

# BOB APP

## Privacy Policy

---

<b>DOCUMENT PURPOSE</b>	Data protection declaration for the BOB App and related Curaden digital services.
<b>INTENDED USE</b>	To inform users about personal data collection, processing, storage and rights under GDPR.
<b>VERSION</b>	As of 1 April 2026
<b>GOVERNED BY</b>	Swiss law · Jurisdiction: Kriens, Switzerland
<b>CONTACT</b>	gdpr@curaden.ch

*The following information provides an overview of what happens with your personal data when you visit this website or use the BOB App. Personal data comprises all data that can be used to personally identify you. For detailed information, please consult the full Data Protection Declaration below. These provisions apply to dental professionals, practice staff and related business users of the BOB App.*

## PRIVACY POLICY

The operators of this website and its pages take the protection of your personal data very seriously. We handle your personal data as confidential information and in compliance with statutory data protection regulations and this Data Protection Declaration. Please note that data transmission via the Internet may be prone to security gaps — it is not possible to completely protect data against third-party access.

### 1. AN OVERVIEW OF DATA PROTECTION

#### General information

The term 'personal data' comprises all data that can be used to personally identify you. For detailed information, please consult our Data Protection Declaration.

#### Data recording on this website

We collect your data as a result of your sharing of your data with us — for example, information you enter into our contact form. Other data is recorded by our IT systems automatically when you access this website, primarily technical information such as web browser, operating system and access time.

#### What are the purposes we use your data for?

A portion of the information is generated to guarantee error-free provision of the website. Other data may be used to analyse your user patterns.

#### What rights do you have as far as your information is concerned?

You have the right to receive information about the source, recipients and purposes of your archived personal data at any time, free of charge. You also have the right to demand rectification or erasure, revoke consent to data processing, demand restriction of processing, and lodge a complaint with the competent supervisory authority.

#### Analysis tools and tools provided by third parties

There is a possibility that your browsing patterns will be statistically analysed when you visit this website. Such analyses are performed primarily with analysis programs. For detailed information, please consult the Data Protection Declaration below.

### 2. GENERAL INFORMATION AND MANDATORY INFORMATION

#### Data protection

The operators of this website take the protection of your personal data very seriously. We handle your personal data confidentially and in compliance with the statutory data protection regulations and this Data Protection Declaration.

#### Information about the responsible party (controller in the GDPR)

<b>Company:</b>	Curaden AG
<b>Address:</b>	Amlehnstrasse 22, CH-6010 Kriens, Switzerland
<b>Phone:</b>	+41 41 319 45 00
<b>Email:</b>	info@curaden.ch

#### Storage duration

Unless a more specific storage period has been specified in this privacy policy, your personal data will remain with us until the purpose for which it was collected no longer applies. If you assert a justified request for deletion or revoke your consent, your data will be deleted unless other legally permissible reasons exist (e.g., tax or commercial law retention periods).

### General information on the legal basis for data processing on this website

Where you have consented to data processing, we process your personal data on the basis of Art. 6(1)(a) GDPR or Art. 9(2)(a) GDPR. For contract fulfilment or pre-contractual measures: Art. 6(1)(b) GDPR. For legal obligations: Art. 6(1)(c) GDPR. For legitimate interests: Art. 6(1)(f) GDPR.

### Data protection officer

<b>Company:</b>	Curaden AG
<b>Address:</b>	Amlehnstrasse 22, 6010 Kriens, Switzerland
<b>Phone:</b>	+41 79 458 18 33
<b>Email:</b>	gdpr@curaden.ch

### Information on data transfer to the USA and other non-EU countries

Among other things, we use tools of companies domiciled in the United States or other non-EU countries. If these tools are active, your personal data may potentially be transferred to these non-EU countries and may be processed there. We must point out that in these countries, a data protection level comparable to that in the EU cannot be guaranteed.

### Revocation of your consent to the processing of data

A wide range of data processing transactions are possible only subject to your express consent. You can revoke at any time any consent you have already given us. This does not affect the lawfulness of any data collection that occurred prior to your revocation.

### Right to object to data collection in special cases; right to object to direct advertising (Art. 21 GDPR)

WHERE DATA IS PROCESSED ON THE BASIS OF ART. 6(1)(E) OR (F) GDPR, YOU HAVE THE RIGHT TO AT ANY TIME OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA BASED ON GROUNDS ARISING FROM YOUR UNIQUE SITUATION, INCLUDING ANY PROFILING BASED ON THESE PROVISIONS. IF YOU LOG AN OBJECTION, WE WILL NO LONGER PROCESS YOUR AFFECTED PERSONAL DATA UNLESS WE ARE IN A POSITION TO PRESENT COMPELLING PROTECTION-WORTHY GROUNDS THAT OUTWEIGH YOUR INTERESTS, RIGHTS AND FREEDOMS.

