

Website, Chatbot and cookie notice

Version: 24 November 2025

1. General

This website and cookie notice ("**notice**") applies to all users of the online content ("**they**" or "**them**") who access the Reichmuth & Co website ("**website**") regardless of their location, and to visitors to the Reichmuth & Co profile on social media.

This notice tells you about the nature, scope and purpose of the processing of the personal data ("**data**") which Reichmuth & Co ("**we**" or the "**bank**") collects within the online content.

By "personal data" we mean all information that relates to a natural person. By "processing" we mean all handling of personal data, irrespective of the measures and procedures employed, especially the collection, storage, utilisation, modification, disclosure, archiving and destruction of personal data.

2. Data security

The bank is bound by banking secrecy and data protection laws to protect your privacy in accordance with the applicable laws. To achieve this, the bank takes a variety of precautions, such as implementing technical and organisational security measures.

3. Processing framework

3.1 Personal data categories

The bank may process the following categories of personal data. In so doing, it processes as much personal data as necessary and as little as possible.

The bank processes the data of customers, prospective customers, interested parties and users of the online content.

- Master and inventory data (e.g. name and address)
- Contact data (e.g. email and telephone numbers).
- Marketing data (e.g. wishes and preferences)
- Usage data (e.g. websites visited, interest in content, and access times).
- Meta/communication data (e.g. device information and IP addresses).
- Chatbot conversation history (questions and answers) without direct identifiers.

No data requiring special protection is processed, unless it is supplied by them for processing.

3.2 Purposes

We always process your data for a specific purpose and only the data which is relevant for achieving that purpose. We process data for the following purposes in particular:

- To make the online services, their content and functions available.
- To provide contractual and other services as well as customer care.
- To respond to contact requests, chat requests via chatbot, and communicating with users
- For marketing, advertising and conducting market research
- To improve services
- Optimising user experience
- Security measures

3.3 Storage duration

The length of time for which personal data is stored is determined by the statutory retention obligations (depending on the applicable legal basis) and/or the purpose of the relevant data processing.

Chat conversations (anonymised) may be stored for up to 30 days for the purpose of monitoring abuse and misuse.

4. Rights

To exercise your rights as set out below, please contact us in accordance with section 14.

The right to waive data processing for marketing purposes can be exercised by sending a message to the contact address in accordance with section 14.

4.1 Information

In accordance with legal requirements, you have the right to request confirmation as to whether the data in question is being processed, to access this data, and to obtain further information and a copy of the data.

4.2 Data issuing and transmission

In accordance with legal requirements, you have the right to request that your data be made available and transferred in a standard electronic format.



4.3 Erasure and rectification

In accordance with legal requirements, you have the right to request the erasure or alternatively, in accordance with legal requirements, to restrict the processing of the data, rectify it (insofar as the data is incorrect) or block the processing of your data.

In accordance with legal requirements, you also have the right to lodge a complaint with the competent supervisory authority.

4.4 Withdrawal of consent and objection

In accordance with legal requirements, you have the right to withdraw consent granted with effect for the future.

In accordance with legal requirements, you may object at any time to the future processing of your data. The objection can be made in particular with respect to processing of your data for the purpose of direct advertising, such as the newsletter.

5. Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc ("**Google**"). Google Analytics uses cookies, which are stored on your computer and allow an analysis of your use of the website to be carried out. The information collected by the cookies about your use of this website (including your IP address) is transmitted to a Google server in the USA and stored there. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and Internet usage. Google may also transfer this information to third parties where required to do so by law, or where these third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may decline the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do so you may not enjoy the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

6. Collecting access data and log files

We collect data on every access to the server on which this service is located (server log files) based on our legitimate interests in accordance with Art. 6(1)(f) GDPR. The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification that the website has been successfully accessed, browser type and version, user's

operating system, referrer URL (page previously visited), IP address and the requesting provider.

Log file information is stored for security reasons for a maximum of seven days and then deleted. Data that needs to be stored for evidentiary purposes is exempt from deletion until the respective incident has been conclusively clarified.

