

Privacy Notice under the Swiss FADP / DSG

KMU Digitalwerk

Version: 1.0

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Company: KMU Digitalwerk

Address: Kirchweg 17, 3324 Hindelbank, Switzerland

Email: info@kmu-digitalwerk.ch

Website: <https://www.kmu-digitalwerk.ch>

1. Purpose of this Privacy Notice

This Privacy Notice explains how KMU Digitalwerk collects, uses, stores, discloses and protects personal data in accordance with the Swiss Federal Act on Data Protection, also known as the DSG or FADP.

This notice applies to:

- visitors to our website;
- customers, prospective customers and interested parties;
- suppliers, business partners and service providers;
- persons who contact us by email, form or other communication channels;
- users of our digital services, where applicable.

Where the EU General Data Protection Regulation, the UK GDPR or other data protection laws apply in addition to Swiss legislation, we also comply with those requirements to the extent relevant.

2. Controller

The controller responsible for processing personal data is:

KMU Digitalwerk

Kirchweg 17

3324 Hindelbank

Switzerland

Email: info@kmu-digitalwerk.ch

Website: <https://www.kmu-digitalwerk.ch>

If you have any questions about this Privacy Notice or the processing of your personal data, you may contact us at the email address stated above.

3. Personal Data We Process

Depending on your relationship with us, we may process the following categories of personal data:

3.1 Contact and identification data

- first and last name;
- company name;
- function or professional role;
- postal address;
- email address;

- communication preferences.

3.2 Contract and business data

- information about offers, orders, contracts and services;
- billing and payment information;
- project and service information;
- correspondence with customers, suppliers and partners;
- notes on meetings, support requests or service interactions.

3.3 Website and technical data

When you visit our website, we may process technical data such as:

- IP address;
- browser type and browser version;
- device type and operating system;
- date and time of access;
- visited pages and referring pages;
- log files;
- cookie identifiers;
- approximate location information derived from technical data.

3.4 Communication data

When you contact us, we may process the following data:

- message content;
- email correspondence;
- contact form submissions;
- support requests;
- attachments or documents that you provide to us.

3.5 Marketing and analytics data

Where applicable, we may process the following data:

- newsletter subscription status;
- marketing preferences;
- campaign interaction data;
- website usage statistics;
- event registrations;
- responses to surveys or feedback forms.

3.6 Sensitive personal data

We do not intentionally collect sensitive personal data unless this is required for a specific service, required by law, or voluntarily provided by you. Sensitive personal data may include, for example, health data, religious or political views, biometric data, or data relating to administrative or criminal proceedings.

Where sensitive personal data is processed, we apply appropriate protective measures.

4. Purposes of Processing

We process personal data for the following purposes:

- providing our website, products and services;
- responding to enquiries and communication;
- preparing offers and entering into contracts;
- performing contracts with customers, suppliers and partners;
- invoicing, accounting and payment processing;
- customer support and maintaining customer relationships;
- improving our website, services and internal processes;
- IT security, fraud prevention and system monitoring;
- fulfilling legal, regulatory and compliance obligations;
- enforcing legal claims or defending against claims;
- marketing, newsletters and business development, where permitted.

We process personal data only to the extent required for the relevant purpose or where another legitimate basis exists.

5. Legal Basis and Processing Principles

Under Swiss data protection law, personal data must be processed lawfully, in good faith, proportionately and transparently.

We process personal data where:

- processing is necessary to provide our services or perform a contract;
- processing is necessary to respond to your enquiry;
- we have a legitimate business interest;
- processing is required by law or regulation;
- you have given your consent, where consent is required;
- processing is necessary to protect our rights or the rights of third parties.

Where we rely on consent, you may withdraw it at any time with effect for the future.

6. Cookies and Similar Technologies

Our website may use cookies and similar technologies to provide functions, improve user experience, analyze website usage and support marketing activities.

Cookies may include the following categories:

- strictly necessary cookies;
- preference cookies;
- analytics cookies;
- marketing or tracking cookies.

You can configure your browser to block or delete cookies. Some website functions may not work properly if cookies are disabled.

Where legally required, we obtain your consent before using non-essential cookies.

7. Analytics, Plugins and Third-Party Services

We may use third-party services for hosting, analytics, security, communication, marketing, payment processing or other operational purposes.

Examples may include:

- website hosting providers;
- email and communication tools;
- analytics tools;
- CRM systems;
- cloud storage providers;
- security and monitoring tools;
- social media or embedded content providers.

