

Privacy policy of swisspartners Xperts AG

I. General information

Version 01.2025

1. General

With this privacy policy, swisspartners Xperts AG (hereinafter referred to as «we» or «us») explains to its customers, users, business partners, applicants, authorities and other persons involved «you» how personal data is collected and processed within the company. The responsible handling of your personal data is very important to us.

You may only provide us with personal data of third parties if you are authorised to do so and the personal data is correct. We ask you to ensure that the data subjects are aware of this Privacy Policy.

In this privacy policy, we use the feminine and masculine forms alternately. The respective designation also includes all other gender designations.

We may amend this Privacy Policy at any time and without notice. The current version published on our website applies in each case.

2. Person responsible for data protection issues

Responsibility for the content of this privacy policy and for the data processing described lies with:

swisspartners Xperts AG
Am Schanzengraben 23
8002 Zurich
Switzerland
E-mail: info@swisspartners.com
Phone: +41 58 200 00 00

3. EU Data protection representative

For natural persons with a simple residence in countries of the European Economic Area (EEA), including the European Union (EU) and the Principality of Liechtenstein, as well as for the country-specific supervisory authorities provided for in accordance with the GDPR, we refer to the following person as the EU data protection representative in accordance with Art. 27 GDPR:

VGS Datenschutzpartner GmbH
Am Kaiserkai 69
20457 Hamburg
Germany
E-Mail: info@datenschutzpartner.eu

4. Terms

To begin with, we clarify the most important terms used below for a better understanding. In this regard, we generally adhere to the definitions of terms from the Swiss Data Protection Act.

- Personal data / personal data: any data relating to an identified or identifiable natural person.
- data subjects: natural persons about whom personal data are processed;
- Processing: any handling of personal data, regardless of the means and processes used, in particular the procurement, storage, storage, use, alteration, disclosure, archiving, deletion or destruction of data.
- Controller: private person or federal body who, alone or together with others, decides on the purpose and means of processing.
- Processor: private person or federal body who processes personal data on behalf of the controller.

5. Legal basis for data processing

This privacy policy complies with the requirements of the Swiss Federal Act on Data Protection ("FADP") and the associated ordinance ("DSV") as well as the General Data Protection Regulation of the European Union ("GDPR"). The nature and scope of the applicable legislation depends on the individual case. Foreign data protection law only applies to the extent that this is mandatory under the applicable law and only for the data processing processes and persons affected by it.

When processing personal data, we comply with the applicable data protection regulations.

The processing of personal data must not unlawfully violate the privacy of the data subjects. For this reason, such data processing must comply with the processing principles of data protection law and/or must be legitimized by a justification ground. In particular, we are authorised to process personal data if the processing:

- The processing of personal data may be required or legitimised by law (e.g. statutory retention obligations).
- is necessary for the performance of a contract with the data subject or for pre-contractual measures. The main part of the processing of personal data in our company takes place within the framework of the fulfilment of contractual obligations (e.g. provision of services within the framework of our client relationships)
- for perception legitimate interests is required by us or by third parties
A legitimate interest on our part exists in particular if the processing of personal data is carried out within the scope of the 8 purposes as well as the disclosure of data pursuant to No. 10 and the associated objectives.
- on a Consent Based
If the processing of personal data is based on your consent, we will inform you separately and transparently. With effect for the future, you can revoke your consent at any time via the functions provided for this purpose (e.g. unsubscribe link for newsletters) or by sending us a written message (see contact points under the above paragraphs). Error! Reference source not found. and 3). Upon receipt of your revocation, we will cease the data processing affected by it, unless we can base the processing on another justification.
- is necessary to comply with domestic and foreign legal provisions.

6. Categories of personal data

Depending on the services you use and the relationship between you and us, we process the following categories of personal data in particular:

- **Master data:** e.g.: salutation, surname, first name, gender, date of birth, address and contact details such as address, telephone numbers, e-mail addresses, company for which you work (including contact information and contact persons), language, customer numbers, user names, financial information, AHV numbers.
- **Contract:** e.g. information regarding the initiation, conclusion, processing, administration and termination of contracts between you and us, information in connection with applications [see also the following section 16], interaction history, financial and payment information such as creditworthiness, information related to the enforcement of claims, bank details.
- **Communication data:** e.g.: master data, contract data, communication content from written, electronic and oral correspondence (incl. social media posts and messages, etc.), information from surveys, information on time, place, type of communication, etc., proof of identity, marginal data.
- **Behavioural and transaction data:** e.g. in connection with the use of our website, your visit to our locations, participation in events, competitions and surveys, use of electronic communication channels.
- **Technical Data:** e.g. IP addresses, device IDs, details of the devices and applications you use and their settings, Internet service provider you use, usernames, passwords [as a hash value], information related to 2-factor authentication, log data, time and any approximate location in the course of using our products and services.
- **Marketing data:** e.g. information on personal preferences and interests, subscriptions and unsubscriptions to newsletters, content of marketing correspondence).
- **Image and sound recordings:** e.g. recordings of telephone and video conference conversations [only after prior notice and with your consent], recordings in connection with customer and staff events.

