

# DATA PROTECTION DECLARATION 08/2023

## 1. General

This data protection declaration provides information on how ARTPHILEIN EDITIONS SA processes personal data.

The contact details of ARTPHILEIN EDITIONS SA are the following:

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«Personal data» means any information relating to an identified or identifiable natural person. «Processing» means any handling of personal data, irrespective of the means and procedures used, in particular the procurement, storage, use, modification, disclosure, archiving, deletion or destruction of personal data.

## 2. Data security

ARTPHILEIN EDITIONS SA undertakes to protect personal data and privacy in accordance with the applicable laws. To this purpose, ARTPHILEIN EDITIONS SA implements technical security measures (such as access restrictions, staff training etc.)

## 3. Categories of personal data

ARTPHILEIN EDITIONS SA limits the personal data to those strictly necessary for its business.

Data of the partners of ARTPHILEIN EDITIONS SA, such as:

- name, address, nationality, date of birth
- technical data (e.g. business numbers, IP addresses)

Customer data, such as:

- name, address, nationality, date of birth
- information regarding accounts, concluded transactions and contracts, information about third parties who are also affected by data processing, such as spouses, authorised representatives and consultants)
- transactions' data (e.g. information on the beneficiaries of transfers, beneficiary bank, amount of transfers)
- technical data (e.g. business numbers, IP addresses)

Visitor and interested party data, such as

- name, address
- technical data (e.g. IP addresses)
- marketing data (e.g. preferences, needs)

Supplier data, such as:

- name, address, date of birth, information on concluded transactions and contracts
- technical data (e.g. IP addresses)

## 4. Origin of personal data

ARTPHILEIN EDITIONS SA may collect personal data from the following sources in order to fulfil the purposes set out in Section 5:

- personal data provided to ARTPHILEIN EDITIONS SA, e.g. in connection with the opening of business relationships, the execution of contracts, the use of products and services or on websites
- personal data arising in connection with the use of products or services and transmitted to ARTPHILEIN EDITIONS SA through the technical infrastructure
- personal data from third parties, e.g. from authorities or sanction lists of the UN and the EU

## **5. Purposes of processing**

Subject to the rules and regulations of the European General Data Protection Regulation as well as the Swiss Data Protection Act ARTPHILEIN EDITIONS SA processes personal data for the following purposes and based on the following legal basis:

- for the performance of a contract or for taking steps prior to entering into a contract
- for compliance with a legal obligation or in the public interest
- for the protection of the legitimate interests pursued by ARTPHILEIN EDITIONS SA or by a third party (e.g. development of new technologies or evaluation of current services products, procedures and technologies, marketing in the print media or online, evaluation of future needs of clients, analysis of market and product opportunities, managing of ARTPHILEIN EDITIONS SA, reporting, statistics and planning, prevention and detection of crime, video-surveillance for the protection of office rules and to ward off dangers, protecting interests and safeguarding rights of ARTPHILEIN EDITIONS SA in the case of claims against ARTPHILEIN EDITIONS SA respectively claims of ARTPHILEIN EDITIONS SA against third parties).  
The person concerned has the right to withdraw the consent given at any time. Consent may only be withdrawn with effect for the future and does not affect the lawfulness of data processing undertaken before the consent was withdrawn.

ARTPHILEIN EDITIONS SA reserves the right to use personal data which has been obtained for one of the above mentioned purposes also for another of these undertakings if this is compatible with the original purpose or allowable or obligatory by legal provisions.

## **6. Disclosure to third parties, categories of recipients**

ARTPHILEIN EDITIONS SA discloses customer data to the following third parties in the following cases:

- for outsourcing in accordance with item 7 and for the purpose of comprehensive customer service to other service providers for the execution of transactions
- to fulfil duties
- due to legal obligations, legal justification or official orders, e.g. to courts, supervisory authorities, tax authorities or other third parties
- to the extent necessary to protect the legitimate interests of ARTPHILEIN EDITIONS SA, e.g. in the event of legal action threatened or initiated against ARTPHILEIN EDITIONS SA, in the event of public statements, to secure and collect the claims of ARTPHILEIN EDITIONS SA against customers or third parties
- with the consent of the persons concerned to other third parties

Data will only be transferred to countries outside the EU or EEA (so-called third countries) if this is required for the purpose of taking steps prior to entering, as well as for the purpose of entering into a contract, performing a contract or supplying services.

## **7. Outsourcing of business areas or services**

ARTPHILEIN EDITIONS SA outsources certain business areas and services in whole or in part to third parties.

