

# Privacy policy

Thank you for visiting our website socialelite.ch and for your interest in our company.

The protection of your personal data, such as date of birth, name, telephone number, address, etc., is important to us.

The purpose of this privacy policy is to inform you about the processing of your personal data that we collect from you when you visit our site. Our data protection practices are in accordance with the legal regulations of the Swiss Federal Data Protection Act (FADP) and the EU's General Data Protection Regulation (GDPR). The following data protection declaration serves to fulfil the information obligations arising from the FADP and the GDPR. These can be found, for example, in Art. 19 ff. FADP as well as Art. 13 ff. of the GDPR.

## Owner or responsible person

The controller within the meaning of Art. 5 let. j FADP or Art. 4 no. 7 GDPR is the person who alone or jointly with others decides on the purposes and means of the processing of personal data. The controller pursuant to Art. 4 No. 7 GDPR is also the recipient of the personal data within the meaning of Art. 4 No. 9 GDPR. Any third party recipient shall be identified separately.

With regard to our website, the owner or responsible person is:

Social Elite Cardoso de Almeida

Uetlibergstrasse 109

8045 Zurich

Switzerland

E-mail: [info@socialelite.ch](mailto:info@socialelite.ch)

Tel: +41 78 203 13 44

## Provision of the website and creation of log files

Each time our website is accessed, our system automatically collects data and information from the device (e.g. computer, mobile phone, tablet, etc.) used to access it.

### What personal data is collected and to what extent is it processed?

- (1) Information about the browser type and version used;
- (2) The operating system of the retrieval device;
- (3) Host name of the accessing computer;
- (4) The IP address of the retrieval device;
- (5) Date and time of access;
- (6) Websites and resources (images, files, other page content) accessed on our website;
- (7) Websites from which the user's system accessed our website (referrer tracking);

- (8) Message whether the retrieval was successful;
- (9) Amount of data transmitted

This data is stored in the log files of our system. This data is not stored together with the personal data of a specific user, so that individual site visitors cannot be identified.

### **Legal basis for the processing of personal data**

Personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (Art. 6 para. 2 FADP or Art. 2 CC) as well as Art. 6 para. 1 lit. f GDPR (legitimate interest).

### **Purpose of data processing**

The temporary (automated) storage of data is necessary for the course of a website visit in order to enable delivery of the website. The storage and processing of personal data is also carried out to maintain the compatibility of our website for as many visitors as possible and to combat abuse and eliminate malfunctions. For this purpose, it is necessary to log the technical data of the accessing computer in order to be able to react as early as possible to display errors, attacks on our IT systems and/or errors in the functionality of our website. In addition, we use the data to optimise the website and to generally ensure the security of our information technology systems.

### **Duration of storage**

The deletion of the aforementioned technical data takes place as soon as they are no longer required to ensure the compatibility of the website for all visitors, but no later than 3 months after accessing our website.

### **Possibility of restriction, objection, correction and deletion**

You may at any time request the restriction of processing pursuant to Art. 18 GDPR or object to processing pursuant to Art. 21 GDPR as well as request the correction or deletion of data pursuant to Art. 16 or 17 GDPR. You can find out which rights you have and how to exercise them in the lower section of this privacy policy.

## **Special functions of the website**

Our site offers you various functions, during the use of which personal data is collected, processed and stored by us. We explain below what happens to this data:

### **Booking request form**

- **Scope of the processing of personal data**

We will process the data you enter in our booking request form (date, number of persons, etc.) to fulfil the following purpose.

- **Legal basis for the processing of personal data**

Personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (para. 2 FADP or Art. 2 CC) as well as Art. 6 para. 1 lit. b GDPR (implementation of (pre)contractual measures).

- **Purpose of data processing**

A pre-contractual exchange of information is necessary in order to check your booking so that we can prepare for the possible conclusion of a contract at a later date.

- **Duration of storage**

The data is deleted as soon as it is no longer required for processing the booking and there are no longer any legal retention obligations.

- **Possibility of objection, processing, correction and deletion**

You can restrict processing in accordance with Article 18 of the GDPR, object to processing in accordance with Article 21 of the GDPR and request correction or deletion of data in accordance with Article 16 or 17 of the GDPR at any time. You can find out which rights you have and how to exercise them in the lower section of this data protection declaration.

- **Necessity of providing personal data**

The information in the booking request form is required in order to process your booking properly. If you do not fill in the required fields or do not fill them in completely, we will not be able to process your booking request.

## Comment function

- **What personal data is collected and to what extent is it processed?**

The personal data you leave in your comment, e.g. the content of your comment, your name or pseudonym, your e-mail address, etc., will not be passed on to third parties.

- **Legal basis for the processing of personal data**

Personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (Art. 6 para. 2 FADP or Art. 2 CC) as well as Art. 6 para. 1 lit. a FADP (consent through unambiguous confirmatory action or conduct).

- **Purpose of data processing**

Acceptance and publication of your comment on our website.

- **Duration of storage**

Your comment will be stored and published for an unlimited period of time. We reserve the right to delete them without giving reasons and without prior or subsequent information.

- **Possibility of restriction, objection, correction and deletion**

You can delete your own comments yourself. If this does not work, you can have us delete them at any time. Please contact us for this purpose.

You may at any time request the restriction of processing pursuant to Art. 18 GDPR or object to processing pursuant to Art. 21 GDPR as well as request the correction or deletion of data pursuant to Art. 16 or 17 GDPR. You can find out which rights you have and how to exercise them in the lower section of this privacy policy.

- **Necessity of providing personal data**

The use of the comment function is not required by law and is also not necessary for the conclusion of a contract. You create comments for your own reasons and declare your consent to publication directly by sending them. If you disclose personal information, you do so on your own initiative and responsibility. The use of the comment function is on a voluntary basis. You are not obliged to post a comment on our site. If you wish to leave a comment, you must fill in the fields marked as required. If you do not enter the necessary information, your comment cannot be published.

## Contact form(s)

- **What personal data is collected and to what extent is it processed?**

The data you have entered in our contact forms, which you have entered in the input mask of the contact form.

- **Legal basis for the processing of personal data**

Personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (Art. 6 para. 2 FADP or Art. 2 CC) as well as Art. 6 para. 1 lit. a FADP (consent through unambiguous confirmatory action or behaviour).

- **Purpose of data processing**

We will only use the data collected via our contact form or contact forms for processing the specific contact request received through the contact form. Please note that in order to fulfil your contact request, we may also send you e-mails to the address you have provided. The purpose of this is so that you can receive confirmation from us that your enquiry has been correctly forwarded to us. However, the sending of this confirmation e-mail is not obligatory for us and is only for your information.