### Right to lodge a complaint with the competent supervisory agency

In the event of GDPR violations, data subjects are entitled to lodge a complaint with a supervisory agency, in particular in the member state of their domicile, place of work or the place where the alleged violation occurred.

### Right to data portability, SSL/TLS encryption, rectification, erasure and restriction

You have the right to have data we automatically process on the basis of your consent or to fulfil a contract handed over to you or a third party in a machine-readable format. This website uses SSL or TLS encryption for security reasons, recognisable by the 'https://' prefix and lock icon. Within the scope of applicable law, you have the right to request information about, rectification of, or erasure of your personal data, and to demand restriction of processing.

## 3. GENERAL RECORDING OF DATA ON THIS WEBSITE

## Cookies

Our websites use cookies — small text files stored on your device that do not cause damage. Session cookies are deleted when you close your browser; permanent cookies remain until deleted or automatically eradicated. Required cookies are stored under Art. 6(1)(f) GDPR; consent-based cookies under Art. 6(1)(a) GDPR.

## Consent with Cookiebot

We use Cookiebot (Cybot A/S, Copenhagen, Denmark) to obtain and document cookie consent in compliance with applicable law. A DPA is in place. Legal basis: Art. 6(1)(c) GDPR.

## Contact form

Information submitted via our contact form is stored to handle your inquiry and follow-up questions. Legal basis: Art. 6(1)(b) GDPR (contractual) or Art. 6(1)(f) GDPR (legitimate interest).

## Requests by email, telephone or fax

Data provided in your contact request is stored and processed solely for the purpose of handling your request. Legal basis: Art. 6(1)(b) GDPR or Art. 6(1)(f) GDPR.

## Typeform

We use Typeform (TYPEFORM S.L., Barcelona, Spain) for online forms. Submitted data is stored on Typeform servers. A DPA is in place. Legal basis: Art. 6(1)(f) GDPR.

## HubSpot CRM

HubSpot CRM (HubSpot Inc., Cambridge, MA, USA) manages customer contacts, communications and marketing activities. Data may be transferred to the USA under EU Commission standard contractual clauses. A DPA is in place. Legal basis: Art. 6(1)(f) GDPR.

## Registration on this website

Registration data is used solely for the relevant service. All required fields must be completed. Data is stored for the duration of your registration and deleted thereafter. Legal basis: Art. 6(1)(a) GDPR.

## Registration with Google, Facebook Connect and Apple ID

If you use Google Sign-In, Facebook Connect or Sign in with Apple, we receive basic profile information as permitted by your settings. Legal basis: Art. 6(1)(f) GDPR (Google / Apple) or Art. 6(1)(a) GDPR (Facebook Connect). Data may be transferred to the USA under SCC.

## AirTable

AirTable (Formagrid Inc., San Francisco, CA, USA) is used for buyer management, processing name, Webflow ID and purchased products. Data is subject to legal retention periods. A DPA under EU standard contractual clauses is in place.

## Adform

Adform (Adform A/S, Copenhagen, Denmark) processes website usage and click data for user behaviour analysis and online advertising optimisation. Legal basis: Art. 6(1)(a) GDPR.

## Floodlight activities / DV360

DV360 Floodlight tags (Google Ireland Limited, Dublin 4) measure advertising campaign effectiveness, limit ad frequency and support remarketing. Cookie lifespan: up to 180 days. Legal basis: Art. 6(1)(a) GDPR. Data transfer

under SCC.

#### **GoFlow, EasyPost and Ghost**

GoFlow CRM (Jersey City, NJ) manages multi-channel e-commerce and customer communication. EasyPost (Lehi, UT) is our shipping API. Ghost (Singapore) hosts the Curiosity.space platform and manages newsletter subscriptions. A DPA is in place for each. Legal basis: Art. 6(1)(f) GDPR.

#### **Facebook Lead Ads and LinkedIn Lead Ads**

We use Facebook Lead Ads (Meta Platforms Ireland Limited, Dublin) and LinkedIn Lead Ads (LinkedIn Ireland Unlimited Company, Dublin) to collect name and email address for requested content or services. Data is securely transferred to Ghost and/or HubSpot. Legal basis: Art. 6(1)(f) GDPR or Art. 6(1)(a) GDPR.

