

privacy policy

Privacy Policy

Data protection and data security matter to XXL Parfum GmbH («XXL-Parfum»; «we»). We process your personal data responsibly, in accordance with the Swiss Federal Act on Data Protection (FADP) and this privacy policy.

Scope of this privacy policy

This privacy policy explains how we collect and process personal data when you visit our website at www.xxl-parfum.ch («Website») or our social media pages, contact us, place an order, subscribe to our newsletter or take part in our bonus programme.

Controller

XXL-Parfum is responsible for the data processing described in this privacy policy.

If you have any questions or wish to exercise your data protection rights, please contact us at info@xxl-parfum.ch or write to: XXL Parfum GmbH, Solothurnstrasse 31, 3303 Jegenstorf, Switzerland.

Which personal data we process

We collect the information you provide when you contact us, open a customer account, order goods, subscribe to the newsletter or take part in the bonus programme. This includes in particular your name, address, e-mail address, telephone number, language, date of birth (optional), your orders together with the related billing and delivery details, and the payment method you have chosen. Payment data such as credit card numbers are processed directly by the respective payment service provider and are not stored by us.

If you order from us via a marketplace such as Galaxus or Manor, we receive from the marketplace the details required to process your order (name, delivery address, order content).

We also process personal data that we receive in correspondence with customers and business partners, e.g. your name and details of your role in the organisation on whose behalf you contact us.

Provision and use of our website

Browsing for information

You can browse the Website to learn about XXL-Parfum and our range without telling us who you are. As with any connection to a web server, the server on which our Website is hosted automatically records certain technical data: the IP address and operating system of your device, the date and time of access, the page requested, the website you visited previously (referrer) and the browser used. These technical data serve the security and smooth operation of the Website and are stored for a short time only.

Customer account

You can open a customer account on the Website. In it we store your master data, your addresses, your orders and your bonus balance so that you can view them at any time and use them for future orders. You can have your customer account deleted at any time via info@xxl-parfum.ch; order data that we are legally required to retain are not affected.

Web analytics

We use web analytics services (in particular Google Analytics from Google Ireland Ltd., Dublin) to evaluate the use of the Website and obtain information for its optimisation. These services collect and store usage data using cookies. IP addresses are truncated before being transmitted to servers outside Switzerland/the EU/EEA; we therefore do not transfer personal data to the provider of the web analytics services abroad.

privacy policy

Advertising technologies

We use advertising technologies from Google (Google Ads) and Meta (Facebook/Instagram) on the Website. They allow us to show people who have visited our Website relevant advertising on other websites and in social networks, and to measure the success of our advertising. The advertisements are displayed based on an analysis of your previous use of our Website. For this purpose, the providers of the advertising technologies set cookies when you visit our Website, provided you have consented via our cookie preferences tool.

Social plugins

The social plugins used on the Website allow you to recommend and share our content on social networks. You can recognise the social plugins by the logos of the respective social network. When you interact with a social plugin, data are sent to the respective provider of the social network.

Resources from external websites

We embed resources from external servers on our Website, such as images, videos and fonts, as well as technical resources to improve performance and security. When these resources are retrieved, the operator of the external server learns your IP address and certain technical data required to use its servers.

Cookies

We use cookies, tags and similar technologies on the Website to give you the best possible user experience and to improve the Website. Cookies are text files that are stored on your computer or mobile device when you visit a website.

Some of the cookies we use are necessary to provide certain functions of the Website (e.g. shopping basket and login). We also use cookies to analyse the use of the Website and for advertising purposes. You can find out more about our use of cookies and set your preferences using the cookie preferences tool implemented on the Website.

You can also instruct your browser not to accept cookies or to ask you before a cookie is set, and delete cookies from your device at any time.

Use of our social media pages

On our social media pages you will find posts about current developments at XXL-Parfum and about our range. The providers of the social media collect and analyse usage data such as the number of visits and demographic information about the visitors to our company pages.

We receive analyses based on these data from the social media providers. They contain only aggregated or otherwise sufficiently anonymised data. Only the respective provider can identify you on the basis of the usage data collected. Please therefore refer to the privacy notices of the respective provider.

Newsletter, customer database and bonus programme

Use and optimisation of our newsletter

When you subscribe to our newsletter, we collect the information you provide. This includes general personal data such as first name, surname and e-mail address, as well as the time and manner of your subscription. We also send existing customers information about similar products from our range, as permitted by the Federal Act against Unfair Competition; you can object to this at any time.

We use the CleverReach service of CleverReach GmbH & Co. KG, Rastede (Germany) for sending. We use analytics services to measure and analyse the use of our newsletter. These services collect and analyse usage data such as the number of people who opened a newsletter or clicked on certain content. We receive analyses based on this. They allow us to optimise

privacy policy

our newsletter and provide you with content that interests you. The content you receive may also depend on your previous purchases and interests (see «Customer database and personalised offers»).

You can tell us at any time that you no longer wish to receive our newsletter. Please use the unsubscribe link at the end of the newsletter or write to info@xxl-parfum.ch. After you unsubscribe, we will no longer measure or analyse your use of the newsletter; your e-mail address remains on a suppression list so that we do not contact you again.

Customer database and personalised offers

We maintain a central customer database in which we combine the information from your customer account, from guest orders and from your newsletter subscription. In it we process in particular your contact details and addresses, your language, your orders (date, items, brands, amounts, shipping method, sales channel), your newsletter status including proof of subscription and unsubscription, and information about the source through which you reached our Website. If you are logged in to your customer account, we also record which products you have viewed and added to your basket. We delete these behavioural data after twelve months at the latest.