These providers may process personal data on our behalf or as independent controllers. We select service providers carefully and take appropriate contractual and technical measures to protect your personal data.

Third-party services currently used:

- OVH - hosting, domain and related technical infrastructure services.

8. Disclosure of Personal Data

We may disclose personal data to the following categories of recipients:

- employees and internal functions;
- IT and hosting providers;
- accounting, legal, tax and compliance advisors;
- banks and payment service providers;
- software and cloud service providers;
- marketing and communication service providers;
- public authorities, courts or supervisory bodies, where legally required;
- business partners, where this is necessary for service delivery.

We do not sell personal data.

9. International Data Transfers

We process personal data mainly in Switzerland and, where applicable, in countries of the European Economic Area.

If personal data is transferred to countries that do not provide an adequate level of data protection, we use suitable safeguards, such as:

- standard contractual clauses;
- contractual data protection obligations;
- technical and organizational measures;
- transfer risk assessments, where appropriate;
- consent, where legally valid and required.

International transfers may occur, for example, when we use hosting, cloud, support, analytics or communication providers located outside Switzerland.

10. Data Security

We take appropriate technical and organizational measures to protect personal data against unauthorized access, loss, misuse, alteration or disclosure.

These measures may include:

- access controls;
- password and authentication procedures;
- encryption, where appropriate;
- secure hosting environments;
- regular backups;
- logging and monitoring;
- confidentiality obligations;
- restriction of access based on the need-to-know principle.

No electronic transmission or storage is completely secure. However, we take appropriate measures to protect personal data according to the relevant risk.

11. Retention Periods

We retain personal data only for as long as this is necessary for the purposes described in this Privacy Notice or as required by law.

Typical retention periods include:

- contract and accounting data: generally up to 10 years, where required by law;
- business correspondence: according to legal and operational requirements;
- website logs: for a limited period required for security and technical operation;
- marketing data: until you unsubscribe or object;
- enquiry and communication data: for as long as necessary to respond to and document the communication.

After expiry of the applicable retention period, personal data is deleted, anonymized or archived in accordance with legal and operational requirements.

12. Your Rights

Subject to the applicable legal requirements, you may have the following rights regarding your personal data:

- the right to request information on whether and how we process your personal data;
- the right to receive a copy of your personal data;
- the right to request correction of inaccurate personal data;
- the right to request deletion of personal data;
- the right to object to certain processing activities;
- the right to withdraw consent, where processing is based on consent;
- the right to request restriction of processing, where applicable;
- the right to data portability, where applicable;
- the right to lodge a complaint with the competent supervisory authority.

In Switzerland, the competent authority is the Federal Data Protection and Information Commissioner, FDPIC.

To exercise your rights, please contact us at:

info@kmu-digitalwerk.ch

We may need to verify your identity before responding to a request.

13. Automated Decisions and Profiling

We do not use personal data for automated individual decisions that produce legal effects or similarly significantly affect you.

We do not use automated decision-making or high-risk profiling.

If we use profiling or automated decision-making in the future, we will inform you transparently and comply with the applicable legal requirements.

14. Newsletter and Marketing Communication

If you subscribe to our newsletter or consent to receiving marketing communication, we may process your contact details and interaction data for marketing purposes.

You may unsubscribe at any time using the unsubscribe link in the email or by contacting us directly.

After unsubscribing, we may retain limited data to ensure that you no longer receive marketing communication.

15. Contact Forms and Email Communication

If you contact us via a form, by email or through another communication channel, we process the information you provide in order to respond to your enquiry and handle the communication.

Please note that unencrypted email communication may not be fully secure. Do not send confidential or sensitive information by email unless suitable protective measures are used.

16. Social Media

We may operate profiles on social media platforms. If you interact with us on these platforms, the platform provider may also process your personal data in accordance with its own privacy notice.

We are responsible only for the personal data processing that we carry out ourselves as part of our social media presence.

17. Links to Third-Party Websites

Our website may contain links to external websites. We are not responsible for the privacy practices, content or security of third-party websites.

Please read the privacy notices of those websites before providing personal data.

18. Changes to this Privacy Notice

We may update this Privacy Notice from time to time, for example if our processing activities change or legal requirements are amended.

The current version is published on our website.

19. Contact

If you have any questions about this Privacy Notice or the processing of your personal data, please contact:

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3324 Hindelbank
Switzerland

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