



DATA PRIVACY STATEMENT

Official legal information · Edition 2025

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DATA PRIVACY STATEMENT

"BBB - BUNZ Brioche Burger" ("we", "us") place great importance on the protection of data and the privacy of our users and customers (hereinafter: "users"). We treat the personal data of our users confidentially, in accordance with the statutory data protection regulations and this data protection declaration.

The data protection declaration gives the user a transparent overview of how and the extent to which we – and third parties named in this data protection declaration – collect, process, store and protect personal data, taking into account the principles of the Swiss Federal Data Protection Act (hereinafter "FADP").

As part of our business relationship, you must provide the personal data required to establish and conduct a business relationship and to fulfil the associated contractual obligations. Without this data, we will generally be unable to conclude or process a contract with you. The website cannot be used if certain information to ensure data traffic (e.g. IP address) is not disclosed.

1. RESPONSIBILITY

The responsible party for the provision of the website within the meaning of the FADP is:

BUNZ Brioche Burger - BBB Noi
Avenue du Léman 73 ,
Lausanne, Switzerland, 1005
E-mail: info@bunzburger.ch

BUNZ Brioche Burger operates the website <http://www.bunzburger.ch/> (hereinafter "website").

If you place an order with a BUNZ Brioche Burger franchisee or apply to one, the BUNZ Brioche Burger franchisee named in the order is responsible for the respective data processing.

2. PURPOSES OF DATA PROCESSING

2.1 PROVISION OF OUR SERVICES

Personal data include all information relating to a specific or identifiable person. These include, for example, name, address, telephone number and e-mail address.

The personal data of our customers are only processed to the extent necessary to provide a functional website and our content and services (in particular the online ordering service and marketing activities).

The data stored by the user when ordering and/or registering will be transmitted to us and stored by us for the purposes stated in this data protection declaration. It is also sent to the respective BUNZ Brioche Burger franchisee who is responsible for the individual order and/or application. No personal user data is processed if our website is visited purely for information purposes, subject to Section 6 below.

2.2 CREATION OF LOG FILES

Every time our website is called up and used, our system automatically collects and stores general data and information, in particular server log files (e.g. IP address of the user, date and time of access to our website, etc.). These data are not merged with other data sources.

We use these data about the surfing behaviour of our users to create aggregated statistics (so that these do not allow conclusions to be drawn about individual users, but only show the data collected

from several users), for example, to find out what interests our users and thereby improve our websites and offers.

2.3 NEWSLETTER

On our website, we offer the user the opportunity to subscribe to a newsletter. The user's consent for the processing of the data is obtained during the registration process, and reference is made to this data protection declaration. The user may revoke their consent at any time. A corresponding note is included with every e-mail delivery of the newsletter. The data entered by the user in the input mask for the newsletter subscription are only used to send the requested information and the newsletter, and will not be passed on to third parties.

2.4 INQUIRY FORM AND E-MAIL CONTACT

The user has the option of sending electronic inquiries to us via the contact form provided on our website and by e-mail. The data provided in this contact form will be stored by us for processing the request and for any follow-up questions and will not be passed on to third parties. The exception to this is BUNZ Brioche Burger franchisees, who may be affected by the request. We also use these data to create anonymous statistics in order to improve our website and offers.

2.5 Employment applications

If you apply for a job BUNZ Brioche Burger – and/or the named franchisee of BUNZ Brioche Burger – will collect, store and process the data you have sent to us for the purpose of considering your application and handling the entire application process.

If no employment is offered, we – and/or the named franchisees of BUNZ Brioche Burger – only store your transmitted data for as long as necessary, to protect our legitimate interests, and in accordance with the applicable data protection regulations. You can object to their retention at any time.

3. PASSING ON OF USER DATA TO THIRD PARTIES

User data are passed on to third parties if we use third parties as processors to provide our services, for administrative and technical services (e.g. payment processing) and for marketing activities where we want to improve the marketing experience for our customers.

Such third parties may be: our service providers (e.g. IT providers), BUNZ Brioche Burger group companies BUNZ Brioche Burger franchisees, buyers or those interested in acquiring areas of the business, companies, or other parts of the BUNZ Brioche Burger Group, etc.

These third parties process the data exclusively on our behalf. They are contractually obliged to process personal user data only for purposes within the scope of this data protection declaration, and in compliance with data protection regulations (including the necessary security measures). Data processing is not carried out by third parties for their own purposes.

In addition, when ordering online, your personal data will be passed on to the respective BUNZ Brioche Burger franchisee for the purpose of processing your order. The BUNZ Brioche Burger franchisee may also process your personal data for the same purposes as described here.

