

# Privacy Policy

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## Contents

1.	What is the OneID?	3
2.	How does the OneID work?	3
3.	Who is responsible for data processing in connection with the OneID?	3
4.	What data is processed?	4
5.	For what purpose is it processed?	4
6.	On what legal basis is your data processed?	4
7.	To whom is your data passed on?	5
8.	Is the data transmitted abroad?	5
9.	How is your data secured?	6
10.	How long is your data stored for?	6
11.	What are your rights?	6
12.	How can you contact us?	7
13.	Changes to this privacy policy	7

## Dear Customer,

In this privacy policy, we inform you about which data OneLog AG (hereinafter referred to as 'we, us') collects, processes and passes on about you if you agree to the use of the OneID through the cookie consent banner of companies wishing to target individuals with advertising ('advertisers') and/or companies that provide platforms for advertising ('publishers') (hereinafter collectively referred to as 'participating companies'). You will also learn about the rights you have and how you can exercise them.

Please note that all participating companies that use the OneID have their own privacy policies, which apply in addition to this privacy policy and define the respective company-specific processing activities of the participating companies.

Please read this privacy policy at regular intervals so that you are always up to date on what happens to your data when you use the OneID and so that you can exercise your rights.

## 1. What is the OneID?

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The OneID is a cross-platform, standardised and pseudonymised unique identifier (hereinafter referred to as 'first-party identifier', FPID) that we generate for the Swiss online advertising market.

The OneID can be used as an advertising ID for participating companies throughout the ecosystem in a consistent and stable manner.

## 2. How does the OneID work?

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If you consent to the use of the OneID via the cookie consent banner, an FPID, a unique, pseudonymised identifier, will initially be generated using a first-party cookie. A first-party cookie is a small file that we set when you browse the website of the participating companies and that is transmitted between the server and your system, allowing a particular device or browser to be recognised.

If you log on to the platform of a participating company with your email address at a later point in time, the FPID allocated to you will be linked to the encrypted form of your email address (known as the 'hash value' of the email address) and a OneID will be generated by us. This OneID can subsequently be used as a consistent and stable advertising ID by participating companies.

## 3. Who is responsible for data processing in connection with the OneID?

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OneLog AG, Dufourstrasse 23, 8008 Zurich, is responsible for the generation, storage, administration, transmission and deletion of the OneID. OneLog AG is a joint venture of Ringier AG, TX Group AG, NZZ AG and CH Media and was founded to develop and operate joint technical infrastructure such as the single sign-on solution OneLog or OneID.

If the General Data Protection Regulation (EU GDPR) applies to data processing carried out by us, our EU representative is:

DSM Avocat à la Cour  
Renaud LE SQUEREN  
L-2146 Luxembourg  
B.P. 2648 | L-1026 Luxembourg  
eu-representative-oneid@dsm.legal

#### **4. What data is processed?**

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We generate and manage the OneID. The OneID is created based on an FPID and the encrypted form of your email address. In addition, we store the domains of the online platforms of the participating companies to which the OneID has been transmitted, as well as the creation and expiry date of the OneID (hereinafter referred to as 'linked data').

The OneID is used to recognise you as a user, but does not identify you. The data processed by us is therefore not personal data, as we do not identify you as a user. If you have logged in with a participating company, we will receive the hash value of the email address (never the email address in plain text) and use this to generate the encrypted OneID. Various technical and organisational measures (e.g. hashing, separation from other data stored at OneLog AG, access restrictions, instructions) prevent the possibility of identifying you personally.

#### **5. For what purpose is it processed?**

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We process the data listed in section 4 of this privacy policy for the generation, management, deletion and transmission of the OneID to the participating companies. The data is not processed further.

#### **6. On what legal basis is your data processed?**

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The processing of data as part of the OneID takes place on the basis of your consent via the cookie consent banner with the participating companies.

You can revoke your consent at any time. For more information on revoking your consent, please refer to section 10 of this privacy policy.

## 7. To whom is your data passed on?

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We pass on the OneID to the participating companies. They themselves are responsible for further processing of the OneID. For more information on the data processing activities of the participating companies, please refer to their privacy policies.

Your data may also be passed on to third parties who provide technical or organisational services on our behalf that we require for the generation, management and communication of the OneID. We contractually oblige these service providers to process data exclusively on our behalf in line with our specifications and to protect it by implementing appropriate technical or organisational security measures.

We share your data with the following categories of recipients:

- Participating companies
- IT service providers
- Hosting partners

We may share data where required by law, for example if we are obligated to share personal data with a law enforcement agency or for the purpose of prosecuting or uncovering unlawful activities.

## 8. Is the data transmitted abroad?

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If we transmit data to third parties abroad, i.e. outside of Switzerland or the European Economic Area (EEA), they are obliged to comply with data protection to the same extent as we are. If the specific country does not have an adequate level of data protection, we will ensure that the data does have an adequate level of data protection. In particular, we ensure this by concluding EU Commission 'standard data protection clauses' with the companies concerned and/or through binding corporate rules (BCR) for the companies concerned, recognised by a European data protection authority, and, if necessary, further guarantees. If this is not possible, we base the data transfer on your explicit consent or the necessity of the transmission to fulfil a contract.

## 9. How is your data secured?

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We operate a secure infrastructure that meets all applicable technical standards. We implement appropriate technical and organisational measures to scrupulously protect your data from loss, destruction, falsification, manipulation and unauthorised access.

Although we make every effort to prevent the disclosure of data due to errors in data transmission and/or unauthorised access by third parties, we cannot accept any liability for such unwanted events.

## 10. How long is your data stored for?

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The OneID has a lifetime of one (1) year. After that, the OneID and the associated data are deleted automatically and the participating companies also delete the OneID.

## 11. What are your rights?

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The revocation of consent granted via the cookie banner and the deletion of the OneID at the end of its lifetime is the responsibility of each participating company. If you revoke your consent, we will also be informed about this and delete the relevant data (see section 4 of this privacy policy).

You may also exercise your rights through a specially designed user interface. In the [OneID Privacy Centre](#), you will receive detailed instructions on how to submit a request for deletion or information to us and transmit the necessary data so that we can respond to this request without identifying you accordingly, and on how to delete the OneID (or any existing, unambiguous first-party cookies) on your own browser. If automated processing is not possible or if you wish to request manual processing, you can contact the offices listed in the [OneID Privacy Centre](#). In the event of deletion, you will simultaneously be informed that the data has been deleted at OneLog AG, but you must also revoke the consent with the participating companies if they are to do this on their own side (as independent controllers). If you have a question regarding additional data collected by participating companies, please consult the company-specific privacy policy.

For questions in connection with data protection carried out by us and for information regarding your rights and how to assert them, you can contact us at any time using the contact options provided in section 11 of this privacy policy.

## 12. How can you contact us?

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You have different options when it comes to contacting us.

If you have a question regarding data protection law, you can send an email or letter to our data protection officer:

### **Email address**

datenschutz@onelog.ch

### **Postal address**

OneLog AG  
c/o Ringier AG  
Data protection  
Dufourstrasse 23  
8008 Zurich

If you have a question regarding your OneLog account, you can send us an email or contact us via our contact form:

### **Email address**

oneid@onelog.ch

## 13. Changes to this privacy policy

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We adapt this privacy policy to new or changing needs. The new version will be made available to you in a suitable place.

The current privacy policy published by us applies in each case.

Version 1.0.1  
March 2024