

Privacy policy

1. Responsible party and content of this privacy policy

We, PRO FILIA Kantonalverein Zürich, are the operator of the Hotel Hottingen (hotel) and the website www.hotelhottingen.ch (website) and, unless otherwise stated in this privacy policy, are responsible for the data processing listed in this privacy policy.

Please take note of the following information so that you know what personal data we collect from you and for what purposes we use it. In terms of data protection, we are primarily guided by the legal requirements of Swiss data protection law, in particular the Federal Act on Data Protection (FADP), as well as the GDPR, whose provisions may be applicable in individual cases.

Please note that the following information will be reviewed and amended from time to time. We therefore recommend that you consult this privacy policy regularly. Furthermore, other companies are responsible or jointly responsible with us under data protection law for individual data processing operations listed below, so that in these cases the information provided by these providers is also authoritative.

2. Contact person for data protection

If you have any questions about data protection or wish to exercise your rights, please contact our data protection contact person by sending an email to the following address:
kontakt@profilia-zuerich.ch.

You can reach our EU data protection representative at

VGS Datenschutzpartner GmbH

Am Kaiserkai 69

20457 Hamburg

Hamburg, Germany

info@datenschutzpartner.eu

3. Scope and purpose of the collection, processing, and use of personal data

3.1 Data processing when contacting us.

If you contact us via our contact addresses and channels (e.g. by email, telephone or contact form), your personal data will be processed. The data that you have provided to us, such as your name, e-mail address or telephone number and your request, will be processed. In addition, the time of receipt of the request is documented. Mandatory information is marked with an asterisk (*) in contact forms. We process this data in order to implement your request (e.g. to provide information about our hotel, support with contract processing such as questions about your booking, incorporation of your feedback into the improvement of our services, etc.).

We use a software application from Atrix Consult GmbH (Hardturmstrasse 169, 8005 Zurich, Switzerland) to process contact requests via the contact form. Your data may therefore be stored in a database of Atrix Consult GmbH, which may enable Atrix Consult GmbH to access your data if this is necessary for the provision of the software and for support in the use of the software. Information on the processing of data by third parties and any transfer abroad can be found in section 5 of this data protection declaration.

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR in the implementation of your request or, if your request is aimed at the conclusion or execution of a contract, the necessity for the implementation of the necessary measures within the meaning of Art. 6 para. 1 lit. b GDPR.

Atrix Consult GmbH may wish to use some of this data for its own purposes (e.g. to send marketing e-mails or for statistical analyses). Atrix Consult GmbH is responsible for this data processing and must ensure compliance with data protection laws in connection with this data processing. Information on data processing by Atrix Consult GmbH can be found at <https://atrix.ch/de/datenschutz/>.

3.2 Data processing for bookings

3.2.1 Booking via our website

You have the option of booking an overnight stay on our website. For this purpose, we collect the following data, all of which are mandatory except for the comments.

- First name
- Surname
- Telephone number
- e-mail address
- Country
- Payment method
- Booking details
- Comments
- Confirmation of acknowledgement and agreement regarding terms and conditions and data protection regulations

We use the data to establish your identity before concluding a contract. We need your e-mail address to confirm your booking and for future communication with you that is necessary to process the contract. We store your data together with the marginal data of the booking (e.g. room category, period of stay as well as name, price and features of the services), the payment data (e.g. selected payment method, confirmation of payment and time; see also section 3.3.2) as well as the information on the processing and fulfillment of the contract (e.g. receipt and handling of complaints) in our CRM database (see section 4) so that we can ensure correct booking processing and contract fulfillment.

Insofar as this is necessary for the fulfillment of the contract, we will also pass on the required information to any third-party service providers (e.g. tour operators or transport companies).

The legal basis for this data processing is the fulfillment of a contract with you in accordance with Art. 6 para. 1 lit. b GDPR.

The provision of data that is not marked as mandatory is voluntary. We process this data in order to tailor our offer to your personal needs in the best possible way, to facilitate the processing of contracts, to contact you via an alternative communication channel if necessary, with a view to fulfilling the contract or for statistical collection and evaluation to optimize our offers.

The legal basis for this data processing is your consent within the meaning of Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time by notifying us.

We use a software application from Tourisoft Sàrl (Route de Champ-Colin 18, 1260 Nyon, Switzerland) to process bookings via our website. Therefore, your data may be stored in a database of Tourisoft Sàrl, which may allow Tourisoft Sàrl to access your data if this is necessary for the provision of the software and for support in the use of the software. Information on the processing of data by third parties and any transfer abroad can be found in section 5 of this privacy policy.

