems and to optimize the website. We primarily use log data. The legal basis for this data processing is our legitimate interest in offering you a secure and smooth user experience at all times. We also reserve the right to subsequently check the log data if there are concrete indications of illegal use.

Contact form

If you contact us using the contact form, we will collect your contact details in order to process your request and answer any questions you may have. This data is transmitted in encrypted form.

If you have provided us with your email address or have contacted us directly by email, we may also send you information by email that is related to processing your concerns and questions.

The legal basis for processing your data is based on our legitimate interest in being able to process your online request efficiently and effectively. If the aim of the email contact is to conclude a contract, data processing is based on the initiation of this contractual relationship.

reCAPTCHA

To ensure that the form(s) on our website are filled out by a human and not a bot, we use reCAPTCHA. reCAPTCHA is provided by Google LLC (1600 Amphitheater Parkway, Mountain View, CA 94043, USA). Google's privacy policy can be accessed at the following URL: policies.google.com/privacy

marketing

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We may use your data to occasionally inform you about news, new products, services or other services from us and possibly our partners that may be of interest to you.

If you do not wish to consent to the use of your data for marketing purposes, you can inform us accordingly or refuse or withdraw your consent to receive marketing information.

Cookie preferences

We provide you with the opportunity to adapt the use of cookies on our website to your needs via the Cookie Preference Center or to revoke your consent to the use of cookies. In addition, most browsers offer the option of being warned/informed when cookies are set or of completely banning cookies. If you would like to receive a complete and up-to-date overview of all third-party access to your browser, specific browser plug-ins provide you with this function.

Our website or other online publications of ours may incorporate third-party content, such as maps from Google Maps, fonts from Google Fonts or videos from Vimeo. This means that your IP address is communicated to these providers. Certain external services may only be activated after your explicit confirmation.

We integrate this external content to provide you with useful information or functions or to optimize your user experience. We do not carry out any further data processing. Our legitimate interest in offering you this content or functions is therefore the legal basis for this data processing.

We strive to only include external providers where your IP address is used exclusively to deliver the content. However, we have no influence on the possible storage and processing of your IP address by third parties. For this reason, we refer to the data protection declaration of the relevant service for data processing by the respective third party provider. You can find further information about individual setting options relating to your privacy here.

User accounts

We can create user accounts for users on our website.

Google Analytics

We can use Google Analytics and Google Tag Manager on our website. This is a web analysis service and a supporting tool provided by Google LLC (1600 Amphitheater Parkway, Mountain View, CA 94043, USA).

Google Analytics uses cookies to analyze your use of our website. By default, the usage data generated by the service is transmitted to servers in a Google data center and stored there. It is possible that additional personal data will be collected via Google Analytics and Google Tag Manager and that this data will be passed on by Google to third parties if this is required by law or if third parties process the data on behalf of Google. We ourselves do not pass on any personal data to Google without your consent.

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The legal basis for processing your data is based on our legitimate interest in analyzing user behavior in order to optimize our offering. Further information about Google Analytics and Google Tag Manager can be found at the following link: support.google.com/tagmanager/?hl=de#topic=3441530

IP anonymization

Your IP address is anonymized by default on our website before it is transmitted to Google. This is done by only transmitting your address in an abbreviated form. In exceptional cases, your address may be transferred in full and only shortened in Google's data center.

Google Ads Conversion Tracking

We can use Google Ads on our website in conjunction with Google Conversion Tracking. This service is provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland), a subsidiary of Google LLC (1600 Amphitheater Parkway, Mountain View, CA 94043, USA). If you reach our website via a Google ad, Google Ads places a cookie on your device. If you visit certain pages on our website, Google and we use the cookie to recognize that you clicked on the ad and were redirected to the corresponding page. Each Google Ads customer receives their own cookie, which is not used for personal identification.

The information collected by the conversion cookie is used to create conversion statistics for Google Ads customers and to analyze your surfing behavior for marketing purposes. This allows us to tailor our advertising offers to your interests. However, no personal information that can directly identify you will be transmitted.

The legal basis for processing your data is based on our legitimate interest in better tailoring our advertising offers to our users. Further information about conversion tracking as well as general details about Google Ads and the Google Marketing Platform can be found under the following links:

- support.google.com/google-ads/answer/6095821?hl=de
- ads.google.com/home/
- marketingplatform.google.com/about/

Google Maps

We can integrate maps and services from Google Maps on our website. When using our website in Switzerland or the European Economic Area (EEA), the map services are provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). If you use our site in another country, the service is provided by Google LLC (1600 Amphitheater Parkway, Mountain View, CA 94043, USA). The integration of Google Maps on our websites allows us, for example, to show you an interactive map directly on our site, which makes it easier for you to geographically locate the address we publish.

