

KMU Digitalwerk

User Information on Processing by Artificial Intelligence

Transparency information on the use of AI systems

Date: 17 June 2026

Note: This document is general user information for an SME website and does not replace individual legal advice.

1. General information

KMU Digitalwerk uses selected digital tools that may be based on artificial intelligence or automated data processing. These tools help us make internal processes more efficient, respond to enquiries more quickly, prepare content, structure information and improve our services.

Artificial intelligence is used responsibly, for specified purposes and in compliance with applicable legal requirements, in particular the Swiss Federal Act on Data Protection, where applicable the European Union General Data Protection Regulation, and relevant transparency requirements connected with the EU AI Act.

2. Purposes of using AI

Artificial intelligence may be used by KMU Digitalwerk in particular for the following purposes:

- Supporting the handling of customer enquiries
- Creating, revising or structuring texts
- Analysing and summarising documents or information
- Improving internal administrative processes
- Supporting marketing, communication or service processes
- Preparing decision-making information
- Quality assurance and process optimisation

We do not use AI systems to make final legal, financial or materially personal evaluations of individuals without human review, unless this is expressly described and permitted by law.

3. Data that may be processed

Depending on the specific use, the following categories of data may be processed:

- Contact data, for example name or email address
- Content data from enquiries, forms, messages or documents
- Technical usage data, for example the time of the enquiry or the communication channel used
- Business information that you voluntarily provide to us
- Publicly available information or information lawfully collected by us

We take care to use only the data that is necessary for the relevant purpose. Particularly sensitive personal data is processed only where this is necessary, lawful and appropriately protected.

4. Transparency in AI-supported communication

If you interact directly with an AI-supported system, for example a chatbot or automated assistant, we will inform you in an appropriate manner.

AI-generated content may be reviewed, adjusted or approved by us before it is published or provided to you. Content that has been substantially created or modified by AI and may be relevant to users will be labelled accordingly where required.

5. No solely automated decisions with significant effect

We do not make solely automated decisions that have legal effects or similarly significant effects on you without appropriate human review.

AI systems are generally used as supporting tools. Responsibility for significant decisions remains with the competent persons within our company.

6. Use of external AI service providers

For certain functions, external providers of AI or cloud services may be used. Data may be transferred to or processed by these providers.

We select such providers carefully and ensure that appropriate contractual, technical and organisational safeguards are in place. Where required, data processing agreements, data protection agreements or comparable legal arrangements are concluded.

Data is transferred to countries outside Switzerland or the European Economic Area only where a suitable legal basis or appropriate safeguards exist.

7. Data security

We take appropriate technical and organisational measures to protect data against unauthorised access, loss, misuse or alteration.

Such measures may include access restrictions, role and authorisation concepts, logging, encryption, internal policies and employee training.

8. Data quality and human oversight

AI systems may produce incorrect, incomplete or misleading results. We review AI-generated results on a risk-based basis and apply human oversight where this is required due to the purpose, the data involved or possible effects.

Users should not treat important information, offers, recommendations or statements based solely on AI-generated content as binding unless they have been expressly confirmed by us.

9. Your rights

Where personal data is concerned, you have the rights provided by applicable data protection law, in particular the right of access, rectification, deletion, restriction of processing, objection and, where applicable, data disclosure or data portability.

If you have questions about the processing of your data or the use of AI, you can contact us at any time.

10. Responsible entity

The entity responsible for the use of AI and the related data processing is:

KMU Digitalwerk
Kirchweg 17, 3324 Hindelbank, Schweiz
info@kmu-digitalwerk.ch

11. Changes to this information

We may update this user information if our AI systems, our processes or the legal requirements change. The current version published on our website applies.