The legal basis for this data processing is the fulfillment of a contract with you in accordance with Art. 6 para. 1 lit. b GDPR.

Tourisoft Sàrl may wish to use some of this data for its own purposes (e.g. to send marketing emails or for statistical analyses). Tourisoft Sàrl is responsible for this data processing and must ensure compliance with data protection laws in connection with this data processing. Information on data processing by Tourisoft Sàrl can be found at <https://www.hotel-spider.com/en/datenschutzrichtlinie>

3.2.2 Booking via a booking platform

If you make bookings via a third-party platform (i.e. via Booking.com, Expedia, Expedia Affiliates, Tripadvisor, etc.), we receive various personal data from the respective platform operator in connection with the booking made. As a rule, this is the data listed in section 3.3.2 of this privacy policy. In addition, we may receive inquiries about your booking. We will process this data by name in order to record your booking as requested and to provide the booked services.

The legal basis for data processing for this purpose is the implementation of pre-contractual measures and the fulfillment of a contract in accordance with Art. 6 para. 1 lit. b GDPR.

Finally, we may exchange personal data with the platform operators in connection with disputes or complaints in connection with a booking, insofar as this is necessary to safeguard our legitimate interests. This may also include data relating to the booking process on the platform or data relating to the booking or processing of services and the stay with us. We process this data to safeguard our legitimate claims and interests in the processing and maintenance of our contractual relationships with the following platform operators:

- Booking.com B.V. (Oosterdokskade 163, 1011 DL Amsterdam, The Netherlands). Further information on data processing in connection with Booking.com B.V. can be found at <https://www.booking.com/content/privacy.de>

- Expedia Group, Inc (1111 Expedia Group Way West, Seattle, WA 98119, USA). Further information on data processing in connection with Expedia Group, Inc. can be found at <https://welcome.expediagroup.com/de/privacy-policy>.

- Tripadvisor Inc (400 1st Avenue, Needham, MA 02494, USA). Further information on data processing in connection with Tripadvisor Inc. can be found at: <https://tripadvisor.mediaroom.com/us-privacy-policy>.

Your data is stored in the databases of the platform operators, which enables them to access your data. Information on the processing of data by third parties and any transfer abroad can be found in section 5 of this privacy policy.

The legal basis for data processing for this purpose is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

3.2.3 Booking by correspondence or telephone call

If you make bookings by correspondence (e-mail or letter post) or by telephone call, we collect the following data:

- First name
- Surname
- Billing address
- Company, company address and VAT number for corporate customers
- telephone number
- E-mail address
- Country
- Payment method

- Booking details

- Comments

We use the data to process the contract, in particular to record and confirm your booking as requested. Your data will be stored in our CRM database (see section 4) so that we can guarantee correct booking processing and contract fulfillment.

Insofar as this is necessary for the performance of the contract, we will also pass on the required information to any third-party service providers (e.g. event organizers or transport companies).

The legal basis for this data processing is the fulfillment of a contract with you in accordance with Art. 6 para. 1 lit. b GDPR.

We process this data in order to tailor our offer to your personal needs in the best possible way, to facilitate the processing of contracts, to contact you via an alternative communication channel if necessary, with a view to fulfilling the contract or for statistical collection and evaluation to optimize our offers.

The legal basis for this data processing is your consent within the meaning of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time by notifying us.

3.3 Data processing during payment processing

3.3.1 Payment processing in the hotel

If you purchase products, services or pay for your stay at our hotel using electronic payment methods, it is necessary to process personal data. By using the payment terminals, you transmit the information stored in your means of payment, such as the name of the cardholder and the card number, to the payment service providers involved (e.g. providers of payment solutions, credit card issuers and credit card acquirers). They also receive the information that the payment method was used in our hotel, the amount and the time of the transaction. Conversely, we only receive the credit of the amount of the payment made at the relevant time, which we can assign to the relevant receipt number, or information that the transaction was not possible or was canceled. Please always refer to the information provided by the respective company, in particular the privacy policy and the general terms and conditions.

We use a software application from Nexi Schweiz AG (Richtistrasse 17, 8304 Wallisellen) for payment processing. Your data may therefore be stored in a database of Nexi Schweiz AG, which may enable Nexi Schweiz AG to access your data if this is necessary for the provision of the software and for support in the use of the software. Information on the processing of data by third parties and any transfer abroad can be found in section 5 of this privacy policy.

The legal basis for our data processing is the fulfillment of a contract with you in accordance with Art. 6 para. 1 lit. b GDPR.