- **Duration of storage**

After processing your request, the collected data will be deleted immediately, unless there are legal retention periods.

- **Possibility of restriction, objection, correction and deletion**

You may at any time request the restriction of processing pursuant to Art. 18 GDPR or object to processing pursuant to Art. 21 GDPR as well as request the correction or deletion of data pursuant to Art. 16 or 17 GDPR. You can find out which rights you have and how to exercise them in the lower section of this privacy policy.

- **Necessity of providing personal data**

The use of the contact forms is on a voluntary basis. You are not obliged to contact us via the contact form, but can also use the other contact options provided on our website. If you wish to use our contact form, you must fill in the fields marked as mandatory. If you do not fill in the required information on the contact form, you will either not be able to send the enquiry or we will not be able to process your enquiry due to a lack of information.

## Login area / Registration

- **Scope of personal data processing and personal data collected**

The registration and login details you have entered with us or have been provided to you.

- **Legal basis for the processing of personal data**

Personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (Art. 6 para. 2 FADP or Art. 2 CC) as well as Art. 6 para. 1 lit. b FADP (implementation of (pre)contractual measures).

- **Purpose of data processing**

You have the option of using a separate login area on our website. In order for us to check your authorisation to use the protected area or the protected documents, you must enter your login data (e-mail or user name and password) in the corresponding form. If required, we can send you your login data or the option to reset the password by e-mail on request.

- **Duration of storage**

The data collected will be stored for as long as you maintain a user account with us.

- **Possibility of restriction, objection, correction and deletion**

You may at any time request the restriction of processing pursuant to Art. 18 GDPR or object to processing pursuant to Art. 21 GDPR as well as request the correction or deletion of data pursuant to Art. 16 or 17 GDPR. You can find out which rights you have and how to exercise them in the lower section of this privacy policy.

- **Necessity of providing personal data**

Certain pages and their contents are not publicly accessible. Via the login area on our site, certain users can gain access to the protected area. The use of the content protected by the login area is not possible without entering personal data. If you wish to use our login area, you must fill in the fields marked as mandatory (user name and password). The entry of the data requires the existence of a user account. Registration is not possible if the data you have entered is incorrect. If the data you enter is incorrect or not entered at all, the protected area cannot be used. However, the rest of the site can still be used without a login.

## Newsletter registration form

- **What personal data is collected and to what extent is it processed?**

By registering for the newsletter on our website, we receive the e-mail address entered by you in the registration field and, if applicable, further contact data, provided that you communicate this to us via the newsletter registration form.

- **Legal basis for the processing of personal data**

Personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (Art. 6 para. 2 FADP or Art. 2 CC) as well as Art. 6 para. 1 lit. a FADP (consent through unambiguous confirmatory action or conduct).

- **Purpose of data processing**

The data recorded in the registration mask of our newsletter will be used by us exclusively for sending our newsletter, in which we inform you about all our services and our news. After registration, we will send you a confirmation e-mail containing a link that you must click to complete the registration for our newsletter (double opt-in). By doing so, you give your consent to data processing in accordance with Art. 6 para. 6 FADP.

- **Duration of storage**

You can unsubscribe from our newsletter at any time by clicking on the unsubscribe link, which is also included in every newsletter. Your data will be deleted by us immediately after unsubscribing, provided that there are no legal retention obligations. Likewise, your data will be deleted by us immediately in the event that your subscription is not completed. We reserve the right to delete without giving reasons and without prior or subsequent information.

- **Possibility of restriction, objection, correction and deletion**

You may at any time request the restriction of processing pursuant to Art. 18 GDPR or object to processing pursuant to Art. 21 GDPR as well as request the correction or deletion of data pursuant to Art. 16 or 17 GDPR. You can find out which rights you have and how to exercise them in the lower section of this privacy policy.

- **Necessity of providing personal data**

If you would like to use our newsletter, you must fill in the fields marked as mandatory and confirm your e-mail address by clicking on the double opt-in link. The newsletter registration details are necessary in order to be able to make use of the newsletter offer. The information is used exclusively for sending our newsletter. If you do not fill in the mandatory fields, we will not be able to provide you with our newsletter service.

## Appointment booking form

- **Scope of the processing of personal data**

The data you enter on our appointment booking form.

- **Legal basis for the processing of personal data**

Personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (Art. 6 para. 2 FADP or Art. 2 CC) as well as Art. 6 para. 1 lit. b FADP (implementation of (pre)contractual measures).

- **Purpose of data processing**

We will only use the data recorded via our appointment booking form to process appointment requests received through the appointment booking form.

- **Duration of storage**

Your appointment booking will be deleted by us immediately after the expiry of 12 months after the appointment was scheduled, insofar as no statutory retention obligations exist. We reserve the right to delete your data without giving reasons and without prior or subsequent information.

- **Possibility of restriction, objection, correction and deletion**

You may at any time request the restriction of processing pursuant to Art. 18 GDPR or object to processing pursuant to Art. 21 GDPR as well as request the correction or deletion of data pursuant to Art. 16 or 17 GDPR. You can find out which rights you have and how to exercise them in the lower section of this privacy policy.

- **Necessity of providing personal data**

The use of our appointment booking form is necessary if you wish to book an appointment with us online. You must provide certain mandatory information for online booking. If you do not fill in the mandatory information completely, your appointment booking cannot be accepted or processed.

## **Disclosure of information to third parties**

Personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (Art. 6 para. 2 FADP and Art. 2 CC).

The disclosure of information to third parties depends on the scope of the activities or offers of our website or our business model described below.

As a matter of principle, we only keep your information for as long as necessary and treat it confidentially. Exceptions to this are the transfer of personal data to debt collection service providers, to public bodies and authorities and to private individuals, who have a right to it due to legal regulations, court decisions or official orders as well as the transfer to authorities for the purpose of initiating legal proceedings or for law enforcement purposes if our legally protected rights are attacked.

## **Statistical analysis of visits to this website - Webtracker**

We collect, process and store the following data when this website or individual files on the website are accessed: IP address, website from which the file was accessed, name of the file, date and time of access, amount of data transferred and report on the success of the access (so-called web log). We use this access data exclusively in non-personalised form for the continuous improvement of our website and for statistical purposes.

