

Privacy policy

We are pleased that you are visiting our website and thank you for your interest in our company, our products and our website. The protection of your privacy when using our website is important to us. Therefore, please take note of the following information:

The responsible party within the meaning of the data protection laws, in particular the EU General Data Protection Regulation (DSGVO), is:

Strub & Co. AG
Marcel & Diana Strub
Mühlemattstrasse 5
6260 Reiden

Phone: +41 (0) 62 785 22 22

E-mail: datenschutz@strub-lube.ch

Website: <https://www.strub-lube.ch>

General note

Based on Article 13 of the Swiss Federal Constitution and the data protection regulations of the Swiss Confederation (Data Protection Act, DSG), every person has the right to protection of their privacy as well as protection against misuse of their personal data. The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the legal data protection regulations as well as this privacy policy.

In cooperation with our hosting providers, we make every effort to protect the databases as well as possible against unauthorized access, loss, misuse or falsification.

We point out that data transmission over the Internet (eg communication by e-mail) security gaps. A complete protection of the data against access by third parties is not possible.

By using this website, you consent to the collection, processing and use of data as described below. This website can generally be visited without registration. In the process, data such as pages called up or the name of the file called up, date and time are stored on the server for statistical purposes without this data being directly related to your person. Personal data, in particular name, address or e-mail address are collected as far as possible on a voluntary basis. Without your consent, the data will not be passed on to third parties.

Anonymous data collection

In principle, you can visit the Strub + Co. AG website without telling us who you are. We only learn the name of your Internet service provider, your IP address, the website from which you visit us and the web pages you visit on our site. This information is evaluated for statistical purposes. You remain anonymous as an individual user.

When using the contact form and requests by e-mail

By entering and submitting data via the contact form, you consent to Strub + Co. AG processing the data you have entered and responding to your inquiry. You can revoke your consent at any time by sending an e-mail to datenschutz@strub-lube.ch. The contact form generates an e-mail to Strub + Co AG. E-mails are transmitted via a shared exchange service in Switzerland.

Registration for the newsletter

By registering to receive the newsletter, you consent to the processing of the data you have entered by Strub + Co. AG in order to receive more information, offers and promotions from Strub + Co. AG. You can revoke your consent at any time by using the unsubscribe link in each newsletter or by sending an e-mail to datenschutz@strub-lube.ch.

Privacy policy for newsletter - Mailchimp

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

The dispatch service provider may use the data of the recipients in pseudonymous form, i.e. without assignment to a user, to optimize or improve its own services, e.g. to technically optimize the dispatch and presentation of the newsletter or for statistical purposes. However, the dispatch service provider does not use the data of our newsletter recipients to write to them itself or to pass the data on to third parties.

Privacy policy for cookies

This website uses cookies. Cookies are text files that contain data from visited websites or domains and are stored by a browser on the user's computer. The primary purpose of a cookie is to store information about a user during or after his or her visit within an online offering. Stored information may include, for example, language settings on a website, login status, a shopping cart, or where a video was watched. The term cookies also includes other technologies that perform the same functions as cookies (e.g., when user information is stored using pseudonymous online identifiers, also known as "user IDs").

The following cookie types and functions are distinguished:

- **Temporary cookies (also: session cookies):** Temporary cookies are deleted at the latest after a user has left an online offer and closed his browser.
- **Permanent cookies:** Permanent cookies remain stored even after the browser is closed. For example, the login status can be saved or preferred content can be displayed directly when the user visits a website again. Likewise, the interests of users used for reach measurement or marketing purposes can be stored in such a cookie.
- **First-party cookies:** First-party cookies are set by us.
- **Third-party cookies (also: third-party cookies):** Third-party cookies are mainly used by advertisers (so-called third parties) to process user information.
- **Necessary (also: essential or absolutely necessary) cookies:** Cookies may be absolutely necessary for the operation of a website (e.g. to store logins or other user input or for security reasons).
- **Statistics, marketing and personalization cookies:** Furthermore, cookies are generally also used in the context of range measurement and when a user's interests or behavior (e.g. viewing certain content, using functions, etc.) on individual websites are stored in a user profile. Such profiles are used, for example, to show users content that matches their potential interests. This process is also referred to as "tracking", i.e., tracking the potential interests of users. Insofar as we use cookies or "tracking" technologies, we will inform you separately in our data protection declaration or in the context of obtaining consent.

Notes on legal bases: The legal basis on which we process your personal data using cookies depends on whether we ask you for consent. If this is the case and you consent to the use of cookies, the legal basis

for processing your data is your declared consent. Otherwise, the data processed with the help of cookies is processed on the basis of our legitimate interests (e.g. in a business operation of our online offer and its improvement) or, if the use of cookies is necessary to fulfill our contractual obligations.

Storage period: If we do not provide you with explicit information on the storage period of permanent cookies (e.g. in the context of a so-called cookie opt-in), please assume that the storage period can be up to two years.