Nexi Schweiz AG may wish to use some of this data for its own purposes (e.g. to send marketing emails or for statistical analyses). Nexi Schweiz AG is responsible for this data processing. is the controller and must ensure compliance with data protection laws in connection with this data processing. Information on data processing by Nexi Schweiz AG. can be found at <https://www.nexi.swiss/de/legal-footer/datenschutzerklaerung>.

3.3.2 Online payment processing

If you make chargeable bookings on our website or order services or products, depending on the product or service and the desired payment method - in addition to the information specified in section 3.2.1 - you may be required to provide further data, such as your credit card information or the login for your payment service provider. This information and the fact that you have purchased a service from us at the relevant amount and time will be forwarded to the respective payment service providers (e.g. providers of payment solutions, credit card issuers and credit card acquirers). Please always note the

information provided by the respective company, in particular the privacy policy and the general terms and conditions.

The legal basis for our data processing is the fulfillment of a contract in accordance with Art. 6 para. 1 lit. b GDPR.

We reserve the right to store a copy of the credit card information as security.

The legal basis for this data processing is our legitimate interest pursuant to Art. 6 para.

1 lit. f. GDPR in the avoidance of payment defaults.

3.4 Data processing for the recording and billing of purchased services.

If you purchase services during your stay (e.g. additional overnight stays, restaurant, activities), we will collect and further process - in addition to your contract data - the data relating to the booking (e.g. time and comments) and the data relating to the booked and purchased service (e.g. service item, price and time of service purchase) in order to process the service, as described in section 3.2.

The legal basis for our data processing is the fulfillment of a contract in accordance with Art. 6 para. 1 lit. b GDPR.

3.5 Data processing when submitting guest feedback.

During your stay or afterwards, you have the opportunity to provide us with feedback via links to TripAdvisor, Gastfreund etc. (e.g. praise, criticism and suggestions for improvement).

Your data is processed as part of our quality management and thus ultimately for the purpose of better tailoring our services and products to the needs of our guests. Specifically, your data is processed for the following purposes:

- Clarification of your request, i.e. e.g. obtaining opinions from employees and supervisors contacted and supervisors or obtaining further information from you, etc.;

- Evaluating and analyzing your data, e.g. compiling satisfaction statistics, comparing individual services, etc.; or individual services, etc.; or

- Taking organizational measures in accordance with the knowledge gained, e.g.

 - Elimination of shortcomings/deficiencies/misconduct, e.g. by repairing defective equipment,

 - Instruction and praise or admonition of employees.

In connection with guest feedback, we use a software application from TrustYou GmbH (Schmellerstrasse 9, 80337 Munich, Germany). Your data may therefore be stored in a TrustYou GmbH database, which may allow TrustYou GmbH to access your data if this is necessary for the provision of the software and for support in the use of the software. Information on the processing of data by third parties and any transfer abroad can be found in section 5 of this privacy policy.

The legal basis for this processing is your consent in accordance with Art. 6 para. 1 lit. a GDPR. You can revoke this consent at any time for the future.

TrustYou GmbH may wish to use some of this data for its own purposes (e.g. to send marketing emails or for statistical analyses). TrustYou GmbH is responsible for this data processing and must ensure compliance with data protection laws in connection with this data processing. Information on data processing by TrustYou GmbH can be found at

<https://www.trustyou.com/de/downloads/privacy-policy-de.pdf>.

3.6 Data processing when using our WiFi network.

In our hotel, you have the option of using our WiFi network free of charge. Each time you use the WiFi network, data on the time and date of use and the end device used are recorded. The legal basis for this processing is your consent within the meaning of Art. 6 para. 1 lit. a GDPR. You can revoke your consent at any time for the future.

We work together with Sunrise GmbH (P.O. Box, 8050 Zurich, Switzerland) to provide our WiFi network. Therefore, your data may be stored in a database of Sunrise GmbH, which may allow Sunrise GmbH to access your data if this is necessary for the provision of the software and for support in the use of the software. Information on the processing of data by third parties can be found in section 5 of this privacy policy. Further information on data processing by Sunrise GmbH can be found at <https://www.sunrise.ch/business/en/rechtliches/datenschutz>

Sunrise GmbH must comply with the legal obligations of the Federal Act on the Surveillance of Postal and Telecommunications Traffic (BÜPF) and the associated ordinance. If the legal requirements are met, the operator of the WiFi network must monitor the use of the Internet and data traffic on behalf of the competent authority. The operator of the WiFi network may also be obliged to disclose contact, usage, and marginal data of the hotel guest to the authorized authorities. The contact, usage and marginal data will be stored for 6 months and then deleted. The legal basis for this processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR in the provision of a WiFi network in compliance with the applicable statutory provisions.