Any personal data is processed in accordance with the principle of legality (Art. 6 para. 1 FADP) and the principle of good faith (Art. 6 para. 2 FADP and Art. 2 CC). We also use the following web trackers to evaluate visits to this website:

- **Airbrake**

We use on our site the service Airbrake of the company Airbrake Technologies, Inc., 98 San Jacinto Blvd, Suite 1300, 78701 Austin, United States, e-mail: [privacy@airbrake.io](mailto:privacy@airbrake.io), website: <https://airbrake.io/>. Your personal data will be transferred to so-called insecure third countries which do not guarantee adequate data protection through their legislation. Your data will only be transferred if appropriate data protection is guaranteed. This can be guaranteed by:

- contracts under international law
- Data protection clauses in a contract between the controller or processor and his contractual partner, which have been notified in advance to the FDPIC
- specific safeguards drawn up by the competent federal body and communicated in advance to the FDPIC

- Standard data protection clauses which the FDPIC has approved, issued or recognised in advance, or
- binding internal company data protection regulations which have been approved in advance by the FDPIC or by an authority responsible for data protection in a state which guarantees adequate protection

If such guarantees do not exist, your data may only be disclosed if you have given your consent, if the disclosure is directly related to the conclusion or performance of a contract, or if the disclosure is necessary in the context of the enforcement of claims before courts and authorities or to protect public interests. From the EU's perspective, the data processing takes place in a third country for which there is no adequacy decision by the EU Commission. Therefore, the usual level of protection for the GDPR cannot be guaranteed for the transfer, as it cannot be ruled out that in the third country, e.g. authorities can access the collected data. Your data can only be transferred to these third countries if it is ensured that the personal data are sufficiently protected at the recipient's. This can be done through the use of standard contractual clauses, in the case of data transfers within a corporate group through so-called Binding Corporate Rules, through an obligation to comply with codes of conduct that have been declared generally applicable by the Commission or through certification of the processing operation.

The legal basis for the transmission of personal data is your consent pursuant to Art. 6 para. 6 FADP or Art. 31 para. 2 FADP and pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, which you have given on our website.

The service is used for error monitoring of applications used by us, so that errors with the applications can be found and corrected more quickly.

You can revoke your consent at any time. You will find more information on revoking your consent either with the consent itself or at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://airbrake.io/privacy>.

- **Google**

We use on our site the service Google of the company Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland, e-mail: [support-deutschland@google.com](mailto:support-deutschland@google.com), website: <https://www.google.com/>. According to the assessment of Swiss authorities, the processing takes place in safe third countries. You can find the list of countries in Switzerland and further information at the following link: <https://www.edoeb.admin.ch/edoeb/de/home/datenschutz/handel-und-wirtschaft/uebermittlung-ins-ausland.html>. Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF - [https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fdd\\_en](https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fdd_en)). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission of personal data is your consent pursuant to Art. 6 para. 6 FADP or Art. 31 para. 2 FADP and pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, which you have given on our website.

We use Google in order to be able to load further services from Google on the website. The service is used to provide further Google services, such as the data processing required for the provision of streams and fonts and relevant Google search content. It is technically required in order to be able to exchange the site visitor's information already available to Google between the Google services and to be able to provide the site visitor with individual content adapted to his or her Google account.

For the processing itself, the service or we collect the following data: Background data stored in the Google user account or at other Google services about the page visitor, background data for the provision of Google services such as streaming data or advertising data, data about the page user's use of Google search, details of the terminal device used, the IP address and the user's browser and other data from Google services for the provision of Google services related to our website.

If the service is activated on our website, our website establishes a connection to the servers of Google Ireland Limited and transmits the required data. As part of order processing, personal data may also be transmitted to the servers of Google LLC, 1600 Amphitheatre Parkway, 94043 Mountain View, United States. When using the Google service on our website, Google may transmit and process information from other Google services in order to provide background services for the display and data processing of the services provided by Google. For this purpose, data may also be transferred to the Google services Google APIs, Doubleclick, Google Cloud, Google Ads and Google Fonts in accordance with the Google Privacy Policy. You can view the provider's certification under the EU-US Data Privacy Framework at <https://www.dataprivacyframework.gov/list>.

You can revoke your consent at any time. You will find more information on revoking your consent either with the consent itself or at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://policies.google.com/privacy>.

The provider also offers an opt-out option at <https://support.google.com/My-Ad-Center-Help/answer/12155451?hl=de>.

## • **Gstatic**

We use on our site the service Gstatic of the company Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland, e-mail: [support-deutschland@google.com](mailto:support-deutschland@google.com), website: <https://www.google.com/>. According to the assessment of Swiss authorities, the processing takes place in safe third countries. You can find the list of countries in Switzerland and further information at the following link: <https://www.edoeb.admin.ch/edoeb/de/home/datenschutz/handel-und-wirtschaft/uebermittlung-ins-ausland.html>. Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF - [https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fdd\\_en](https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fdd_en)). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission of personal data is your consent pursuant to Art. 6 para. 6 FADP or Art. 31 para. 2 FADP and pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, which you have given on our website.

Gstatic is a background service used by Google to retrieve static content in order to reduce bandwidth usage and preload required catalogue files. In particular, the service loads background data for Google Fonts and Google Maps.

As part of the order processing, personal data may also be transmitted to the servers of Google LLC, 1600 Amphitheatre Parkway, 94043 Mountain View, United States. You can access the provider's certification under the EU-US Data Privacy Framework at <https://www.dataprivacyframework.gov/list>.

You can revoke your consent at any time. You will find more information on revoking your consent either with the consent itself or at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://policies.google.com/privacy>.

The provider also offers an opt-out option at <https://support.google.com/My-Ad-Center-Help/answer/12155451?hl=de>.

## • **Jetpack / Wordpress Stats**

We use the service Jetpack / Wordpress Stats of the company Aut O'matic A8c Ireland Limited, 25 Herbert Pl, D02 AY86 Dublin, Ireland, website: <https://de.jetpack.com/> on our site. According to the assessment of Swiss authorities, the processing takes place in safe third countries. You can find the list of countries in Switzerland and further information at the following link: <https://www.edoeb.admin.ch/edoeb/de/home/datenschutz/handel-und-wirtschaft/uebermittlung-ins-ausland.html>.

Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF - [https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddfe\\_en](https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddfe_en)). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission of personal data is your consent pursuant to Art. 6 para. 6 FADP or Art. 31 para. 2 FADP and pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, which you have given on our website.

The service is a plugin that we need as part of WordPress for our website. The service helps us, for example, to load content on our website faster, to attract new site visitors, to improve the search function, to obtain statistics about visits to our website, to create backups of our website, to perform malware scans and to provide spam protection,

The certification of the parent company Automattic Inc within the framework of the EU-US Data Privacy Framework can be found at <https://www.dataprivacyframework.gov/list>.