Within the scope of application of the GDPR, the processing of this data is carried out either for the purpose of initiating a contract and fulfilling a contract (Art. 6 para. 1 lit. b GDPR) or on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) in processing the inquiries addressed to us or on the basis of your consent (Art. 6 para. 1 lit. a GDPR). The consent can be revoked at any time with effect for the future.

7. Origin of the data

To a large extent, we collect personal data directly from you as a data subject. This includes, in particular, master, contract, communication and marketing data. The collection of such personal data takes place in the context of the initiation and processing of business relationships as well as the use of our services. If you provide us with data about other people (e.g. family members, business colleagues, employees), you must ensure that you are authorised to do so and that the data is accurate. In addition, the data subjects must be informed of this data protection declaration in advance.

Furthermore, we may also collect personal data about you ourselves or automatically or derive it from existing data. This includes, in particular, behavioral and transaction data as well as technical data.

Finally, we also collect personal data from third parties to the extent permitted by law. Such third parties include, in particular, persons from your environment, business partners, employers, insurance companies, banks, authorities, offices, courts, parties and their legal representation in the context of legal disputes, etc. In addition, we may also collect personal data from public sources (e.g. credit agencies, social media).

8. Purpose of data processing

We process the data collected in order to comply with our legal and contractual obligations to you and third parties. This includes, in particular, the initiation (including contact requests), administration and processing of contractual relationships.

We also process the data collected in order to ensure communication with you, to be able to provide and improve the services you have requested, to manage your use of and access to our services and services, to manage our business relationship with you, to carry out advertising and marketing activities (to the extent that we are authorised to do so, e.g. with your consent), to monitor and improve the performance of our services, to enforce legal claims or to defend ourselves against them, to detect, prevent or investigate illegal activities, to ensure compliance with laws and recommendations of domestic and foreign authorities as well as internal regulations ("compliance") and risk management, to generally ensure our operations (esp. IT, website, etc.) and ensuring administrative processes (e.g. data archiving, accounting, master data maintenance, quality assurance).

9. Processing time for personal data

We process your personal data for as long as we are legally obliged to do so (e.g. retention and archiving obligations) or our legitimate business interests require this (e.g. enforcement or defence of claims, guarantee of IT security) or as long as the purpose of collecting your data makes it necessary or the storage is for technical reasons. In the case of contracts, retention is usually for the duration of the contractual relationship as well as the statutory retention periods beyond this period (usually 10 years).

This may mean that your personal data or excerpts thereof must be stored for several years after the termination of the contractual relationship between you and us. If your personal data is no longer

required for the above-mentioned purposes, it will be deleted or anonymised as a matter of principle and as far as possible.

In certain cases, we will also keep your personal data for longer – based on your consent (e.g. job applications, which we keep pending).

10. Disclosure of personal data to third parties

To the extent permitted and necessary by law, we may also pass on certain personal data to third parties in the course of our business activities. These third parties process your personal data either on our behalf (processor), under joint responsibility with us or under their own responsibility. These include, among others:

- Companies
- our service providers, such as banks, insurance companies, IT providers, debt collection agencies, credit reference agencies, cleaning companies, advertising service providers, lawyers, external consultants, auditors, etc.
- Business partner
- Domestic and foreign authorities, offices and courts
- Other parties in administrative and judicial proceedings
- Participants in corporate transactions (e.g. purchase, sale or mergers of companies, business units, etc.)
- Other third parties who are necessary to achieve the purpose of the respective data processing

Where necessary, we have concluded appropriate order processing agreements with our service providers. In it, they commit themselves to complying with data protection and data security regulations. Furthermore, they may only process personal data according to our instructions. They also grant us comprehensive audit and control rights as well as rights of information, correction and deletion.