The service providers who process personal data for this purpose on behalf of ARTPHILEIN EDITIONS SA (so-called other processors) are carefully selected. Wherever possible, ARTPHILEIN EDITIONS SA uses contractors domiciled in Switzerland or in the European Union.

The other processors may only process personal data received in the same way as ARTPHILEIN EDITIONS SA itself and are contractually obliged to guarantee the confidentiality and security of the data.

## **8. Automated decisions in individual cases including profiling**

Subject to the consent of the person concerned ARTPHILEIN EDITIONS SA reserves the right to process customer data automatically in the future, in particular to identify essential personal characteristics of the customer, to predict developments and to create customer profiles. This serves in particular for the review and further development of offers and the optimization of service provision.

## **9. Use of websites and cookie policy**

When a person visits websites of ARTPHILEIN EDITIONS SA, the web server automatically registers details of their visit (e.g. the website from which the visit takes place, the IP address of the visitor, the contents of the website that are accessed, including date and duration of the visit). Such tracking data serve to optimize the websites of ARTPHILEIN EDITIONS SA and provide information on how visitors inform themselves about and use the products, services and offers of ARTPHILEIN EDITIONS SA.

However, if the visitor provides personal data, e.g. by filling out a registration form or message field for newsletters etc., ARTPHILEIN EDITIONS SA may use this data in addition to the purposes mentioned under item 5 in particular for the following purposes:

- for customer and user administration
- to inform the visitor about services and products
- for marketing purposes (e.g. sending newsletters)
- technical "hosting" and the further development of the websites of ARTPHILEIN EDITIONS SA.

When visiting the websites of ARTPHILEIN EDITIONS SA, the visitor's data is transported via the Internet, i.e. an open network accessible to everyone. Data transmitted via electronic media (including e-mail) cannot be effectively protected against access by third parties. Among other things, this involves the risk that the data may be disclosed or the content changed, that the identity of the sender (e.g. e-mail) as well as the content of the message may be simulated or otherwise manipulated by unauthorized persons, that viruses may be released, that technical transmission errors, delays or interruptions may occur, that data may be sent abroad without control, where lower data protection requirements may apply than in Switzerland, etc.

Cookies are small files that are stored on the visitor's computer in order to track the corresponding website visit and navigation between different pages and/or to save settings (e.g. selected language). Cookies are used to collect statistical data about the frequency and time of visits to individual areas of the website and help to design tailor-made, useful and user-friendly websites. The visitor can decide at any time against the use of cookies by deleting the cookies set by the ARTPHILEIN EDITIONS SA website. Deletion is possible via the settings in the visitor's Internet browser.

## **10. Storage duration**

The duration of the storage of personal data depends on the purpose of the respective data processing and/or legal storage obligations, which amount to five, ten or more years depending on the applicable legal basis.

## **11. Rights of persons concerned**

Persons whose personal data are being processed by ARTPHILEIN EDITIONS SA have the following data protection rights:

- Right of information: persons concerned may obtain information from ARTPHILEIN EDITIONS SA about whether and to what extent personal data of theirs are being processed (e.g. categories of personal data being processed, purpose of processing, etc.).
- Right to rectification, erasure and restriction of processing: persons concerned have the right to obtain the rectification of inaccurate or incomplete personal data of theirs. In addition, personal data must be erased if the data are no longer necessary in relation to the purposes for which they were collected or processed, if the person concerned has withdrawn consent, or if the data have been unlawfully processed. Persons concerned also have the right to obtain restrictions of processing.
- Right to withdraw consent: Persons concerned have the right to withdraw their consent to the processing of personal data of theirs for one or more specific purposes at any time, where the processing is based on the concerned person's explicit consent. The withdrawal of consent has no effect in relation to data processing undertaken on other legal grounds.
- Right to data portability: persons concerned have the right to receive the personal data related to them, which they have provided to ARTPHILEIN EDITIONS SA, in a structured, commonly used and machine-readable format, and to have transmitted those data to a third party.
- Right to object: persons concerned have the right to object, on grounds relating to their particular situation, without any formal requirements, to the processing of personal data of theirs, unless such processing is in the public interest or in pursuit of the legitimate interests of ARTPHILEIN EDITIONS SA or of a third party. Persons concerned also have the right to object, without any formal requirements, to the use of personal data for direct marketing purposes.
- Right to lodge a complaint: persons concerned have the right to lodge a complaint with the relevant Swiss supervisory authority. In accordance with rules applicable they may also lodge a complaint with another supervisory authority, in any.

August 2023