You can revoke your consent at any time. You will find more information on revoking your consent either with the consent itself or at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://automattic.com/de/privacy/>.

## • **OneTrust**

We use on our site the service OneTrust of the company OneTrust, LLC., 1200 Abernathy Road, 30328 Atlanta, United States, e-mail: [info@onetrust.com](mailto:info@onetrust.com), website: <https://www.onetrust.com/>. Your personal data will be transferred to so-called insecure third countries which do not guarantee adequate data protection through their legislation. Your data will only be transferred if appropriate data protection is guaranteed. This can be guaranteed by:

- contracts under international law
- Data protection clauses in a contract between the controller or processor and his contractual partner, which have been notified in advance to the FDPIC
- specific safeguards drawn up by the competent federal body and communicated in advance to the FDPIC
- Standard data protection clauses which the FDPIC has approved, issued or recognised in advance, or
- binding internal company data protection regulations which have been approved in advance by the FDPIC or by an authority responsible for data protection in a state which guarantees adequate protection

If such guarantees do not exist, your data may only be disclosed if you have given your consent, if the disclosure is directly related to the conclusion or performance of a contract, or if the disclosure is necessary in the context of the enforcement of claims before courts and authorities or to protect public interests. Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU

Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF - [https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddf\\_en](https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddf_en)). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission and processing is Art. 31 para. 1 FADP and Art. 6 para. 1 lit. c GDPR. The use of the service helps us to comply with our legal obligations.

By integrating OneTrust, we fulfil our legal obligation with regard to the consent management required for cookies.

You can access the provider's certification under the EU-US Data Privacy Framework at <https://www.dataprivacyframework.gov/list>.

You can find out what rights you have with regard to processing at the end of this privacy statement.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://www.onetrust.com/privacy-notice/>.

## **Integration of external web services and processing of data outside the EU**

On our website, we use active content from external providers, so-called web services. By calling up our website, these external providers may receive personal information about your visit to our website. This may involve the processing of data outside of Switzerland and the EU. You can prevent this by installing an appropriate browser plug-in or deactivating the execution of scripts in your browser. This may result in functional restrictions on Internet pages that you visit.

We use the following external web services:

- Amazon CloudFront (CDN)**

We use on our site the service Amazon CloudFront (CDN) of the company Amazon Web Services EMEA SARL, 38 avenue John F. Kennedy, L-1855 Luxembourg, Luxembourg, e-mail: [privacyshield@amazon.com](mailto:privacyshield@amazon.com), website: <https://aws.amazon.com/de/cloudfront/>. According to the assessment of Swiss authorities, the processing takes place in safe third countries. You can find the list of countries in Switzerland and further information at the following link: <https://www.edoeb.admin.ch/edoeb/de/home/datenschutz/handel-und-wirtschaft/uebermittlung-ins-ausland.html>. Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF - [https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddf\\_en](https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddf_en)). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission of personal data is our legitimate interest in processing pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in achieving the purpose described below.

Amazon CloudFront CDN is a content delivery network that mirrors our content across multiple servers to ensure optimal accessibility worldwide.

You can access the provider's certification under the EU-US Data Privacy Framework at <https://www.dataprivacyframework.gov/list>.

With regard to the processing, you have the right of objection listed in Art. 21 GDPR. You can find more information at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at [https://aws.amazon.com/de/privacy/?nc1=f\\_pr](https://aws.amazon.com/de/privacy/?nc1=f_pr).

## • **Calendly**

We use on our site the service Calendly of the company Calendly LLC, 1315 Peachtree St NE, GA 30309 Atlanta, United States, e-mail: [support@calendly.com](mailto:support@calendly.com), website: <https://calendly.com/>. Your personal data will be transferred to so-called insecure third countries which do not guarantee adequate data protection through their legislation. Your data will only be transferred if appropriate data protection is guaranteed. This can be guaranteed by:

- contracts under international law
- Data protection clauses in a contract between the controller or processor and his contractual partner, which have been notified in advance to the FDPIC
- specific safeguards drawn up by the competent federal body and communicated in advance to the FDPIC
- Standard data protection clauses which the FDPIC has approved, issued or recognised in advance, or
- binding internal company data protection regulations which have been approved in advance by the FDPIC or by an authority responsible for data protection in a state which guarantees adequate protection

If such guarantees do not exist, your data may only be disclosed if you have given your consent, if the disclosure is directly related to the conclusion or performance of a contract, or if the disclosure is necessary in the context of the enforcement of claims before courts and authorities or to protect public interests. From the EU's perspective, the data processing takes place in a third country for which there is no adequacy decision by the EU Commission. Therefore, the usual level of protection for the GDPR cannot be guaranteed for the transfer, as it cannot be ruled out that in the third country, e.g. authorities can access the collected data. Your data can only be transferred to these third countries if it is ensured that the personal data are sufficiently protected at the recipient's. This can be done through the use of standard contractual clauses, in the case of data transfers within a corporate group through so-called Binding Corporate Rules, through an obligation to comply with codes of conduct that have been declared generally applicable by the Commission or through certification of the processing operation.

The legal basis for the transmission of personal data is your consent pursuant to Art. 6 para. 6 FADP or Art. 31 para. 2 FADP and pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, which you have given on our website.

The service supports us by providing an online calendar to record and manage appointments booked or reserved by you.

You can revoke your consent at any time. You will find more information on revoking your consent either with the consent itself or at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://calendly.com/privacy>.

## • **CookieLaw**

We use the service CookieLaw of the company OneTrust Technology Ltd, 82 St John Street, EC1M 4JN London, United Kingdom, website: <https://www.cookie-law.org/> on our site. According to the assessment of Swiss authorities, the processing takes place in safe third countries. You can find the list of countries in Switzerland and further information at the following

link: <https://www.edoeb.admin.ch/edoeb/de/home/datenschutz/handel-und-wirtschaft/uebermittlung-ins-ausland.html>. The processing also takes place in a third country outside the EU. For this third country, there is an adequacy decision of the Commission. On the page of the EU Commission (link: [https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions\\_de](https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_de)) you will find an up-to-date list of all adequacy decisions.

The legal basis for the transmission and processing is Art. 31 para. 1 FADP and Art. 6 para. 1 lit. c GDPR. The use of the service helps us to comply with our legal obligations.

By integrating Cookielaw, we fulfil our legal obligation with regard to the consent management required for cookies.

You can find out what rights you have with regard to processing at the end of this privacy statement.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://www.cookie-law.org/privacy-policy/>.