11. Disclosure of personal data abroad

As a rule, we process and store personal data in Switzerland and the European Economic Area (EEA). In certain cases, however, we may also disclose personal data to service providers and recipients who are located outside this territory or who process personal data outside this territory, in principle in any country in the world. In particular, you must expect a disclosure of personal data to all countries in which the service providers and their subcontractors (esp. USA) as well as group companies.

By taking appropriate measures, we ensure compliance with the legal requirements. Specifically, there is an adequacy decision by the competent authority. If this is missing, the transfer of personal data is based on suitable guarantees (in particular standard contractual clauses approved by the European Commission and the Federal Data Protection and Information Commissioner [FDPIIC]) or there are exceptions for certain situations (contract processing, enforcement of rights abroad, etc.) or we obtain your express consent.

12. Data security

To secure your data, we maintain technical and organisational security measures in accordance with the current state of the art.

Communication via our website is encrypted using the SSL/TLS encryption protocol. However, we would like to point out that encrypted data transmission on the Internet always entails security risks. Complete protection of the data against access by third parties cannot be guaranteed.

13. Your rights as data subjects

Provided that the requirements of the applicable data protection law are met and no legal exceptions apply, you generally have the following rights in connection with the processing of your personal data:

- Upon request, receive free information as to whether and, if so, which personal data we process about you
- to rectify incorrect or incomplete personal data
- to restrict the processing of your personal data
- to the blocking of your personal data
- to the deletion or anonymisation of your personal data
- on data portability
- revoke any consent given to the processing of your personal data with effect for the future
- object to the processing of your personal data.

Please note that these rights may be limited or excluded in specific individual cases (e.g. to protect third parties or trade secrets).

In order to assert your rights as a data subject or if you have any questions about this data protection declaration and the processing processes described therein, you can contact us at the following points Error! Reference source not found.

If you believe that your data has been unlawfully processed, we would be grateful for your direct contact. Alternatively, you can file a complaint with the supervisory authority responsible for you. The supervisory authority for data protection in Switzerland is the Federal Data Protection and Information Commissioner (FDPIIC). In the EU, the complaint must be filed with the respective national data protection authority.

II. Additional information in connection with selected data processing operations

14. Data processing in connection with the use of our website

14.1 Hosting and log files

We host our website with a Swiss hosting provider based in Switzerland. With each visit to our website, the hosting provider automatically collects and stores information (server log files) that your browser transmits. This includes the name and URL of the file accessed, date and time, amount of data, web browser and web browser version, operating system, the domain name of your Internet provider, the so-called referrer URL (the page from which you accessed our offer) and the IP address. This usage data is used to detect technical problems, to ensure security and to statistically evaluate the use of our website and thus also to further develop our offer.

The aforementioned data is processed by us for the following purposes:

- Ensuring a smooth connection to the website,
- To ensure a comfortable use of our website,
- Evaluation of system security and stability as well as
- for further administrative purposes and in the event of unlawful use of our website or services.

Within the scope of application of the GDPR, the processing of this data is carried out on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) in accordance with the purposes listed above or your consent (Art. 6 para. 1 lit. a GDPR). The consent can be revoked at any time with effect for the future.

14.2 Links to other websites

Our website contains hyperlinks to third-party websites that are not operated or controlled by us. We are not responsible for their content or privacy practices.

14.4 Tracking

Our website uses Google Analytics, Google Maps and Google Fonts by Google Inc. For the European region, the company is Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) responsible for all Google services (hereinafter "Google").

In addition to the following statements, you can find further information on data protection at Google in the Google privacy policy: <https://policies.google.com/privacy?hl=de>

We have concluded a contract processing agreement with Google.

Within the scope of application of the GDPR, the processing of this data is carried out on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) in an appealing website as well as in increasing our reach or based on your consent (Art. 6 para. 1 lit. a GDPR). The consent can be revoked at any time with effect for the future.

Google Analytics

We use functions of the web analysis service Google Analytics on our website. Google Analytics uses so-called «Cookies», i.e. text files that are stored on your computer and that enable an analysis of your use of the website (see above under point Error! Reference source not found.). The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, due to the activation of IP anonymization on these websites, your IP address will be shortened by Google beforehand within member states of the European Union or in other contracting states of the Agreement on the European Economic Area as well as Switzerland. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet use to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data held by Google. The purposes of data processing are to evaluate the use of the website and to compile reports on

activities on the website. On the basis of the use of the website and the Internet, further related services are then to be provided.

You can prevent the storage of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all the functions of this website to their full extent. You can also prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading and installing the browser plug-in available at the following link: [Browser add-on to disable Google Analytics](#).