#### **Attentive**

Attentive (Hoboken, NJ, USA) enables personalised text messaging campaigns. Messaging data is not shared with third parties for advertising. Legal basis: Art. 6(1)(f) GDPR.

### **4. SOCIAL MEDIA ON THIS WEBSITE**

We use social media elements (Facebook, Twitter, Instagram, Pinterest, XING, LinkedIn, Tumblr) in combination with the Shariff solution, which prevents data transfer to providers until you actively click the element. Activation constitutes consent under Art. 6(1)(a) GDPR and § 25(1) TTDSG.

#### **Facebook / Instagram**

Meta Platforms Ireland Limited, Dublin 2. Data may be transferred to the USA under SCC. Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR.

#### **Twitter**

Twitter International Company, Dublin 2. Data transfer under SCC. Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR.

#### **LinkedIn**

LinkedIn Ireland Unlimited Company, Dublin 2. Data transfer under SCC. Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR.

#### **XING**

New Work SE, Hamburg. No IP addresses stored; no user patterns analysed. Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR.

#### **eKomi**

eKomi Holding GmbH, Berlin. Used for provider and product reviews under an order processing agreement. Legal basis: Art. 6(1)(a) GDPR.

#### **Pinterest**

Pinterest Europe Ltd, Dublin 2. Log data including IP address may be transmitted to US servers. Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR.

### **5. ANALYSIS TOOLS AND ADVERTISING**

#### **Google Tag Manager**

Google Ireland Limited, Dublin 4. Manages and runs third-party tracking tools. Does not itself create user profiles or store cookies. IP address may be transferred to Google's parent in the USA. Legal basis: Art. 6(1)(f) GDPR.

### **Google Analytics**

Google Ireland Limited. Records pages accessed, time spent, OS, origin, and mouse/scroll/click data. Uses modelling and machine-learning analysis. Google Signals and E-Commerce Tracking are also enabled. Data transferred to USA under SCC. Opt-out: [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout). Legal basis: Art. 6(1)(a) GDPR.

### **Hotjar**

Hotjar Ltd., St. Julians, Malta. Records mouse and scroll movements, clicks and session duration. Produces heatmaps and collects visitor feedback. Opt-out: [hotjar.com/policies/do-not-track](https://hotjar.com/policies/do-not-track). Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR. A DPA is in place.

### **WP Statistics**

Veronalabs, UAE. Collects log files and user actions. Data stored exclusively on our own servers. Legal basis: Art. 6(1)(f) GDPR.

### **Google Ads**

Google Ireland Limited. Displays ads in Google Search and on third-party websites via keyword and target group targeting. Legal basis: Art. 6(1)(a) GDPR. Data transfer under SCC.

### **Google AdSense (Non-Personalised)**

Google Ireland Limited. Ads selected based on context (location, page content, search terms) rather than user history. Legal basis: Art. 6(1)(a) GDPR.

### **Google Remarketing**

Google Ireland Limited. Analyses user behaviour to display matching ads on other platforms, including across devices. Opt-out: [google.com/settings/ads/onweb](https://google.com/settings/ads/onweb). Legal basis: Art. 6(1)(a) GDPR.

### **Google Conversion Tracking and DoubleClick**

Google Ireland Limited. Conversion Tracking records whether users complete specific actions after clicking our ads (statistics are anonymised). DoubleClick displays interest-based ads across the Google network using pseudonymous profiles. Legal basis: Art. 6(1)(a) GDPR.

### **Facebook Pixel**

Meta Platforms Ireland Limited, Dublin 2. Tracks page visitors referred from Facebook ads to measure campaign effectiveness. We receive only anonymous statistics. Opt-out of Custom Audiences: [facebook.com/ads/preferences](https://facebook.com/ads/preferences). Legal basis: Art. 6(1)(a) GDPR. Data transfer under SCC.

### **LinkedIn Insight Tag**

LinkedIn Ireland Unlimited Company, Dublin 2. Collects occupational data; supports conversion tracking and retargeting. Direct identifiers deleted after 7 days; remaining data deleted within 180 days. A DPA is in place. Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR.

### **Sentry**

Functional Software Inc., San Francisco, CA. Logs code errors pseudonymously to ensure technical stability. Legal basis: Art. 6(1)(f) GDPR. Data transfer under SCC.

**Outbrain**

Outbrain Inc., New York. Creates pseudonymous user profiles to recommend content and display ads within the Outbrain network. A DPA is in place. Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR.

**TikTok**

TikTok Technology Limited (Ireland) / TikTok Information Technologies UK Limited. Processes profile data, user content, usage data, location and contact data for service provision and, where consent is given, personalised advertising. Legal basis: Art. 6(1)(a), (b) or (f) GDPR.