## • Google reCaptcha

We use on our site the service Google reCaptcha of the company Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland, e-mail: [support-deutschland@google.com](mailto:support-deutschland@google.com), website: <https://www.google.com/>. According to the assessment of Swiss authorities, the processing takes place in safe third countries. You can find the list of countries in Switzerland and further information at the following link: <https://www.edoeb.admin.ch/edoeb/de/home/datenschutz/handel-und-wirtschaft/uebermittlung-ins-ausland.html>. Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF - [https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddfe\\_en](https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddfe_en)). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission of personal data is your consent pursuant to Art. 6 para. 6 FADP or Art. 31 para. 2 FADP and pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, which you have given on our website.

If Google reCaptcha is activated on our website, the data determined by Google reCaptcha will be transmitted to servers of the company Google Ireland Limited. As part of the order processing, personal data may also be transmitted to the servers of the parent company Google LLC, 1600 Amphitheatre Parkway, 94043 Mountain View, United States. based on specific characteristics and an analysis of page behaviour, the service recognises whether the entries made are automated entries by means of a programme (so-called bot) or human. The service has three different levels. Either the service automatically recognises that the input is not automated by a bot or it lets the user select a captcha checkbox. A third option is the display of small image or voice tasks / text tasks that have to be solved by the site visitor. Google reCaptcha is a capcha service that is used on our website for security reasons to prevent bots (robot programs) from interacting with our website. Google reCaptcha verifies on our behalf that only humans and not bots can use our website. This enables us to protect the special functions of our website (e.g. contact forms or other input options such as the login area) from improper page access.

For the processing itself, the service or we collect the following data: User behaviour (e.g. mouse gestures or input behaviour), IP address, browser data, computer information.

If you wish to use the input options protected by Google reCaptcha on our website, you must allow the use of Google reCaptcha and, if necessary, solve the corresponding captchas. If you do not fill in the captcha or do not allow the use of Google reCaptcha, you will not be able to use the form protected by the captcha. Alternatively, you can always use our other contact options (e.g. post or email). You can access the provider's certification under the EU-US Data Privacy Framework at <https://www.dataprivacyframework.gov/list>.

You can revoke your consent at any time. You will find more information on revoking your consent either with the consent itself or at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://policies.google.com/privacy>.

The provider also offers an opt-out option at <https://support.google.com/My-Ad-Center-Help/answer/12155451?hl=de>.

- **Gravatar**

We use on our site the service Gravatar of the company Aut O'Mattic A8C Ireland Ltd., Grand Canal Dock, 25 Herbert Pl, D02 AY86 Dublin, Ireland, e-mail: [privacypolicyupdates@automattic.com](mailto:privacypolicyupdates@automattic.com), website: <https://de.gravatar.com/>. According to the assessment of Swiss authorities, the processing takes place in safe third countries. You can find the list of countries in Switzerland and further information at the following link: <https://www.edoeb.admin.ch/edoeb/de/home/datenschutz/handels-und-wirtschaft/uebermittlung-ins-ausland.html>. Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF - <https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddfen>). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission of personal data is your consent pursuant to Art. 6 para. 6 FADP or Art. 31 para. 2 FADP and pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, which you have given on our website.

Gravatar is a service for providing avatars across websites.

The certification of the parent company Automattic Inc. within the framework of the EU-US Data Privacy Framework can be found at <https://www.dataprivacyframework.gov/list>.

You can revoke your consent at any time. You will find more information on revoking your consent either with the consent itself or at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://automattic.com/privacy>.

The provider also offers an opt-out option at <https://automattic.com/privacy>.

- **Legally ok Rechtstextsnippet und Module**

We use on our site the service Legally ok Rechtstextsnippet und Module of the company Legally ok GmbH, Schochenmühlestrasse 6, 6340 Baar, Switzerland, e-mail: [hello@legally-ok.com](mailto:hello@legally-ok.com), website: <https://www.legally-ok.com/>. Processing is carried out exclusively in Switzerland in accordance with the data protection legislation applicable there. The processing also takes place in a third country outside the EU. For this third country, there is an adequacy decision of the Commission. On the page of the EU Commission (link: [https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions\\_de](https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_de)) you will find an up-to-date list of all adequacy decisions.

The legal basis for the transmission and processing is Art. 31 para. 1 FADP and Art. 6 para. 1 lit. c GDPR. The use of the service helps us to comply with our legal obligations.

With the help of the service, the contents of our legal texts are reloaded on our website. The respective current legal texts are reloaded via the integration on our page. This integration may also be used to reload further technical modules with regard to the legal texts or legally required elements.

You can find out what rights you have with regard to processing at the end of this privacy statement.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://www.legally-ok.com/datenschutz/>.

## • **Stripe**

We use on our site the service Stripe of the company Stripe Payments Europe Limited, The One Building, 1, Grand Canal Street Lower , D02 HD59 Dublin, Ireland, e-mail: [privacy@stripe.com](mailto:privacy@stripe.com), website: <https://stripe.com/>. According to the assessment of Swiss authorities, the processing takes place in safe third countries. You can find the list of countries in Switzerland and further information at the following link: <https://www.edoeb.admin.ch/edoeb/de/home/datenschutz/handel-und-wirtschaft/uebermittlung-ins-ausland.html>. From the EU's perspective, the data processing takes place in a third country for which there is no adequacy decision by the EU Commission. Therefore, the usual level of protection for the GDPR cannot be guaranteed for the transfer, as it cannot be ruled out that in the third country, e.g. authorities can access the collected data. Your data can only be transferred to these third countries if it is ensured that the personal data are sufficiently protected at the recipient's. This can be done through the use of standard contractual clauses, in the case of data transfers within a corporate group through so-called Binding Corporate Rules, through an obligation to comply with codes of conduct that have been declared generally applicable by the Commission or through certification of the processing operation.

The legal basis for the transmission of personal data is the contract already concluded or to be concluded between you and us pursuant to Art. 31 para. 2 let. a FADP and Art. 6 para. 1 let. b GDPR.

The plugin allows us to implement the services of Stripe, an online payment service provider that enables businesses and individuals to accept payments over the internet, on our website. This simplifies and automates payment processes.

The certification of the parent company within the framework of the EU-US Data Privacy Framework can be found at <https://www.dataprivacyframework.gov/list>.

You can find out what rights you have with regard to processing at the end of this privacy statement.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://stripe.com/de/privacy>.