4. PASSING ON OF USER DATA TO THIRD COUNTRIES

As part of the fulfilment of our obligation and the provision of our services, data may also be passed on abroad – namely within the EU.

If a recipient is located in a country without adequate statutory data protection, we contractually oblige the recipient to comply with the applicable data protection regulations, unless they are already subject to a legally recognised set of data protection regulations and we are unable to rely on an exemption clause.

An exemption may be applicable in the case of legal proceedings abroad, but also in cases of overriding public interest or if a contract requires such disclosure, if you have given your consent, or if it concerns data that you have made generally accessible and you have not objected to its processing. However, you should be aware that the protection of the data cannot be guaranteed if the third country has legislation that allows the authorities to access personal data at any time (namely the USA).

5. TECHNICAL AND ORGANISATIONAL MEASURES

The data processing that we carry out takes place using suitable technical and organisational measures to protect the personal data against partial or complete loss, unauthorised access by third parties and tampering.

The user is nevertheless aware that the electronic transmission of data is associated with uncertainties.

6. COOKIES AND PIXELS

When you visit our website, we use so-called cookies and tracking pixels (web beacons). Cookies are small text files that are stored in the browser on the user's computer. They do not contain any information that can directly identify the individual user. These cookies are used to track and analyse the surfing behaviour of the user on our website and to save settings. We use cookies to optimise the content of our website and make it more user-friendly. Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit to our website. Other cookies remain stored on the user's computer until they are deleted. These cookies enable us to recognise the user's browser on the next visit. The user can switch off the use of cookies in the settings of their browser, limit or deactivate the cookies or delete them automatically or manually.

Tracking pixels are small graphics that enable us to record and analyse log files and they are used for statistical evaluations and marketing purposes.

We would like to point out that the complete or partial deactivation of cookies and blocked web beacons may result in the user not being able to use our website at all or to its full extent.

7. WEB ANALYSIS, TOOLS FROM THIRD PARTY PROVIDERS AND SOCIAL NETWORKS

Web analysis

Our website uses so-called web analysis tools, such as Google Analytics, for the statistical analysis of users' surfing behaviour. Google Analytics is a web analytics service operated and provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

These analysis services use cookies on the user's computer (see Section 6). In order to ensure the protection of users' personal data, we deploy a feature that only processes the IP address of the user in abbreviated form in order to prevent direct personal reference (IP anonymisation). The personal data we collect from users may also be sent abroad to a server that uses the aforementioned tools. Further information at: <https://policies.google.com/privacy?hl=de>

Tools from third party providers

Our website uses the Google Maps service, which deploys a plugin to display the location of our offices.

Our website also uses the "Google Web Fonts" tool. By using our website, the user agrees to the collection, processing and use of the data collected automatically by Google Inc, its representatives and third parties.

Social networks

Our website uses plugins from various social networks such as YouTube, Facebook, TikTok and LinkedIn. Integration is carried out by linking to the respective social networks and by directly embedding the individual content of our website on the respective social networks. These plugins are buttons on our website. No data is sent to the respective social networks without the user's action. A connection to the respective social network, which can collect data and set cookies, is only established by clicking on the buttons. We have no influence on the amount of user data collected by the respective social networks with the plugins. If the user is logged into the social network in question, this can assign the user's visit to our website to the user account on the social network. The purpose and scope of the data collection and the further processing and use of the data by the social networks, as well as the relevant rights of the user and setting options for protecting the privacy of the user, can be found in the terms of use and data protection notices of the social networks involved.

8. USER RIGHTS

The user can request information about the personal data stored by BUNZ Brioche Burger whenever they wish to. The user can revoke any consent to the processing of personal data (e.g. newsletter) informally at any time by e-mail. The legality of the data processing that took place up until such revocation remains unaffected by this.

Otherwise, the user has rights under the Data Protection Act.

Inquiries relating to this are to be sent according to the contact details in Section 1, and clear identification should be given.

9. STORAGE DURATION

The data collected and stored will be retained for as long as it is necessary for the purpose mentioned, or as long as we have a legitimate interest, or until the user expressly revokes their consent, provided that the data processing was based on consent. Storage is also permissible if this has been provided for in the applicable laws, ordinances or other regulations.

In particular, personal data can be stored for as long as claims may be asserted against BUNZ Brioche Burger, or other legitimate business interests require this (e.g. for evidence and documentation purposes). As soon as the storage of your personal data is no longer necessary for the above purposes, it will be deleted or made anonymous as far as possible.

10. Adaptations

We may adapt this data protection declaration at any time. The form published on our website applies.

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