**Brandwatch**

Runtime Collective Limited, Brighton, UK. Collects publicly available social media mentions and product reviews referencing Curaden. No additional personal data is processed.

**UXCam**

UXCam Inc., San Francisco, CA. Creates heatmaps and session recordings within our app for usability analysis. Used only with prior consent. Processes data as a processor.

**Windsor.ai**

Windsor Group AG, Baar, Switzerland. Retrieves data from multiple sources via API. Data stored on EU-based servers. Legal basis: Art. 6(1)(f) GDPR.

**AppsFlyer**

AppsFlyer Inc., San Francisco, CA. Measures and analyses marketing campaign effectiveness. Data transfer to USA under SCC. Legal basis: Art. 6(1)(f) GDPR.

**billiger.de Pixel**

solute GmbH, Karlsruhe, Germany. Tracks visitor behaviour including IP address, page views, dwell time and events to evaluate advertising effectiveness. Legal basis: Art. 6(1)(f) GDPR.

**Microsoft Clarity**

Microsoft Ireland Operations Limited, Dublin. Records mouse movements, produces heatmaps and session recordings for behavioural analysis. Data stored on Microsoft Azure (USA). Certified under EU-US Data Privacy Framework. An AVV is in place. Legal basis: Art. 6(1)(a) or Art. 6(1)(f) GDPR.

**Frontify**

Frontify AG, St. Gallen, Switzerland. Hosts brand and design elements (Digital Asset Management). Technical data including IP address is transmitted to display content correctly. Data transfer to Switzerland covered by adequacy decision. A DPA is in place. Legal basis: Art. 6(1)(f) GDPR.

**6. NEWSLETTER****Newsletter data**

To send the newsletter we require an email address and confirmation that you own it and agree to receive it. Newsletter handling is performed via the providers described below.

**Shared use of customer data of Curaden AG**

We collect customer data including email addresses jointly with Curaden AG, Amlehnstrasse 22, 6010 Kriens, Switzerland, for advertising and general communication purposes under Art. 26 GDPR. Legal basis: Art. 6(1)(f) GDPR.

#### **Mailchimp**

Rocket Science Group LLC, Atlanta, GA, USA. Newsletter sending and performance analysis service. Data stored on US servers; transferred under SCC. Email addresses may be placed on a blacklist after unsubscription to prevent future mailings. A DPA is in place. Legal basis: Art. 6(1)(a) GDPR.

#### **SendGrid / Twilio**

Twilio Germany GmbH, Munich, Germany. Cloud-based newsletter and email marketing platform. Enables open rate and conversion tracking. Data may be transferred to USA servers. Legal basis: Art. 6(1)(a) GDPR.

## **7. PLUG-INS AND TOOLS**

#### **YouTube (Expanded Data Protection)**

Google Ireland Limited. YouTube is integrated in expanded data protection mode. Playback establishes a connection to YouTube servers and may place cookies or device fingerprinting technologies on your device. Legal basis: Art. 6(1)(f) GDPR.

#### **Vimeo Without Tracking (Do-Not-Track)**

Vimeo Inc., New York. Configured so that Vimeo cannot track user activity and does not place cookies. IP address is still transmitted. Legal basis: Art. 6(1)(f) GDPR. Data transfer under SCC.

#### **Google Maps**

Google Ireland Limited, Dublin 4. IP address is stored and typically transferred to US servers to display map content. Legal basis: Art. 6(1)(f) GDPR. Data transfer under SCC.

#### **Google reCAPTCHA**

Google Ireland Limited. Analyses visitor behaviour (IP address, time on site, cursor movements) in the background to distinguish human users from automated programs. Legal basis: Art. 6(1)(f) GDPR.

#### **Wordfence**

Defiant Inc., Seattle, WA. Protects our website from cyberattacks via a permanent connection to Wordfence servers. Legal basis: Art. 6(1)(f) GDPR. Data transfer under SCC. A DPA is in place.

#### **ManageWP**

GoDaddy.com WP Europe, Belgrade, Serbia. Monitors security and performance and generates automatic backups with access to all website content. Legal basis: Art. 6(1)(f) GDPR. A DPA is in place.

#### **Sign in with Apple**

Apple Inc., Cupertino, CA. If used, we receive your name and email address. Legal basis: Art. 6(1)(a) GDPR. Data transfer to USA based on EU Commission SCC.

## **8. ECOMMERCE AND PAYMENT SERVICE PROVIDERS**

#### **Processing of customer and contract data**

We collect, process and use personal customer and contract data to establish and modify contractual relationships. Usage data is processed only where necessary for service provision or billing. Legal basis: Art. 6(1)(b) GDPR.