3.7 Data processing for the fulfillment of legal reporting obligations

Upon arrival at our hotel, we may require the following information from you and your accompanying persons, whereby mandatory information is marked with an asterisk (*) in the corresponding form:

- First name and surname
- home address
- date of birth
- nationality
- Identity card or passport
- Date of arrival and departure

We collect this information to fulfill legal reporting obligations, particularly those arising from hospitality or police law. Insofar as we are obliged to do so under the applicable regulations, we forward this information to the competent authority.

The legal basis for processing this data is our legitimate interest within the meaning of Art. 6 para. 1 lit. c GDPR in complying with our legal obligations.

3.8 Data processing for job applications

You have the opportunity to apply for a job in our company spontaneously or in response to a specific job advertisement. In doing so, we process the personal data provided by you.

We use the data you provide to check your application and suitability for employment. Application documents of unsuccessful applicants will be deleted at the end of the application process, unless you explicitly consent to a longer retention period, or we are legally obliged to retain them for a longer period.

The legal basis for processing your data for this purpose is the execution of a contract (pre-contractual phase) in accordance with Art. 6 para. 1 lit. b GDPR.

4. Central data storage and analysis in the CRM system

If a clear assignment to your person is possible, we will store and link the data described in this data protection declaration, i.e. in particular your personal data, your contacts, your contract data and your surfing behavior on our websites in a central database. This serves the efficient management of customer data, allows us to adequately process your requests and enables us to efficiently provide the services you require and process the associated contracts.

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR in the efficient management of user data.

We also evaluate this data in order to further develop our offers in line with your needs.

and to be able to display and suggest the most relevant information and offers to you. We also use methods that predict possible interests and future orders based on your use of our website.

We use a software application from Planet Payment Group Holdings (Martin House, IDA Business Park, Dangan, Galway, Ireland H91AO6C) for central data storage and analysis in the CRM system. Therefore, your data may be stored in a Planet Payment Group Holdings database, which may allow Planet Payment Group Holdings to access your data if this is necessary for the provision of the software and for support in the use of the software. Information on the processing of data by third parties and any transfer abroad can be found in section 5 of this data protection declaration. Further information on data processing in connection with Planet Payment Group Holdings can be found at <https://www.weareplanet.com/privacy-policy>.

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR in carrying out marketing activities.

5. Disclosure and transfer abroad

5.1 Disclosure to third parties and access by third parties

Without the support of other companies, we would not be able to provide our services in the desired form. In order for us to be able to use the services of these companies, it is also necessary to pass on your personal data to these companies to a certain extent. Data is only passed on to selected third-party service providers to the extent necessary for the optimal provision of our services.

Various third-party service providers are already explicitly mentioned in this privacy policy. These are the following service providers:

- itec solutions + services AG (Prattelerstrasse 27, 4052 Basel, Switzerland). Further information on data processing in connection with itec solutions + services AG can be found at

<https://www.itec-online.ch/de/page/privacy>

- Gastfreund GmbH (Bahnhofstrasse 4, 87435 Kempten, Germany). Further information on data processing in connection with Gastfreund GmbH can be found at

<https://gastfreund.zendesk.com/hc/de/articles/360004832314-DSGVO-Datenschutz-Grundverordnung#:~:text=We%20do%20not%20store%20any%20data%2C%20that%20only%20transmit%20this%20to%20you.>

- DSwiss AG (Badenerstrasse 329, 8003 Zurich). Further information on data processing in connection with DSWISS AG can be found at <https://www.dswiss.com/datenschutzhinweise>

The legal basis for these transfers is the need to fulfill a contract within the meaning of Art. 6 para. 1 lit. b GDPR.

Your data will also be passed on if this is necessary to fulfill the services you have requested, e.g. to restaurants or providers of other services for which you have made a reservation through us. The legal basis for these transfers is the need to fulfill a contract within the meaning of Art. 6 para. 1 lit. b GDPR.

The third-party service providers are responsible for this data processing within the meaning of the Data Protection Act and not us. It is the responsibility of these third-party service providers to inform you about their own data processing - beyond the transfer of data for the provision of services - and to comply with data protection laws.

In addition, your data may be passed on, in particular to authorities, legal advisors or debt collection companies, if we are legally obliged to do so or if this is necessary to protect our rights, in particular to enforce claims arising from the relationship with you. Data may also be disclosed if another company intends to acquire our company or parts thereof and such disclosure is necessary to carry out a due diligence review or to complete the transaction.

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR in the protection of our rights and compliance with our obligations or the sale of our company or parts thereof.

