



1. Controller:

The collection of your personal data is in the responsibility of Breitling AG, Léon Breitling-Strasse 2, 2540 Grenchen, Switzerland [hereinafter "Breitling"]. For further information, please contact dataprivacy@breitling.com.

2. What personal data do we collect?

When you sign up to our webcast, we ask you for your name, your email address and related information. We also collect your timecode and whether you subscribe to our personalized newsletter after the webcast is finished. Finally, during the presentation we track which products you "liked".

3. Use of your personal data:

We collect your personal data in order to get to know our customers better and to provide you with a high-quality sales service.

The legal basis for the processing is our legitimate interest [Article 6(1)(f) GDPR]. Our legitimate interest stems from the above objectives.

With your consent we process your personal data in order to provide you with information when the new products presented in the webcast will be available, in particular for the products which you "liked", as well as about other offers and events in relation to Breitling's products by email for promotional purposes.

The legal basis for the processing is Article 6(1)(a) GDPR. You can withdraw your consent at any time by sending a message to dataprivacy@breitling.com.

4. Who is the recipient of your personal data and transfer to a third country

As part of our general processing, we transmit your data for technical purposes to our hosting provider and to affiliated companies of Breitling in Switzerland. There is an adequacy decision for Switzerland by the European Commission. As part of the processing specifically for the webcast, we transmit your data to our service provider E-MAZARINE, whose registered office is located at 2, Square Villaret de Joyeuse, 75017 Paris, France.

5. Your rights:

You have the right, at any time, to modify or withdraw your consent, to request access to and rectify your personal data, to obtain the restriction of their processing, to receive your personal data in a structured and machine-readable format, which may be exercised by contacting us at dataprivacy@breitling.com, as well as the right to complain to a supervisory authority at your normal place of residence.

6. How long do we store your personal data?

Information on the retention period for your data can be found in the privacy policy on Breitling's website: www.breitling.com/de-en/privacy-policy.