We use these data to support you in customer service, to answer your enquiries and access requests, to improve our range and our Website, and to send you offers in the newsletter that match your interests. To do this, we assign customers to groups, for example by brands purchased or viewed, by the frequency and date of the last order or by order value (profiling). These analyses have no legal or similarly significant effects on you; no automated individual decisions are made. Customers who order from us via marketplaces such as Galaxus or Manor are processed solely for the purpose of fulfilling the order; they do not receive advertising from us.

The customer database is operated on servers in Switzerland (Supabase, Zurich); processing takes place on servers in Switzerland and the EU. Access is restricted to employees who need it for their work and is logged. We retain order data for as long as statutory retention obligations require (generally ten years). Customer profiles without an order, customer account or active newsletter subscription are deleted or anonymised after three years without contact at the latest.

You can object to the use of your data for personalised offers at any time by unsubscribing from the newsletter or writing to info@xxl-parfum.ch. You will then continue to receive all services, but no longer any advertising tailored to your interests.

Bonus programme

If you take part in our bonus programme, we record in your customer account the points collected and redeemed with your orders and the resulting bonus balance. We use these data to manage your bonus account and to inform you of your bonus balance. When your customer account is deleted, the points collected expire.

Partner offers and reviews

Voucher partners (Profity, Sovendus)

As a thank-you for your order, we give you access to vouchers and special offers from other providers once your order is complete. To do so, we embed via an encrypted connection a notice from our partners adfocus GmbH, Zug (Profity) or Sovendus GmbH, Karlsruhe (Germany), whereby data such as your IP address and a pseudonymised order value are exchanged with the respective partner. Only if you actively select an offer are further details (e.g. salutation, name, e-mail address) transmitted to the partner. Further information on the nature, scope and purpose of the data processing can be found in the privacy policies of Profity and Sovendus.

Trusted Shops review system

If you submit a review via the Trusted Shops review system, Trusted Shops requires your e-mail address together with the order number under the user agreement for the review system in order to ensure the validity and trustworthiness of the

privacy policy

review and, where actually necessary, to contact you to clarify any complaints and verify the review submitted. All data collected by Trusted Shops are used exclusively for the proper operation of the review system, so that fake or factually incorrect reviews are prevented.

Purposes and basis of our data processing

We process your personal data primarily to fulfil your orders, to inform you about our range and to provide, document and invoice our services in accordance with our contractual and legal obligations.

We also process your personal data for the following purposes:

- answering your enquiries and communicating with you;
- processing your orders, payments, deliveries and returns;
- managing your customer account and your bonus account;
- providing, securing and optimising the Website;
- developing and improving our range and services;
- marketing and advertising, including selecting offers based on your previous purchases and interests;
- optimising our posts on our social media company pages;
- informing you about new developments at XXL-Parfum and new offers (e.g. via our newsletter; you can tell us at any time that you no longer wish to receive such information);
- complying with legal obligations; and
- enforcing legal claims.

We have a legitimate interest in processing your personal data corresponding to the purposes stated. Some processing is also necessary for us to fulfil our contractual obligations towards you or our legal obligations (e.g. retention obligations). Where we obtain your consent (e.g. for the newsletter or advertising cookies), you can withdraw it at any time with effect for the future.

How we store and protect your personal data

We store your personal data only to the extent and for as long as necessary to fulfil the purposes described in this privacy policy or to comply with legal obligations. We retain order and invoice data for ten years in accordance with commercial law; behavioural data from the customer account are deleted after twelve months.

To protect the integrity and confidentiality of personal data, we take appropriate technical and organisational measures. In line with our risk assessment, we implement in particular access controls, encrypted transmission (TLS) and procedures for regularly reviewing, assessing and evaluating the effectiveness of these measures.

To whom we disclose your personal data

To achieve the purposes described in this privacy policy, it may be necessary for us to disclose your personal data to other companies. These are the following categories of recipients:

- other companies in our group;
 - external service providers, in particular for hosting our Website and customer database (Switzerland/EU), newsletter delivery (CleverReach, Germany), payment processing, shipping (Swiss Post and other parcel services), the review system (Trusted Shops), and web analytics and advertising (Google, Meta);
 - marketplaces through which you order from us (e.g. Galaxus, Manor);
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privacy policy

- suppliers and business partners, insofar as necessary to fulfil your order;
- (where applicable) authorities and courts.

Our service providers may process your personal data only on our behalf and in accordance with our instructions; we contractually oblige them to comply with data protection requirements.

Place of processing

We store and process your personal data primarily in Switzerland and the EU. However, we may also transfer your personal data to recipients in countries outside Switzerland or the EU (in particular the USA, e.g. Google and Meta). We base data transfers to countries without adequate data protection on the standard contractual clauses recognised by the Swiss Federal Council, the Swiss-U.S. Data Privacy Framework or statutory exceptions (e.g. necessity for the performance of a contract).

Your rights regarding your personal data

You have the following rights in relation to personal data concerning you:

- the right to obtain information about which personal data we store about you and how we process them;
- the right to receive or transfer a copy of your personal data in a commonly used electronic format;
- the right to have your personal data corrected;
- the right to have your personal data deleted; and
- the right to object to the processing of your personal data, in particular its use for marketing and personalised offers.

To exercise your rights, write to info@xxl-parfum.ch or to the postal address above. Please ensure that we can identify you unambiguously. Note that these rights are subject to statutory conditions and exceptions. Where legally permissible, we may refuse your request. You also have the right to lodge a complaint with the Federal Data Protection and Information Commissioner (FDPIC).

Changes to this privacy policy

We may amend this privacy policy at any time, in particular if we change our data processing or if new legal provisions become applicable. The version published at <https://www.xxl-parfum.ch/datenschutz> applies. In the event of discrepancies, the German version prevails.

Last updated: October 2026