## • **Vimeo**

We use on our site the service Vimeo of the company Vimeo, Inc., 555 West 18th Street, 10011 New York, United States, e-mail: [Privacy@vimeo.com](mailto:Privacy@vimeo.com), website: <http://www.vimeo.com/>. Your personal data will be transferred to so-called insecure third countries which do not guarantee adequate data protection through their legislation. Your data will only be transferred if appropriate data protection is guaranteed. This can be guaranteed by:

- contracts under international law
- Data protection clauses in a contract between the controller or processor and his contractual partner, which have been notified in advance to the FDPIC
- specific safeguards drawn up by the competent federal body and communicated in advance to the FDPIC
- Standard data protection clauses which the FDPIC has approved, issued or recognised in advance, or

- binding internal company data protection regulations which have been approved in advance by the FDPIC or by an authority responsible for data protection in a state which guarantees adequate protection

If such guarantees do not exist, your data may only be disclosed if you have given your consent, if the disclosure is directly related to the conclusion or performance of a contract, or if the disclosure is necessary in the context of the enforcement of claims before courts and authorities or to protect public interests. Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF -

[https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddf\\_en](https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddf_en)). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission of personal data is your consent pursuant to Art. 6 para. 6 FADP or Art. 31 para. 2 FADP and pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, which you have given on our website.

Videos from the Vimeo platform are integrated on our website via the Vimeo service.

You can access the provider's certification under the EU-US Data Privacy Framework at  
<https://www.dataprivacyframework.gov/list>.

You can revoke your consent at any time. You will find more information on revoking your consent either with the consent itself or at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at  
<https://vimeo.com/privacy>.

The provider also offers an opt-out option at <https://vimeo.com/privacy>.

## • **Wordpress**

We use on our site the service Wordpress of the company Automattic Inc., 60 29th Street #343, CA 94110 San Francisco, United States, e-mail: [help@wordpress.com](mailto:help@wordpress.com), website: <https://automattic.com>. Your personal data will be transferred to so-called insecure third countries which do not guarantee adequate data protection through their legislation. Your data will only be transferred if appropriate data protection is guaranteed. This can be guaranteed by:

- contracts under international law
- Data protection clauses in a contract between the controller or processor and his contractual partner, which have been notified in advance to the FDPIC
- specific safeguards drawn up by the competent federal body and communicated in advance to the FDPIC
- Standard data protection clauses which the FDPIC has approved, issued or recognised in advance, or
- binding internal company data protection regulations which have been approved in advance by the FDPIC or by an authority responsible for data protection in a state which guarantees adequate protection

If such guarantees do not exist, your data may only be disclosed if you have given your consent, if the disclosure is directly related to the conclusion or performance of a contract, or if the disclosure is necessary in the context of the enforcement of claims before courts and authorities or to protect public interests. Personal data is also transferred to the U.S. With regard to the transfer of personal data to the U.S., there is an adequacy decision on the EU-US Data Privacy Framework of the EU Commission within the meaning of Art. 45 of the GDPR (hereinafter: DPF -  
[https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddf\\_en](https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fc0fddf_en)). The operator of the service is certified under the DPF, so that the usual level of protection of the GDPR applies to the transfer.

The legal basis for the transmission of personal data is our legitimate interest in processing pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in achieving the purpose described below.

Wordpress is the technical system behind our website that runs our WordPress website. We need the integration so that we can show you our website and edit content.

You can access the provider's certification under the EU-US Data Privacy Framework at <https://www.dataprivacyframework.gov/list>.

With regard to the processing, you have the right of objection listed in Art. 21 GDPR. You can find more information at the end of this privacy policy.

For further information on the handling of transmitted data, please refer to the provider's privacy policy at <https://automattic.com/privacy/>.

## Information on the use of cookies

### Scope of the processing of personal data

We integrate and use cookies on various pages to enable certain functions of our website and to integrate external web services. The so-called "cookies" are small text files that your browser can store on your access device. These text files contain a characteristic string that uniquely identifies the browser when you return to our website. The process of saving a cookie file is also referred to as "setting a cookie". Cookies can be set both by the website itself and by external web services.

### Legal basis for the processing of personal data

Relevant are Art. 6 ff. FADP (principles) as well as Art. 6 para. 1 lit. f GDPR (legitimate interest) and Art. 6 para. 1 lit. a and Art. 9 para. 2 lit. a GDPR (consent).

Which legal basis is relevant can be seen from the cookie table listed later in this point.

In general, in the case of cookies that are collected on the basis of a legitimate interest, our legitimate interest is to ensure the functionality of our website and the services integrated on it (technically necessary cookies). In addition, it may be that the cookies increase their user-friendliness and enable a more individualised approach. Here we have weighed up your interests against our interests.

With the help of cookie technology, we can only identify, analyse and track individual website visitors if the website visitor has consented to the use of the cookie in accordance with Art. 6 para. 6 FADP or Art. 6 para. 1 lit. a GDPR.

### Purpose of the data processing

The cookies are set by our website or the external web services in order to maintain the full functionality of our website, to improve the user-friendliness or to pursue the purpose stated with your consent. Cookie technology also allows us to recognise individual visitors by pseudonyms, e.g. an individual or random IDs, so that we can offer more personalised services. Details are provided in the table below.

### Duration of storage

The cookies listed below are stored in your browser until they are deleted or, in the case of a session cookie, until the session has expired. Details are listed in the table below:

<b>Cookie name</b>	OptanonConsent
<b>Server</b>	.calendly.com
<b>Provider</b>	CookiePro (OneTrust LLC, 1200 Abernathy Rd NE, Building 600, GA 30328 Atlanta, United States)
<b>Purpose</b>	This cookie is set to store information about the cookie categories of the website and the cookie consents of the website visitors. The cookie is needed for the cookie banner to work.
<b>Legal basis</b>	Fulfilment of legal obligations
<b>Storage period</b>	approx. 12 months
<b>Type</b>	Cookie banner
<b>Cookie name</b>	__cfruid
<b>Server</b>	.calendly.com
<b>Provider</b>	<a href="#">Calendly</a>
<b>Purpose</b>	This cookie is part of the CDN services offered by Cloudflare. The CDN services allow us to speed up our website by creating server load balancing and to protect our server connection from abusive access by bots or other attacks.
<b>Legal basis</b>	Legitimate interest
<b>Storage period</b>	Session
<b>Type</b>	Security
<b>Cookie name</b>	__stripe_mid
<b>Server</b>	.calendly.com
<b>Provider</b>	<a href="#">Stripe</a>
<b>Purpose</b>	This cookie is necessary to carry out credit card transactions on the website via Stripe. With the help of the cookie, the entry of credit card data can be omitted.
<b>Legal basis</b>	Consent
<b>Storage period</b>	approx. 12 months
<b>Type</b>	Configuration
<b>Cookie name</b>	__stripe_sid
<b>Server</b>	.calendly.com
<b>Provider</b>	<a href="#">Stripe</a>
<b>Purpose</b>	This cookie is necessary to carry out credit card transactions on the website via Stripe. With the help of the cookie, the entry of credit card data can be omitted.
<b>Legal basis</b>	Consent
<b>Storage period</b>	approx. 31 minutes
<b>Type</b>	Configuration
<b>Cookie name</b>	_calendly_session