5.2 Transfer of personal data abroad

We are also entitled to transfer your personal data to third parties abroad if this is necessary to carry out the data processing mentioned in this privacy policy. Individual data transfers have been mentioned above in section 3. It goes without saying that the statutory provisions on the disclosure of personal data to third parties are complied with. The countries to which data is transferred include those that the Federal Council and the EU Commission have decided have an adequate level of data protection (such as the member states of the EEA or, from the EU's perspective, Switzerland), but also countries (such as the USA) whose level of data protection is not considered adequate (see Annex 1 of the General Data Protection Regulation (GDPR) and the [EU Commission's website](#)). If the country in question does not have an adequate level of data protection, we ensure that your data is adequately protected by these companies by means of suitable guarantees, unless an exception is specified for individual data processing (see Art. 49 GDPR). Unless otherwise stated, these are standard contractual clauses within the meaning of Art. 46 para. 2 lit. c GDPR, which can be found on the [websites of the Federal Data Protection and Information Commissioner \(FDPIC\)](#) and the [EU Commission](#). If you have any questions about the measures taken, please get in touch with our contact person for data protection (see section 2).

5.3 Notes on data transfers to the USA

Some of the third-party service providers mentioned in this privacy policy are based in the USA. For the sake of completeness, we would like to point out to users resident or domiciled in Switzerland or the EU that there are surveillance measures in place in the USA by US authorities that enable the storage of all personal data of all persons whose data has been transferred from Switzerland or the EU to the USA. This is done without differentiation, restriction or exception based on the objective pursued and without an objective criterion that makes it possible to restrict the US authorities' access to the data and its subsequent use to very specific, strictly limited purposes that justify the interference associated with both access to this data and its use. We would also like to point out that there are no legal remedies or effective legal protection in the USA for data subjects from Switzerland or the EU against general access rights of US authorities that would allow them to gain access to the data concerning them and to obtain its correction or deletion. We explicitly draw your attention to this legal and factual situation in order to enable you to make an appropriately informed decision to consent to the use of your data.

We would also like to point out to users residing in Switzerland or a member state of the EU that the USA does not have an adequate level of data protection from the perspective of the European Union and Switzerland - partly due to the statements made in this section. Insofar as we have explained in this privacy policy that recipients of data (such as Google) are based in the USA, we will ensure that your data is adequately protected by our third-party service providers through contractual arrangements with these companies and any additional appropriate guarantees that may be required.

6. Background data processing on our website

6.1 Data processing when visiting our website (log file data)

When you visit our website, the servers of our hosting provider Datenpark (Pfinstweid-strasse 10, 8005 Zurich, Switzerland) temporarily store every access in a log file. The following data is recorded without any action on your part and stored by us until it is automatically deleted:

- IP address of the requesting computer
- Date and time of access
- Name and URL of the retrieved file
- Website from which the access was made, if applicable with the search term used
- Operating system of your computer and the browser you are using (incl. type, version and language setting)
- Device type in the case of access by cell phone
- City or region from where the access was made, and
- Name of your Internet access provider

This data is collected and processed for the purpose of enabling the use of our website (establishing a connection), ensuring system security and stability in the long term, and enabling error and performance analysis and optimization of our website (see also section 6.4 for the last points).

In the event of an attack on the network infrastructure of the website or if there is a suspicion of other unauthorized or improper use of the website, the IP address and other data will be evaluated for clarification and defense purposes and, if necessary, used to identify the user concerned in the context of civil or criminal proceedings.

The purposes described above constitute our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR and thus the legal basis for data processing.

Finally, when you visit our website, we use cookies as well as applications and tools that are based on the use of cookies. The data described here may also be processed in this context. You will find more detailed information on this in the following sections of this privacy policy, in particular section 6.2 below.

6.2 Cookies

Cookies are information files that your web browser stores on your computer's hard disk or memory when you visit our website. Cookies are assigned identification numbers that identify your browser and allow the information contained in the cookie to be read.

Among other things, cookies help to make your visit to our website easier, more pleasant, and more meaningful. We use cookies for various purposes that are required for your desired use of the website, i.e. are "technically necessary". For example, we use cookies to identify you as a registered user after you have logged in without you having to log in again each time you navigate through the various sub-pages. The provision of the ordering and booking functions is also based on the use of cookies. Cookies also perform other technical functions required for the operation of the website, such as load balancing, i.e. the distribution of the performance load of the site to different web servers in order to reduce the load on the servers. Cookies are also used for security purposes, e.g. to prevent the unauthorized posting of content. Finally, we also use cookies as part of the design and programming of our website, e.g. to enable the uploading of scripts or codes.

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR in providing a user-friendly and up-to-date website.