General information on revocation and objection (opt-out): Depending on whether the processing is based on consent or legal permission, you have the option at any time to revoke any consent you have given or to object to the processing of your data by cookie technologies (collectively referred to as "opt-out"). You can initially declare your objection by means of your browser settings, e.g. by deactivating the use of cookies (whereby this may also restrict the functionality of our online offer). An objection to the use of cookies for online marketing purposes can also be declared by means of a variety of services, especially in the case of tracking, via the websites <https://optout.aboutads.info> and <https://www.youronlinechoices.com/>. In addition, you can obtain further instructions on how to object in the context of the information on the service providers and cookies used.

Processing of cookie data on the basis of consent: We use a cookie consent management procedure in which the consent of users to the use of cookies, or the processing and providers mentioned in the cookie consent management procedure, can be obtained and managed and revoked by users. Here, the declaration of consent is stored in order not to have to repeat its query and to be able to prove the consent in accordance with the legal obligation. The storage can take place on the server side and/or in a cookie (so-called opt-in cookie, or with the help of comparable technologies), in order to be able to assign the consent to a user or their device. Subject to individual information on the providers of cookie management services, the following information applies: The duration of the storage of consent can be up to two years. A pseudonymous user identifier is created and stored with the time of consent, information on the scope of consent (e.g., which categories of cookies and/or service providers), as well as the browser, system and end device used.

- Types of data processed: Usage data (e.g. web pages visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users (e.g., website visitors, users of online services).
- Legal basis: Consent (Art. 6 para. 1 p. 1 lit. a. DSGVO), Legitimate Interests (Art. 6 para. 1 p. 1 lit. f. DSGVO).

Privacy policy for SSL/TLS encryption

This website uses SSL/TLS encryption for security reasons and to protect the transmission of confidential content, such as requests that you send to us as the site operator. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

Privacy policy for server log files

The provider of this website automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request

This data cannot be assigned to specific persons. A combination of this data with other data sources is not made. We reserve the right to check this data retrospectively if we become aware of specific indications of unlawful use.

Privacy Policy for Yumpu WEBKiosk with Custom Domain

This website uses Yumpu to display brochures.

Domain: <https://www.epaper.strub-lube.ch>

1. We use <https://www.yumpu.com/> of the company i-magazine AG ("i-mag" - Gewerbestrasse 3, 9444 Diepoldsau, CH) on our website. Yumpu provides a digital platform for publishing magazines, brochures or catalogs. Using Yumpu, the content of PDF files is presented as a so-called flip catalog/flipbook and displayed directly in the web browser without loading the PDF files.
2. Yumpu sets strictly necessary cookies to ensure basic functionality of the Service. You can opt out of the use of these cookies at any time by adjusting the cookie settings accordingly. The procedure for doing so varies depending on the browser you use. Browsers can be set to reject a certain type of cookie or certain cookies. The browser can also indicate when a cookie is being sent. You can do this by selecting the settings in your web browser according to your cookie preferences. Then, however, you may have to manually adjust some settings every time you visit a website. This may result in some services and features not working properly.
3. Yumpu uses Google Analytics, a web analytics service provided by Google Inc (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). The use is based on Art. 6 para. 1 p. 1 lit. f. DSGVO. Google Analytics uses cookies that enable an analysis of your use of the Yumpu service. The information generated by the cookie about your use of the website, such as browser type/version, operating system used, referrer URL (the previously visited page), host name of the accessing computer (IP address), time of server request, is usually transmitted to a Google server in the USA and stored there. The IP address transmitted by your browser as part of Google Analytics is not merged with other data from Google. Yumpu has also extended Google Analytics with the code "anonymizeIP". This guarantees the masking of your IP address so that all data is collected anonymously. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

Google Analytics deactivation link: You can prevent Google from collecting further visits to this website. Attention: Deleting cookies, using the incognito/private mode of your browser, or using another browser will cause data to be collected again. [Disable Google Analytics](#).

4. Log files

Yumpu automatically collects and stores information in so-called server log files, which your browser automatically transmits. We keep these for up to one month, after which they are deleted. These are:

- Browser type and browser version
- operating system used
- referrer URL
- requested URL
- time of server request
- IP address.

A combination of this data with other data sources is not made. The processing is carried out in accordance with Art. 6 (1) lit. f DSGVO on the basis of legitimate interest in improving the stability and functionality of the website. A transfer or other use of the data does not take place.

Privacy policy for Google Analytics

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

The statistics obtained enable us to improve our offer 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 usage in the settings there under "My data", "Personal data".

The legal basis for the use of Google Analytics is Art. 6 para. 1 p. 1 lit. f DS-GVO. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google. We would like to point out that on this website Google Analytics has been extended by the code "_anonymizeIp();" to ensure anonymized collection of IP addresses. This means that IP addresses are processed in abbreviated form, which means that they cannot be linked to a specific person. Insofar as the data collected about you is related to a person, this is therefore immediately excluded and the personal data is thus immediately deleted.

Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator.

Google Analytics uses cookies. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: [Disable Google Analytics](#).