7. Online presence on social media

We maintain an online presence on social networks and platforms on the basis of our legitimate interests in accordance with Art. 6(1)(f) GDPR in order to be able to communicate with customers, interested parties and users active there and to inform them about our services. When accessing the respective networks and platforms, the terms and conditions and data processing policies of their respective operators apply.

Unless otherwise stated in our privacy policy, we process the data of users if they communicate with us within the social networks and platforms, e.g. write posts on our online presence or send us messages.

8. Cookies

Reichmuth & Co uses tracking technology, such as cookies, to collect information as described in section 3.2 and to understand how visitors use the website.

Cookies are items of information that are transmitted from our web server or third-party web servers to the users' web browsers and deposited there for later retrieval. Cookies may be small files or other types of stored information.

The cookies are partly used for security purposes, or to ensure we can operate our online services (e.g. to display the website) or to save the user's decision when confirming the cookie banner. We or our technology partners also use cookies for measuring reach and for marketing purposes, which users are informed about in the privacy policy.

If users do not want cookies to be stored on their computer, they should deactivate the respective option in their browser's settings. Stored cookies can be deleted in the browser's system settings. Excluding cookies may lead to restrictions in the functionality of these online services.

9. Newsletter

The website offers the option to subscribe to a free newsletter or order brochures. When registering, the data from the input screen is transmitted to Reichmuth



& Co. To subscribe to the newsletter or to order brochures, you need to provide your name, address, email address and a telephone number.

We send newsletters, emails and other electronic notifications with promotional information (hereinafter "newsletter") only with the consent of the recipients or a legal permission. If the contents of the newsletter are specifically described in the course of registration, they are decisive for the consent of the user. Our newsletters also contain information about products, services, promotions, and our company.

The newsletters contain a web beacon, i.e. a pixel-sized file that is retrieved from the server of the delivery service provider when the newsletter is opened. When this is retrieved, technical information, such as information on the browser and your system, your IP address and the time and date of the retrieval are initially collected. This information is used to improve the technology of the services based on the technical data or the target groups, and their reading behaviour based on their retrieval locations (which can be determined using the IP address) or the access times. The statistical surveys also include information about whether the newsletters are opened, when they are opened and which links are clicked on. For technical reasons, this information may be assigned to the individual newsletter recipients. However, it is neither our nor the delivery service provider's intention to monitor individual users. We use the evaluations to determine the reading habits of our users and to adapt our content to them or to deliver different content based on the interests of our users.

10. Email contact

It is possible to contact us on the website using the email address provided or via a form. The transmitted data of the user will be stored in such cases. Reichmuth & Co processes the data from the input screen exclusively for processing the contact.

11. Chatbot

On our website, we offer an interactive chatbot to answer frequently asked questions and provide general information about our offerings. In connection with the chatbot, anonymized chat logs (questions and answers) are stored. These logs do not contain personal data unless voluntarily provided by users in the chat. No further user-related data is stored on the application side. However, the IP address is technically recorded in the access logs.

For the operation and technical provision of the chatbot, the bank uses a service provider. Dedicated employees of this service provider and Reichmuth & Co. have access to the chat logs with personalized logins. The chatbot conversations are not used for training purposes.

12. Use of third-party services and content

Based on our legitimate interests (i.e. interest in the analysis, optimisation and economically efficient operation of our website), we use content or services offered by third-party providers to integrate their content and services, such as videos or fonts (hereinafter uniformly "content").

This always presupposes that the third-party providers of this content are aware of the IP address of the users as without the IP address they would not be able to deliver the content to their browser. The IP address is thus required to display this content. We endeavour to only use content whose respective providers use the IP address solely to deliver the content. Third-party providers may also use pixel tags (invisible graphics, also known as web beacons) for statistical or marketing purposes. These pixel tags can be used to evaluate information such as visitor traffic on the pages of this website.

13. Changes and updates

This notice was last updated in November 2023. We reserve the right to change it from time to time. Any changes or updates will be made available [here](#).

14. Contact

If we do not meet your expectations with regard to the processing of personal data or if you wish to complain about our data protection practices, please get in touch with us.

Reichmuth & Co Privatbankiers
Data Protection Officer
Ruetligasse 1
CH-6003 Lucerne
+41 41 249 49 49

datenschutz@reichmuthco.ch
www.reichmuthco.ch/en/