Most Internet browsers accept cookies automatically. However, when you access our website, we ask for your consent to the technically unnecessary cookies we use.

Cookies, especially when using third-party cookies for marketing purposes. You can use the corresponding buttons in the cookie banner to make the settings you require. Details on the services and data processing associated with the individual cookies can be found within the cookie banner and in the following sections of this privacy policy.

You may also be able to configure your browser so that no cookies are stored on your computer or so that a message always appears when you receive a new cookie. On the following pages you will find explanations of how you can configure the processing of cookies in selected browsers.

- [Google Chrome for desktop](#)
- [Google Chrome for mobile](#)
- [Apple Safari](#)
- [Microsoft Windows Internet Explorer](#)
- [Microsoft Windows Internet Explorer Mobile](#)
- [Mozilla Firefox](#)

Deactivating cookies may mean that you cannot use all the functions of our website.functions of our website.

6.3 Google Custom Search Engine

This website uses the [Programmable Search Engine](#) of Google LLC, 1600 Amphitheatre Park-way, Mountain View, CA 94043, USA (Google). This enables us to provide you with an efficient search function on our website.

By pressing the enter key or clicking on the search button, the search function is activated, and Google's search results are displayed on the search results page by means of an embedding (iFrame). When the search results are retrieved, a connection is established with Google's servers and your browser may send the log file data listed in section 6.1 (incl. IP address) and the search term you entered to Google. This may also result in data being transferred to servers abroad, e.g. in the USA (see sections 5.2 and 5.3, in particular on the lack of an adequate level of data protection and the guarantees provided).

The legal basis for this data processing is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR in the provision of an efficient website search function.

For further processing of the data by Google, please refer to Google's privacy policy:
www.google.com/intl/de_de/policies/privacy

6.4 Tracking and web analysis tools

6.4.1 General information on tracking

We use the web analysis services listed below for the purpose of designing and continuously optimizing our website to meet your needs. In this context, pseudonymized user profiles are created and cookies are used (please also refer to section 6.2). The information generated by the cookie about your use of this website is usually transferred to a server of the service provider together with the log file data listed under section 6.1, where it is stored and processed. This may also involve transmission to servers abroad, e.g. in the USA (see sections 5.2 and 5.3 on the lack of an adequate level of data protection and the guarantees provided).

By processing the data, we receive the following information, among other things.

- Navigation path that a visitor takes on the site (incl. content viewed and products or services selected or purchased) selected or purchased products or booked services)
- Time spent on the website or subpage
- Subpage on which the website is left
- Country, region or city from where access is made
- end device (type, version, color depth, resolution, with and height of the browser window) and
- returning or new visitors

The provider will use this information on our behalf to evaluate the use of the website, in particular to compile website activity reports and to provide other services relating to website activity and internet usage for the purposes of market research and the needs-based design of these websites. To a certain extent, we and the providers can be regarded as joint controllers under data protection law for this processing.

The legal basis for this data processing with the following services is your consent within the meaning of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent or object to the processing at any time by rejecting or deactivating the relevant cookies in the settings of your web browser (see section 6.2) or by making use of the service-specific options described below.

For further processing of the data by the respective provider as the (sole) controller under data protection law, in particular any disclosure of this information to third parties, e.g. to authorities due to national legal regulations, please refer to the respective data protection information of the provider.

6.4.2 Google Analytics

We use the web analysis service Google Analytics from Google Ireland Limited (Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland) or Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (Google).

Contrary to the description in section 6.4.1, IP addresses are not logged or stored in Google Analytics (in the "Google Analytics 4" version used here). In the case of access originating from the EU, IP address data is only used to derive location data and then deleted immediately. When collecting measurement data in Google Analytics, all IP searches are carried out on EU-based servers before the traffic is forwarded to Analytics servers for processing. Regional data centers are used in Google Analytics. If a connection is established in Google Analytics to the nearest available Google data center, the measurement data is sent to Analytics via an encrypted HTTPS connection. In these centers, the data is further encrypted before it is forwarded to the Analytics processing servers and made available on the platform. The most suitable local data center is determined based on the IP addresses. This may also result in data being transferred to servers abroad, e.g. in the USA (see section 5.2 for more information, in particular on the lack of an adequate level of data protection and the guarantees provided).

We also use the technical extension "Google Signals", which enables cross-device tracking. This allows an individual website visitor to be assigned to different end devices. However, this only happens if the visitor has logged into a Google service when visiting the website and has also activated the "personalized advertising" option in their Google account settings. Even then, however, no personal data or user profiles are made available to us; they remain anonymous to us. If you do not wish to use "Google Signals", you can deactivate the "personalized advertising" option in your Google account settings.