In addition to or as an alternative to the browser add-on, you can prevent tracking by Google Analytics on our pages by using this [Link](#) click. In doing so, a Opt-Out cookie installed on your device.

This will prevent the collection by Google Analytics for this website and for this browser in the future, while the cookie remains installed in your browser.

You can find more information about the handling of user data by Google Analytics in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

Google Maps

We use Google Maps on our website to display interactive maps and to create directions. When you call up a website on our website that has integrated Google Maps, your browser establishes a connection with the Google servers. In addition, Google Maps uses cookies (see above under number

Error! Reference source not found.). By using Google Maps, various information (e.g. IP address, entered addresses, date and time of website visit) can be transmitted to Google servers in the USA.

You can find more information about data processing by Google here:

<https://policies.google.com/privacy?hl=de>. There you can also change your personal data protection settings in the Data Protection Center. For detailed instructions on how to manage your own data in connection with Google products, see here.

Blanket Information For Google Maps, please visit: <https://www.google.com/intl/de/maps/about/#/>.

Google Fonts

On our website, we use Google Fonts for the uniform display of fonts. The Google Fonts are installed locally. There is no connection to Google servers.

For more information about Google Web Fonts, see: <https://developers.google.com/fonts/faq?hl=de>.

15. Processing of personal data in the context of the use of cloud service providers

In the following, we would like to announce the most important cloud service providers that we have consulted:

- Microsoft 365 (incl. Exchange, SharePoint, Teams, OneDrive) and Microsoft Azure: The provider of these services is Microsoft Ireland Operations Limited One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland («Microsoft»). According to Microsoft, data storage on Microsoft Azure (file data) takes place exclusively on servers located in Switzerland, those of Microsoft Exchange, SharePoint, Teams, OneDrive in Europe (cf. [here](#)). In addition to these statements, you can find further information on data protection in the Microsoft Privacy Statement: <https://privacy.microsoft.com/de-de/privacystatement>.

16. Processing of personal data of applicants

Applications are accepted via our website. Please also note the privacy policy of these partners. We treat your data as strictly confidential. Within our company, your personal data will only be passed on to persons who are entrusted with processing your application.

We process the personal data sent to us as part of your application and the personal data collected as part of the application process, insofar as this is necessary for the decision on the conclusion and performance of an employment contract. These include:

- Master data (surname, first name, address, contact details, date of birth, marital status, etc.)
- Information about your educational, professional and personal qualifications
- Information that we have collected as part of the application process (e.g. as part of assessments)
- Further information that you have submitted to us in connection with your application.

We will process your personal data in this regard for as long as it is necessary to decide on your application. They will be deleted for a maximum of six months after the end of the application process, unless longer storage is legally required or permissible or you have not consented to longer storage.

If an employment relationship is established after the application process, your application documents will be transferred to your personnel file.

17. Processing of personal data in the context of interaction with our social media channels

17.1 General

We maintain the publicly accessible social media profiles listed below. For this purpose, we can provide linked graphics to the respective networks on our website. By clicking on a corresponding graphic, you will be redirected to the selected social network. After forwarding, the network collects and processes your information in the following context.

By visiting our profiles on social networks, personal data about you may be collected. If, for example, you are logged in to your social network accounts and visit our profile at the same time, the portal operator may be able to assign this visit to your user account. However, your personal data may also be collected if you have logged out of your account or if you do not have an account with the respective portal. Such data collection can be done, for example, by setting cookies. Based on the data collected in this way, the portal operators can create user profiles and display interest-based advertising to you. Further information can be found in the respective data protection declarations of the portal operators.

For the purpose and scope of the data collection and the further processing and use of the data by the respective social network, as well as your rights in this regard and setting options to protect your privacy, please refer to the relevant data protection regulations of the respective social network.

Within the scope of application of the GDPR, the use of social networks is in the interest of an appealing presentation of our online offers, to increase our reach and to promote our products and services. This is the basis of our legitimate interest within the meaning of Art. 6 (1) (f) GDPR. If a corresponding consent has been requested, the processing is carried out on the basis of Art. 6 (1) (a) GDPR. The consent can be revoked at any time with effect for the future.

17.5 Google My business

We use Google My business from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). When you visit and interact with our Google My Business listing, Google also collects your IP address and other information that is collected on your device in the form of cookies. This information is collected for statistical purposes. The data collected about you in this context will be processed by Google and may also be transferred to the USA. The use of Google My Business is your own responsibility.

You can find more information in the Google privacy policy <https://policies.google.com/privacy?hl=de>.