

## PRIVACY POLICY

The following privacy policy applies to the use of this website. It is generally possible to use our website without providing any personal data. However, if you wish to use a special service of the Board Foundation via our website, it may be necessary to process personal data.

This website is subject to the Federal Data Protection Act (DSG) and takes into account the central points of the Basic Data Protection Regulation (DSGVO) of the European Union (EU).

We make every effort to ensure the security of your data within the framework of the applicable data protection laws and technical possibilities. As a rule, your personal data will be transmitted in encrypted form. We use the SSL (Secure Socket Layer) coding system, but we would like to point out that data transmission on the internet (e.g. when communicating by e-mail) can have security gaps.

This data protection declaration is continually updated and adapted to legal requirements and the services offered. The current data protection regulations apply in each case. The changes come into force as soon as they are published on our website.

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## PROCESSING OF PERSONAL DATA

You have the opportunity to register on the website for various services by providing personal data. The personal data that will be transmitted to the data controller is usually determined by the respective input mask used for registration.

**Personal data** is all information that relates to an identified or identifiable person. This can be, for example, the name, address, e-mail address or telephone number of a person. This personal data can be processed by us. **Processing** is any operation or set of operations, performed with or without the aid of automated procedures, concerning personal data, such as collection, recording, organisation, organisation, filing, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, deletion or destruction.

**The personal data entered by you will be collected and stored exclusively for internal use by the data controller and for our own purposes. Wherever possible, the data will be made anonymous. Anonymised means that no conclusions can be drawn about a data subject.**

The criterion for the duration of storage of personal data is the respective legal retention period. After the expiry of this period, the corresponding data is routinely deleted, provided that it is no longer required for the fulfilment of the contract or the initiation of a contract.

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## DATA COLLECTED DIRECTLY FROM US

In the context of the use of our website and related services, we may collect the following personal data:

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## **INQUIRY FORMS**

If you are interested in a specific continuing education programme offered by the Board Foundation, you can send us an inquiry by e-mail. The same applies if you have an administrative question about a Swiss Board School event. The personal data that is transmitted with the inquiry is determined by your question. Your data can be entered manually into third-party software or imported via an interface. Based on the stored data, it is possible that we may have other information for you that meets the criteria of your inquiry. The recognition of relevant further education offers can be done manually or automatically by software. You can be informed by us about such offers by e-mail, postal letter or by telephone. You may unsubscribe from this service at any time.

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## **REGISTRATION FOR THE NEWSLETTER OF THE BOARD FOUNDATION**

It is possible to register as a course participant or as a member of our VR-Pool with the appropriate form or by e-mail for periodic delivery of the BF Newsletter. We make every effort to use software designed for this purpose for sending out the newsletter, which guarantees compliant data protection.

You may unsubscribe from newsletters at any time. There is a corresponding unsubscribe link in every newsletter. If this link is missing, please contact the data protection officer on our website. Our newsletter may contain a tracking pixel. A tracking pixel is a thumbnail graphic that is embedded in such e-mails to enable log file recording and log file analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns. The analysis can be carried out anonymously or with reference to personal data.

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## **DATA COLLECTED THROUGH THIRD PARTY SERVICES**

In order to continuously improve the quality of our services, the following technologies are integrated on our website:

### **USE OF COOKIES**

In certain cases we may use cookies. By means of a cookie, the information and offers on our website can be optimised in the interest of the user. Cookies enable us to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. You can prevent the setting of cookies by our website at any time by means of a corresponding setting in the internet browser used and thus permanently object to the setting of cookies.

### **USE OF GOOGLE ANALYTICS**

Google Analytics is a web analysis service. Our web analysis involves the anonymous collection and evaluation of data on the behaviour of visitors to websites. Among other things, a web analysis service collects data about which website a user came to a website from, which subpages of the website were accessed, or how often and for how long a subpage was viewed. To record this information, Google Analytics uses a cookie. You may refuse the use of cookies

by selecting the appropriate settings on your browser. However, please note that if you do this you may not be able to use the full functionality of this website.

### **USE OF SCRIPT LIBRARIES**

To deliver content correctly, we use script libraries and font libraries (e.g. Google Web Fonts) on our website. Opening a script or font library will trigger a connection to the library provider. It is possible that the library provider may collect data from this connection.

### **USE OF GOOGLE MAPS**

We use an interface to geospecific data from Google to visualize location-based information. Google records and uses data about the use of the map function. Information about Google's data usage can be found in Google's privacy policy.

### **USE OF SOCIAL PLUGINS**

On our website, social plugins from various social network providers can be used. By means of these plugins, information, which may include personal data, can be used by the corresponding social networks. If the person concerned is logged in to a social network at the same time as visiting our website, it can be assumed that personal data is being transmitted. We have no influence over what data is used. No personal data is recorded by social plugins from our site. The privacy policies of the respective social networks provide information about the collection, processing and use of personal data.

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### **YOUR RIGHTS AS A USER OF OUR WEBSITE**

Under applicable laws, you have various rights regarding your personal information. You can claim the following rights from our data protection officer person:

- Information about your stored data and the associated processing
  - Correction of incorrect personal data
  - Deletion of your stored data
  - Restriction of data processing if we are not yet allowed to delete your data due to legal obligations
  - Opposition to the processing of your data
  - Data transferability, i.e. receipt of the stored data in a machine-readable format, provided that you have consented to the data processing or have concluded a contract with us
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### **RESPONSIBILITY**

Responsible for the collection, processing and use of your personal data:

#### **Board Foundation**

Pestalozzistrasse 2

9001 St. Gallen

Switzerland

If you wish to object to the collection, processing or use of your data by us in accordance with these data protection provisions, either as a whole or for individual measures, you can address your objection to the person responsible.