<b>Server</b>	calendly.com
<b>Provider</b>	<a href="#">Calendly</a>
<b>Purpose</b>	The cookie stores the user preferences. If the visitor gives consent, this cookie enables the website to add events to the visitor's calendar.
<b>Legal basis</b>	Consent
<b>Storage period</b>	approx. 21 days
<b>Type</b>	Configuration
<b>Cookie name</b>	_cfuvid
<b>Server</b>	.calendly.com
<b>Provider</b>	<a href="#">Calendly</a>
<b>Purpose</b>	This cookie is part of the services offered by Cloudflare - including load balancing, delivery of website content and provision of DNS connections for website operators. It is used for rate limiting to distinguish individual users who share the same IP address.
<b>Legal basis</b>	Consent
<b>Storage period</b>	Session
<b>Type</b>	Configuration
<b>Cookie name</b>	cf_clearance
<b>Server</b>	.calendly.com
<b>Provider</b>	CloudFlare (Cloudflare, Inc., 101 Townsend St, 94107 San Francisco, United States)
<b>Purpose</b>	The cookie is used as part of Cloudflare's protection of a website. If Cloudflare detects a possible threat to the website from visitor traffic, it can generate a challenge. This challenge can be directed at the visitor's person (e.g. CAPTCHA challenge) or the browser. The clearance cookie stores proof that the challenge has been passed. It is used to stop a challenge from being issued, if it exists. It is required to reach an origin server.
<b>Legal basis</b>	Legitimate interest
<b>Storage period</b>	approx. 12 months
<b>Type</b>	Configuration
<b>Cookie name</b>	dd_cookie_test_*
<b>Server</b>	calendly.com
<b>Provider</b>	Datadog (Datadog, Inc., 620 8th Avenue, Floor 45, 10018 New York, United States)
<b>Purpose</b>	This cookie is used to test whether cookies can be set.
<b>Legal basis</b>	Fulfilment of legal obligations
<b>Storage period</b>	approx. 40 seconds
<b>Type</b>	Cookie banner
<b>Cookie name</b>	m
<b>Server</b>	m.stripe.com
<b>Provider</b>	<a href="#">Stripe</a>

<b>Purpose</b>	Determines the device used to access the website. This allows the webpage to be formatted accordingly.
<b>Legal basis</b>	Technically necessary
<b>Storage period</b>	approx. 24 months
<b>Type</b>	Comfort
<b>Cookie name</b>	ms_viewed_posts
<b>Server</b>	socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie allows us to save individual comfort settings you have selected and to retain them for your current and future visits to the site.
<b>Legal basis</b>	Consent
<b>Storage period</b>	approx. 24 hours
<b>Type</b>	Configuration
<b>Cookie name</b>	pll_language
<b>Server</b>	socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie is used to determine the origin of the visitor by means of the IP address and to set the language of the website based on the origin of the page access.
<b>Legal basis</b>	Consent
<b>Storage period</b>	approx. 12 months
<b>Type</b>	Comfort
<b>Cookie name</b>	sbjs_current
<b>Server</b>	.socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie is set as part of the WooCommerce plug-in. It is used to identify the previously visited website and store information about user actions.
<b>Legal basis</b>	Consent
<b>Storage period</b>	Session
<b>Type</b>	Analytics
<b>Cookie name</b>	sbjs_current_add
<b>Server</b>	.socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie is set as part of the WooCommerce plug-in. It is used to identify the previously visited website and store information about user actions.
<b>Legal basis</b>	Consent
<b>Storage period</b>	Session
<b>Type</b>	Analytics

<b>Cookie name</b>	sbjs_first
<b>Server</b>	.socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie is set as part of the WooCommerce plug-in. It is used to identify the previously visited website and store information about user actions.
<b>Legal basis</b>	Consent
<b>Storage period</b>	Session
<b>Type</b>	Analytics
<b>Cookie name</b>	sbjs_first_add
<b>Server</b>	.socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie is set as part of the WooCommerce plug-in. It is used to identify the previously visited website and store information about user actions.
<b>Legal basis</b>	Consent
<b>Storage period</b>	Session
<b>Type</b>	Analytics
<b>Cookie name</b>	sbjs_migrations
<b>Server</b>	.socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie is set as part of the WooCommerce plug-in. It is used to identify the previously visited website and store information about user actions.
<b>Legal basis</b>	Consent
<b>Storage period</b>	Session
<b>Type</b>	Analytics
<b>Cookie name</b>	sbjs_session
<b>Server</b>	.socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie is set as part of the WooCommerce plug-in. It is used to identify the previously visited website and store information about user actions.
<b>Legal basis</b>	Consent
<b>Storage period</b>	approx. 30 minutes
<b>Type</b>	Analytics
<b>Cookie name</b>	sbjs_udata
<b>Server</b>	.socialelite.ch
<b>Provider</b>	Website operator](#responsible-entity)
<b>Purpose</b>	This cookie is set as part of the WooCommerce plug-in. It is used to identify the previously visited website and store information about user actions.

<b>Legal basis</b>	Consent
<b>Storage period</b>	Session
<b>Type</b>	Analytics
<b>Cookie name</b>	verbum_test
<b>Server</b>	jetpack.wordpress.com
<b>Provider</b>	<a href="#">Wordpress</a>
<b>Purpose</b>	This cookie allows us to save individual comfort settings you have selected and to retain them for your current and future visits to the site.
<b>Legal basis</b>	Consent
<b>Storage period</b>	Session
<b>Type</b>	Configuration
<b>Cookie name</b>	wp_api
<b>Server</b>	public-api.wordpress.com
<b>Provider</b>	<a href="#">Wordpress</a>
<b>Purpose</b>	This cookie is used as part of the WordPress REST API. It is necessary for the display and functionality of our website.
<b>Legal basis</b>	Legitimate interest
<b>Storage period</b>	Session
<b>Type</b>	Basic functionality
<b>Cookie name</b>	wp_api_sec
<b>Server</b>	public-api.wordpress.com
<b>Provider</b>	<a href="#">Wordpress</a>
<b>Purpose</b>	This cookie is used as part of the WordPress REST API. It is necessary for the display and functionality of our website.
<b>Legal basis</b>	Legitimate interest
<b>Storage period</b>	Session
<b>Type</b>	Basic functionality

## Possibility of objection, revocation of consent and deletion

You can set your browser according to your wishes so that the setting of cookies is generally prevented. You can then decide on a case-by-case basis whether to accept cookies or accept cookies in principle. Cookies can be used for various purposes, e.g. to recognise that your access device is already connected to our website (permanent cookies) or to save recently viewed offers (session cookies). If you have expressly given us permission to process your personal data, you can revoke this consent at any time. Please note that the legality of the processing carried out on the basis of the consent up to the revocation is not affected by this.