Users can prevent Google from collecting the data generated by the cookie and relating to the use of the website by the user concerned (including the IP address) and from processing this data by Google by downloading and installing the browser plug-in available at the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>.

As an alternative to the browser plugin, users can click this link to prevent Google Analytics from collecting data on the website in the future. An opt-out cookie is stored on the end device of the user. If the user deletes cookies (see section 6 Cookies), the link must be clicked again.

6.5 Social media

6.5.1 Social media profiles

On our website, we have included links to our profiles in the social networks of the following providers:

- Meta Platforms Inc (1601 S California Ave, Palo Alto, CA 94304, USA), [Privacy Notice](#).

If you click on the social network icons, you will be automatically redirected to our profile in the respective network. This establishes a direct connection between your browser and the server of the respective social network. As a result, the network receives the information that you have visited our website with your IP address and clicked on the link. This may also result in data being transferred to servers abroad, e.g. in the USA (see sections 5.2 and 5.3 for more information, in particular on the lack of an adequate level of data protection and the guarantees provided).

If you click on a link to a network while you are logged into your user account with the relevant network, the content of our website may be linked to your profile so that the network can assign your visit to our website directly to your account. If you want to prevent this, you should log out before clicking on the relevant links. A connection between your access to our website and your user account takes place in any case if you log in to the respective network after clicking on the link. The respective provider is responsible for the associated data processing under data protection law. Please therefore note the data protection information on the network's website.

The legal basis for any data processing attributed to us is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR in the use and advertising of our social media profiles.

6.5.2 Social media plugins

On our website, you can use social media plugins from the following providers.

- Meta Platforms Inc (1601 S California Ave, Palo Alto, CA 94304, USA), [Privacy Policy](#).

We use the social media plugins to make it easier for you to share content from our website. The social media plugins help us to increase the visibility of our content in social networks and thus contribute to better marketing.

The plugins are deactivated on our websites by default and therefore do not send any data to the social networks when you simply visit our website. To increase data protection, we have integrated the plugins in such a way that no connection is automatically established with the servers of the networks. Only when you activate the plugins by clicking on them and thus give your consent to data transmission and further processing by the social network providers does your browser establish a direct connection to the servers of the respective social network.

The content of the plugin is transmitted by the social network directly to your browser, which integrates it into the website. As a result, the respective provider receives the information that your browser has accessed the corresponding page of our website, even if you do not have an account with this social network or are not currently logged in to it. This information (including your IP address) is transmitted by your browser directly to a server of the provider (usually in the USA) and stored there (see sections 5.2 and 5.3 on this, in particular on the lack of an adequate level of data protection and the guarantees provided). We have no influence on the scope of the data that the provider collects with the plugin, although we can be considered jointly responsible with the providers to a certain extent from a data protection perspective.

If you are logged in to the social network, it can assign your visit to our website directly to your user account. If you interact with the plugins, the corresponding information is also transmitted directly to a

server of the provider and stored there. The information (e.g. that you like one of our products or services) may also be published on the social network and may be displayed to other users of the social network. The provider of the social network may use this information for the purpose of displaying advertising and tailoring the respective offer. For this purpose, usage, interest, and relationship profiles may be created, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on the social network, to inform other users about your activities on our website and to provide other services associated with the use of the social network. The purpose and scope of the data collection and the further processing and use of the data by the providers of the social networks as well as your rights in this regard and setting options to protect your privacy can be found directly in the data protection information of the respective provider.

If you do not want the social network provider to assign the data collected via our website to your user account, you must log out of the social network before activating the plugins. Your consent within the meaning of Art. 6 para. 1 lit. a GDPR forms the legal basis for the data processing described. You can revoke your consent at any time by declaring your revocation to the provider of the plugin in accordance with the information in its data protection information.

6.6 Online advertising and targeting

6.6.1 In general

We use the services of various companies to provide you with interesting offers online. Your user behavior on our website and websites of other providers is analyzed in order to be able to display online advertising tailored to you.

Most technologies for tracking your user behavior and for the targeted display of advertising (targeting) work with cookies (see also section 6.2), with which your browser can be recognized via various websites. Depending on the service provider, it may also be possible for you to be recognized online even when using different end devices (e.g. laptop and smartphone). This may be the case, for example, if you have registered with a service that you use on several devices.