In addition, you can also prevent the use of Google Analytics by clicking on this link: [Disable Google Analytics](#). This will save a so-called opt-out cookie on your data carrier, which prevents the processing of personal data by Google Analytics. Please note that if you delete all cookies on your terminal 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 to prevent this form of data collection. The opt-out cookies are set per browser and computer/end device and must therefore be activated separately for each browser, computer or other end device.

Using Adobe Fonts

We use Adobe Fonts for the visual design of our website. Adobe Fonts is a service provided by Adobe Systems Incorporated, 345 Park Avenue, San Jose, CA 95110-2704, USA (Adobe), which gives us access to a font library. In order to integrate the fonts we use, your browser must establish a connection to an Adobe server in the USA and download the font required for our website. Adobe thereby receives the information that our website was accessed from your IP address. For more information on Adobe Fonts, please see Adobe's privacy policy, which you can access here: [Adobe Fonts](#)

Privacy policy for the use of Google Web Fonts

This website uses so-called web fonts provided by Google for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly. If your browser does not support web fonts, a standard font is used by your computer.

For more information on Google Web Fonts, please visit <https://developers.google.com/fonts/faq> and see Google's privacy policy: <https://www.google.com/policies/privacy/>

Privacy policy for Hubspot

Our website (domain: <https://kb.strub-lube.ch/knowledge>) uses Hubspot, a marketing automation software from HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland. HubSpot is a software company from the USA with a European office in Ireland. Hubspot helps us to analyze the use of our portal. Hubspot uses cookies for this purpose.

We use Hubspot to provide you with information and offers tailored to your needs. Accordingly, we have a legitimate interest within the meaning of Art. 6 (1) f) of the GDPR in this processing. The legal basis for the processing of your personal data by us in connection with the use of Hubspot is Art. 6 (1) f) of the GDPR.

When using Hubspot, we store your personal data for as long as is necessary to provide you with information and offers tailored to your needs.

The provision of personal data collected via Hubspot is not required by law or contract or necessary for the conclusion of a contract. If you do not provide us with this data, we will not be able to provide you with information and offers tailored to your needs.

For more information about Hubspot's use of data, please see Hubspot's privacy policy at: <https://legal.hubspot.com/de/privacy-policy>.

You can object to the use of your data at any time, e.g. by sending an e-mail to our e-mail address in this privacy policy.

HubSpot is certified under the terms of the [EU-U.S. Privacy Shield Framework](#) and is subject to TRUSTe's Privacy Seal and the U.S.-Swiss Safe Harbor Framework.

- [More information about HubSpot's privacy policy](#)
- [More information from HubSpot regarding EU data protection regulations](#)
- [More information Cookies set by HubSpot in a visitor's browser](#)
- [More information about the cookies set on HubSpot websites](#)

Privacy policy for Facebook

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

Privacy policy for Instagram

Functions of the Instagram service are integrated on our website. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA. If you are logged into your Instagram account, you can link the content of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate the visit to our pages with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Instagram.

For more information, please see Instagram's privacy policy: <http://instagram.com/about/legal/privacy/>

Privacy policy for LinkedIn

We use the marketing services of the social network LinkedIn of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland ("LinkedIn") within our online offer (LinkedIn button).

These use cookies, i.e. text files that are stored on your computer. This enables us to analyze your use of the website. For example, we can measure the success of our ads and show users products they were previously interested in.

This includes, for example, information about the operating system, the browser, the website you previously visited (referrer URL), which websites the user visited, which offers the user 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 pseudonymously to a LinkedIn server in the USA and stored there. LinkedIn therefore does not store the name or email address of the respective user. Rather, the above-mentioned data is only assigned to the person for whom the cookie was generated. This does not apply if the user has allowed LinkedIn to process without pseudonymization or has a LinkedIn account.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also object to the use of your data directly at LinkedIn: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

We use LinkedIn Analytics to analyze and regularly improve the use of our website. The statistics obtained enable us to improve our offer and make it more interesting for you as a user. All LinkedIn companies have adopted the standard contractual clauses to ensure that the data traffic to the USA and Singapore necessary for the development, implementation and maintenance of the services takes place in a lawful manner. If we ask users for consent, the legal basis for processing is Art. 6 (1) lit. a DSGVO. Otherwise, the legal basis for the use of LinkedIn Analytics is Art. 6 para. 1 p. 1 lit. f DSGVO.

Third-party provider information: LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2 Ireland; [User Agreement](#) and [Privacy Policy](#).

Privacy policy for YouTube

Functions of the "YouTube" service are integrated on this website (YouTube button). "YouTube" is owned by Google Ireland Limited, a company incorporated and operated under the laws of Ireland, 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 and conditions found at 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" treats and protects your personal information when you use the Service.

Changes

We may amend this privacy policy at any time without prior notice. The current version published on our website applies. Insofar as the data protection declaration is part of an agreement with you, we will inform you of the change by e-mail or other suitable means in the event of an update.

Questions for the data protection officer

If you have any questions about data protection, please write us an e-mail or contact directly the responsible person in our organization listed for data protection at the beginning of the privacy policy.

Source: [SwissAnwalt](#)