## Data security and data protection, communication by e-mail

Your personal data is protected by technical and organisational measures during collection, storage and processing so that it is not accessible to third parties. In the case of unencrypted communication by e-mail, we cannot guarantee complete data security on the transmission path to our IT systems, so we recommend encrypted communication or the postal service for information requiring a high level of confidentiality.

## **Duration of data storage and rights of the data subject**

### **Duration of storage**

We store personal data only to the extent and for as long as necessary to fulfil the purposes for which the personal data was collected, we have a legitimate overriding interest in retaining the data or are legally obliged to do so.

### **Right to information**

You have the right to request confirmation as to whether we are processing personal data about you. If this is the case, you have the right to information on the data specified in 25 ff. FADP or Art. 15 para. 1 GDPR, insofar as the information cannot be refused, restricted or postponed by the owner of the data collection (cf. Art. 26 f. FADP or Art. 15 para. 4 GDPR). We will also be happy to provide you with a copy of the data.

### **Right of rectification**

Pursuant to Art. 32 (1) FADP or Art. 16 GDPR, you have the right to demand that incorrect personal data (e.g. address, name, etc.) be corrected, provided that there is no legal obligation to the contrary. You can also request that the data stored by us be completed at any time. A corresponding adjustment will be made immediately.

### **Right to erasure**

Pursuant to Article 17 (1) of the GDPR, you have the right to have us delete the personal data we have collected about you if

- the data is either no longer required;
- the legal basis for processing has ceased to exist without replacement due to the revocation of your consent;
- there are no longer any legitimate reasons for processing the data;
- Your data is being processed unlawfully;
- a legal obligation requires this.

Pursuant to Article 17 (3) of the GDPR, this right does not exist if

- the processing is necessary for the exercise of the right to freedom of expression and information;
- Your data has been collected on the basis of a legal obligation;
- processing is necessary for reasons of public interest;
- the data is necessary for the assertion, exercise or defence of legal claims.

### **Right to restrict processing**

According to Art. 18 (1) GDPR, you have the right to request the restriction of the processing of your personal data in individual cases.

This is the case when

- the accuracy of the personal data is disputed by you;
- the processing is unlawful and you do not consent to its deletion;
- the data is no longer required for the purpose of processing, but the collected data is used for the assertion, exercise or defence of legal claims;
- an objection to the processing has been lodged pursuant to Art. 21 (1) GDPR and it is still unclear which interests prevail.

## **Right of withdrawal**

If you have given us express consent to process your personal data (Art. 6 para. 6 FADP and Art. 31 para. 1 FADP; Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR), you may revoke this consent at any time. Please note that the lawfulness of the processing carried out on the basis of the consent up to the revocation is not affected by this. Information for which we are legally obliged to retain data will be deleted after expiry of the deadline.

## **Right to object**

In accordance with Art. 21 of the GDPR, you have the right to object at any time to the processing of personal data relating to you that has been collected on the basis of Art. 6 (1) f of the GDPR (in the context of a legitimate interest). If you have given us express consent to process your personal data (Art. 6 para. 6 FADP and Art. 31 para. 1 FADP), you may revoke this consent at any time. Please note that the lawfulness of the processing carried out on the basis of the consent up to the revocation is not affected by this. You only have this right if there are special circumstances that speak against the storage and processing. Information for which we are legally obliged to store data will be deleted after expiry of the deadline.

## **How do you exercise your rights?**

You can exercise your rights at any time by contacting us using the contact details below:

Social Elite Cardoso de Almeida

Uetlibergstrasse 109

8045 Zurich

Switzerland

E-mail: [info@socialelite.ch](mailto:info@socialelite.ch)

Tel: +41 78 203 13 44

## **Right to data portability**

Pursuant to Article 20 of the GDPR, you have a right to the transfer of personal data relating to you. We will provide the data in a structured, common and machine-readable format. The data can be sent either to you or to a person responsible named by you.

We will provide you with the following data upon request:

- Data collected on the basis of consent (Art. 31 para. 1 FADP as well as Art. 6 para. 1 let. a GDPR);
- Data that we have received from you in the context of existing contracts (Art. 31 para. 2 let. a FADP as well as Art. 6 para. 1 let. b GDPR and Art. 9 para. 2 let. a GDPR);
- Data that has been processed as part of an automated procedure.

We will transfer the personal data directly to a responsible person of your choice as far as this is technically feasible. Please note that we are not permitted to transfer data that interferes with the overriding interests of third parties, or only to a limited extent, pursuant to Art. 26 (1) b FADP or Art. 20 (4) GDPR.

## Notifications to the FDPIC and possibility to file a complaint

Pursuant to Art. 49 FADP, data subjects may file a report with the supervisory authority if there are sufficient indications that a data processing operation could violate data protection regulations. The supervisory authority for data protection in Switzerland is the Federal Data Protection and Information Commissioner (FDPIC).

For further information, please consult the contact form of the FDPIC:

<https://www.edoeb.admin.ch/edoeb/de/home/deredoeb/kontakt.html>

If you suspect that your data is being processed illegally on our website, you can seek clarification of the issue in court in accordance with Art. 32 FADP. As a rule, a lawsuit in accordance with Art. 28 ff. CC should be sought. If you are affected by the processing of data by federal bodies, the procedure is in accordance with Art. 41 FADP. In this case, you can also contact the FDPIC (see the reference to the contact form above).

## Right of appeal to the supervisory authority pursuant to Art. 77 para. 1 GDPR

If you suspect that your data is being processed illegally on our site, you can of course have the issue clarified by the courts at any time. In addition, any other legal option is open to you. Irrespective of this, you have the option of contacting a supervisory authority in accordance with Article 77 (1) of the GDPR. The right of appeal pursuant to Art. 77 GDPR is available to you in the EU Member State of your place of residence, your place of work and/or the place of the alleged infringement, i.e. you can choose the supervisory authority to which you turn from the above-mentioned places. The supervisory authority to which the complaint has been submitted will then inform you of the status and outcome of your submission, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.



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