In addition to the data already mentioned, which is generated when websites are accessed (log file data, see section 6.1) and when cookies are used (section 6.2) and which may be passed on to the companies involved in the advertising networks, the following data in particular is used to select the advertising that is potentially most relevant to you:

- Information about you that you provided when registering or using a service of advertising partners (e.g. partner services (e.g. your gender, your age group), and
- User behavior (e.g. search queries, interactions with advertising, types of websites visited, products or services viewed and purchased, newsletters subscribed to)

We and our service providers use this data to recognize whether you belong to the target group we are addressing and take this into account when selecting advertisements. For example, after you have visited our site, you may be shown ads for the products or services you have consulted when you visit other sites (re-targeting). Depending on the scope of the data, a user profile may also be created that is automatically evaluated, with the ads being selected according to the information stored in the profile, such as membership of certain demographic segments or potential interests or behaviors. Such ads may be displayed to you on various channels, including our website or app (as part of on-site and in-app marketing) as well as ads that are placed via the online advertising networks we use, such as Google.

The data may then be analyzed for the purpose of billing the service provider and to assess the effectiveness of advertising measures in order to better understand the needs of our users and customers and to improve future campaigns. This may also include the information that the performance of an action (e.g. visiting certain sections of our website or sending information) is attributable to a specific advertisement. We also receive aggregated reports from the service providers

on advertising activities and information on how users interact with our website and our advertisements.

The legal basis for this data processing is your consent within the meaning of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time by rejecting or deactivating the relevant cookies in the settings of your web browser (see section 6.2). Further options for blocking advertising can also be found in the information provided by the respective service provider, e.g. [Google](#).

6.6.2 Google Ads

This website uses the services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (Google) for online advertising, as explained in section 6.6.1. Google uses cookies for this purpose ([see the list here](#)), which enable your browser to be recognized when you visit other websites. The information generated by the cookies about your visit to our websites (including your IP address) is transmitted to a Google server in the USA and stored there (see sections 5.2 and 5.3 for more information, in particular on the lack of an adequate level of data protection and the guarantees provided). Further information on data protection at Google can be found [here](#).

The legal basis for this data processing is your consent within the meaning of Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time by rejecting or deactivating the relevant cookies in the settings of your web browser (see section 6.2). Further options for blocking advertising can be found [here](#).

7. Retention periods

We only store personal data for as long as is necessary to carry out the processing described in this data protection declaration within the scope of our legitimate interest. In the case of contractual data, storage is prescribed by statutory retention obligations. Requirements that oblige us to store data result from accounting regulations and tax law provisions. According to these regulations, business communication, concluded contracts and accounting documents must be stored for up to 10 years. If we no longer need this data to perform the services for you, the data will be blocked. This means that the data may then only be used if this is necessary for the fulfillment of retention obligations or for the defense and enforcement of our legal interests. The data will be deleted as soon as there is no longer an obligation to retain it and there is no longer a legitimate interest in retaining it.

8. Data security

We use suitable technical and organizational security measures to protect your personal data stored by us against loss and unlawful processing, including unauthorized access by third parties. Our employees and the service companies commissioned by us are obliged by us to maintain confidentiality and data protection. Furthermore, these persons are only granted access to personal data to the extent necessary to fulfill their tasks.

Our security measures are continuously adapted in line with technological developments. However, the transmission of information via the Internet and electronic means of communication always involves certain security risks and we can therefore not provide an absolute guarantee for the security of information transmitted in this way.

9. Your rights

If the legal requirements are met, you have the following rights as a person affected by data processing:

Right of access: You have the right to request access to your personal data stored by us at any time free of charge if we process it. This gives you the opportunity to check what personal data we process about you and whether we process it in accordance with the applicable data protection regulations.

Right to rectification: You have the right to have inaccurate or incomplete personal data rectified and to be informed of the rectification. In this case, we will also inform the recipients of the data concerned about the adjustments we have made, unless this is impossible or involves disproportionate effort.

Right to erasure: You have the right to have your personal data erased under certain circumstances. In individual cases, particularly in the case of statutory retention obligations, the right to erasure may be excluded. In this case, the data may be blocked instead of erased if the conditions are met.

Right to restriction of processing: You have the right to request that the processing of your personal data be restricted.

Right to data portability: You have the right to receive from us, free of charge, the personal data that you have provided to us in a readable format.

Right to object: You can object to data processing at any time, in particular to data processing in connection with direct marketing (e.g. marketing e-mails).

Right to withdraw consent: In principle, you have the right to withdraw your consent at any time. However, processing activities based on your consent in the past will not become unlawful as a result of your revocation.

To exercise these rights, please send us an email to the following address:

kontakt@profilia-zuerich.ch.

Right to lodge a complaint: You have the right to lodge a complaint with a competent supervisory authority, e.g. against the way in which we process your personal data.