### Data transfer — online stores, merchandise, services and digital content

We share personal data with logistics companies and payment providers only to the extent required to fulfil contractual obligations. Further sharing requires your express consent. Legal basis: Art. 6(1)(b) GDPR.

#### Credit checks

For account-based or deferred payment terms, we may transmit data to a credit agency. Legal basis: Art. 6(1)(b) GDPR and Art. 6(1)(f) GDPR.

#### Payment services overview

Payment data (name, amount, bank or card details) is processed by payment providers for transaction purposes only. Legal basis: Art. 6(1)(b) GDPR and Art. 6(1)(f) GDPR.

**PayPal** — PayPal (Europe) S.à.r.l. et Cie, S.C.A., Luxembourg. Data transfer under SCC.

**Stripe** — Stripe Payments Europe, Ltd, Dublin, Ireland. Data transfer under SCC.

**Sofort** — Sofort GmbH (Klarna), Munich, Germany. Transmits name, address, phone, email, IP and banking data for identity verification.

**Unzer** — Unzer GmbH, Heidelberg, Germany.

**American Express** — American Express Europe S.A., Frankfurt. Data transfer under Binding Corporate Rules.

**Mastercard** — Mastercard Europe SA, Waterloo, Belgium. Data transfer under BCR.

**VISA** — Visa Europe Services Inc, London, UK. UK is recognised as a secure non-EU country. Data transfer under SCC.

**PayU** — MIH PayU B.V., Amsterdam, Netherlands.

**Apple Pay** — Apple Inc., Cupertino, CA, USA.

**Google Pay** — Google Ireland Limited, Dublin 4, Ireland.

**Amazon Pay** — Amazon Payments Europe S.C.A., Luxembourg.

**Afterpay** — Riverty GmbH, Verl, Germany.

**Taboola** — Taboola Europe Limited, London, UK. Cookie placed for conversion tracking and remarketing. Opt-out: [taboola.com/privacy-policy](https://taboola.com/privacy-policy). Legal basis: Art. 6(1)(f) or Art. 6(1)(a) GDPR.

**Tabby** — Tabby L.L.C-FZ, Dubai, UAE.

**Ozow** — Ozow (PTY) Ltd., Cape Town, South Africa.

**Shopify** — Shopify International Limited, Dublin 4, Ireland. Processes name, address, IP, order and payment details. Legal basis: Art. 6(1)(b) and Art. 6(1)(f) GDPR. Data transfer to USA/Canada covered by SCC and EU-US Data Privacy Framework adequacy decision. A DPA is in place.

## 9. ONLINE-BASED AUDIO AND VIDEO CONFERENCES

When you communicate with us via video or audio conference, the conference tool provider and we will collect and process personal data, including email address or phone number, conference duration, start/end times, participant count, metadata, technical data (IP address, MAC address, device ID, type, OS, client version, camera/microphone/speaker type, connection type) and any content shared during the session.

Legal basis for use of conference tools: Art. 6(1)(b) GDPR (contractual communication) and Art. 6(1)(f) GDPR (legitimate interest in simplified communication). Where consent has been obtained: Art. 6(1)(a) GDPR.

### **Webex**

Webex Communications Deutschland GmbH, Düsseldorf (Cisco Systems). Data may be transferred to non-EU countries. Webex holds Binding Corporate Rules approved by multiple European Data Protection Authorities. A DPA is in place.

## **10. CUSTOM SERVICES — HANDLING APPLICANT DATA**

We offer the opportunity to submit job applications to us (via email, post or online form). All affiliated personal data is processed in compliance with applicable data privacy rights and treated strictly confidentially.

### **Scope and purpose**

Application data (contact details, documents, interview notes) is processed only where necessary for a decision on establishing an employment relationship. Legal basis: Art. 6(1)(b) GDPR and, where consent is given, Art. 6(1)(a) GDPR. Data is shared internally only with those involved in the application process.

### **Data archiving period**

If no employment relationship results, application data may be retained for up to six (6) months after the end of the application process. Thereafter it is deleted and physical documents destroyed. Longer storage occurs only where legally required or with your consent.

### **Applicant pool**

Where you consent, application data may be transferred to our applicant pool and retained for up to two (2) years for consideration for future vacancies. Consent may be revoked at any time, resulting in immediate deletion of the pooled data.

Curaden AG · Amlehnstrasse 22, 6010 Kriens, Switzerland · [gdpr@curaden.ch](mailto:gdpr@curaden.ch) · [curaden.com](https://curaden.com)