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When you use Google Maps, your IP address is communicated to Google. Google can only link your data to your Google user account if you are logged in at the time. If you do not want this to be assigned to your Google user account, you have the option of logging out of the use of Google Maps in your Google account.

The legal basis for processing your data is based on our legitimate interest in providing you with useful information, facilitating location-based searches and automatically completing address data.

Further information about Google Maps can be found at the following link:
blog.google/products/maps/

Google Remarketing

We can integrate remarketing services from Google on our site. These services are provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland), a subsidiary of Google LLC (1600 Amphitheater Parkway, Mountain View, CA 94043, USA).

In order to present you with interest-based advertisements as part of the Google advertising network when you visit our website, Google uses remarketing cookies. This allows you to be shown advertisements on other websites that are also connected to the Google advertising network that are related to content that you have previously accessed on our website. If you do not want to use Google's remarketing function, you can deactivate it through the appropriate settings on Google. We do not pass on any personal data to Google without your consent.

The legal basis for processing your data is based on our legitimate interest in better tailoring our advertising offers to our users. Further information about Google Remarketing can be found at the following link: support.google.com/google-ads/answer/2453998?hl=de

Hotjar

We can use functions of the web analysis service from Hotjar Ltd. on our website. (Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta) to gain a better understanding of your needs and to optimize the offering and customer experience on this website.

By using Hotjar technology, we gain insights into your experiences (e.g. Duration of use of certain content or attractiveness of links) and can optimize our offering and your user experience based on this.

To generate data about the use of our website, Hotjar uses cookies and other data points (anonymized IP address, screen size and resolution, browser details, geographical position, etc.). Hotjar then generates and saves an anonymized user profile. If you do not want the data described to be collected and transferred to Hotjar, you can prevent this by using a browser plug-in. You can find the corresponding plugin at the following link:
hotjar.com/de/legal/policies/do-not-track/

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The legal basis for processing your data is based on our legitimate interest in analyzing user behavior in order to optimize our offering. Further information about Hotjar can be found at the following link: hotjar.com/privacy

Your rights

You have in accordance with the applicable data protection law. You have in accordance with the applicable data protection law Data protection regulations and, under certain conditions, the following rights:

- Right to information: You can request information from us about whether we process your personal data and, if so, what data this is.
- Right to rectification: - You can request that we correct incorrect data or complete incomplete data.
- Right to deletion: You can request the deletion of your data. Please note, however, that certain legal provisions or legitimate interests may limit our obligation to delete.
- Right to data portability: - Under certain conditions, you can request that we provide you with the data you have provided in a structured, common and machine-readable format.
- Right to withdraw consent: - If the data processing is based on your consent, you can withdraw this consent at any time. Please note that the revocation does not affect the lawfulness of the data processing carried out up to the revocation.
- Right to object: - Under certain circumstances, you have the right to object to the processing of your data, in particular for direct marketing purposes or legitimate interests.
- Right to complain: - If you do not agree with how we handle your data, you have the right to contact our data protection officer or the responsible data protection supervisory authority at edoeb.admin.ch.

Please note that these rights are subject to legal requirements and that exceptions and limitations may apply. To exercise your rights, you can contact us in writing or by email at the address below.

Lian Management

Data Protection Office

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Email: info@lianoriginal.com

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SSL

Due to the technical structure of the Internet as an open network, secure transmission of your data cannot be guaranteed in all cases. If you send your personal information to us, you always do so at your own risk.

To ensure the protection of your transmitted data, we use encryption mechanisms in accordance with current security standards (Transport Layer Security, TLS). TLS is a protocol for secure data transmission on the Internet and is supported by most browsers. It uses the public key method, in which data can be encrypted with a publicly accessible key and only decrypted with a specific private key. Most browsers indicate whether a connection is secure using a key icon or padlock.

We take various technical and organizational security precautions to ensure the protection of your data within our system. However, we would like to point out that despite these measures, there is a risk of data loss, unauthorized access to or manipulation of the data by third parties. Please also note that certain network sections and your computer lie outside our controllable security area. As a user, you are responsible for informing yourself about the necessary security precautions and taking the necessary measures within your sphere of influence. Liability on our part for damages that you incur as a result of data loss or manipulation is fundamentally excluded.

Retention of data We

only store your data for as long as it is necessary for the purposes we have stated or as we are legally or contractually obliged to do so. Data that is no longer necessary for the stated purposes in the future will be deleted by us as part of our regular data maintenance or, alternatively, anonymized.

Update

This data protection information is not part of the contract and can be changed by us at any time. The version published here applies.

Last updated on September 23, 2023