



## **Legal disclosure / privacy policy**

### **Legal disclosure**

#### **Contact address**

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4053 Basel  
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#### **Authorized representative**

Martin Frank, director

#### **Company no. (UID no.):**

CHE-XXX.XXX.XXX

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#### **Liability disclaimer for links**

References and links to third-party websites are beyond our responsibility. We disclaim any responsibility for such websites. Accessing and using such websites is at the user's own risk.

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## Privacy Policy I

We consider transparent handling of personal data to be of utmost importance. This Privacy Policy informs about the personal data we collect, for what purpose, and to whom we disclose it. We regularly review and update this Privacy Policy to ensure the highest level of transparency.

### **What data we collect**

#### ***General personal data***

We process your general personal data. Personal data refers to any type of information relating to an identifiable natural person. A natural person is identifiable if conclusions can be drawn about the person's identity from the available information.

For example: Your name, IP address, and home address are considered personal data.

#### ***The provided data***

You often provide us with your personal data yourself. Whenever you enter and transmit your personal data to us, they are considered provided to us. The transmission of data to us is generally voluntary, but may be mandatory in part to use our services.

For example: You enter your data in a contact form or sign up for a newsletter.

#### ***Collected data***

When you use our services, we partially collect your data without requiring your active participation. These data typically include information about your device and user behavior.

For example: We collect data about the operating system of the device you used to access our website.

#### ***Product development***

We strive to continuously improve our offerings. To this end, we use your personal data for the development and enhancement of our products and services.

For example: We collect data on website visitor behavior to continually enhance user-friendliness.

#### ***Data sharing***

We pass on your personal data to companies that can decide for themselves how to use the data. This is usually done because it is required to comply with legal regulations, when an open claim is transferred to a debt collection agency, or to detect fraudulent activities.

For example: A legal requirement obligates us to disclose your data to an authority.

#### ***Worldwide***

We collaborate with providers from around the world for processing your personal data. This allows us to benefit from the global offering and access the best and most reliable services. In some cases, the country to which the data is exported may not have the same data protection standards as Switzerland.

For example: We use the services of a cloud provider such as Google, which is based in the USA.



## Privacy Policy II

### What do we do?

Frank-Training operates the website [www.frank-training.ch](http://www.frank-training.ch) (hereinafter referred to as 'we'). On this website, you can learn about our organization, use our online services, and get in touch with us. Protecting your personal data is of great importance to us. In this privacy policy, we provide transparent and understandable information about the data we collect through our website and how we handle it. For this purpose, we use the icons provided by the PRIVACY ICONS association. They are intended to help you quickly understand how we process your data.

### What do we inform about?

- What data is collected on [www.frank-training.ch](http://www.frank-training.ch)
- Under what conditions we process your data and for what purpose
- How long we retain your data
- When disclosure to third parties is permissible
- How we process your data ('individual data processing operations')
- When and how you can object to data processing
- What rights you have and how to exercise them

### Definition of terms

#### **What are personal data?**

Personal data refers to any information relating to an identified or identifiable natural person. This includes, for example, name, address, date of birth, email address, or telephone number. Data about personal preferences such as hobbies or memberships also fall under personal data.

#### **What are particularly sensitive personal data?**

Data concerning religious, philosophical, political, or trade union views or activities; data concerning health; and where necessary and appropriate, data concerning administrative or criminal proceedings and sanctions, as well as data concerning social assistance measures, are considered particularly sensitive personal data. If necessary and appropriate, we may collect and process particularly sensitive personal data. In such cases, their processing is subject to stricter confidentiality.

#### **What is the processing of personal data?**

Processing includes any handling of personal data, regardless of the means and procedures used, especially the collection, storage, retention, use, alteration, disclosure, archiving, deletion, or destruction of data.

#### **What is the disclosure of personal data?**

This involves the transmission or making accessible of personal data, for example, publication or disclosure to a third party.

#### **How can you contact us?**

If you have any questions or concerns regarding the protection of your data by us, you can reach us at any time via email at [martin.frank@franktraining.ch](mailto:martin.frank@franktraining.ch). Responsible for the data processing carried out through this website is:

Frank-Training  
Martin Frank  
Wartenbergstrasse 6  
4127 Birsfelden



### ***Does our privacy policy remain the same?***

We reserve the right to change this privacy policy at any time. The changes will be published on [www.frank-training.ch](http://www.frank-training.ch), and you will not be notified separately.

### ***General principles***

#### ***What data do we collect from you and from whom do we receive this data?***

Primarily, we process personal data that you provide to us or that we collect while operating our website. We may also receive personal data about you from third parties. These may include the following categories:

Personenstammdaten (Name, Adresse, Geburtsdaten, etc.);

- Personal master data (name, address, date of birth, etc.)
- Contact details (mobile number, email address, etc.)
- Financial data (e.g., bank account details)
- Online identifiers (e.g., cookie identifier, IP addresses)
- Location and traffic data
- Audio and visual recordings
- Particularly sensitive data (e.g., biometric data or information about your health)

#### ***Under what conditions do we process your data?***

We process your data in good faith and for the purposes set out in this privacy policy. We ensure transparent and proportionate processing. If, in exceptional cases, we are unable to adhere to these principles, data processing may still be lawful because there is a justification. Justification may include:

- à Your consent
- à The performance of a contract or pre-contractual measures
- à Our legitimate interests, provided that your interests do not outweigh ours

#### ***How can you withdraw your consent?***

If you have given us consent to process your personal data for specific purposes, we will process your data within the scope of this consent, unless we have another legal basis. You can withdraw your consent at any time by sending an email to the address provided in the imprint. Withdrawal of consent does not affect data processing that has already taken place. If you have subscribed to our newsletter, you can click on the unsubscribe link provided in the newsletter.

#### **a. Principle**

We may need to engage third-party services or affiliated companies to process your data (so-called data processors). Categories of recipients include in particular:

- Accounting, fiduciary, and auditing companies
- Consulting firms (legal advice, taxes, etc.)
- IT service providers (web hosting, support, cloud services, website design, etc.)
- Payment service providers
- Providers of tracking, conversion, and advertising services

We ensure that these third parties and our affiliated companies comply with data protection requirements and treat your personal data confidentially. Under certain circumstances, we may also be required to disclose your personal data to authorities.





#### b. Disclosure to partners and cooperation companies

We collaborate with various companies and partners who advertise their offers on our website. It is recognizable to you that it is a third-party offer (marked as "advertising"). If you take advantage of such an offer, we will transmit your personal data to the corresponding partner or cooperation company (e.g., name, function, communication, etc.) whose offer you wish to use. These partners and cooperation companies are independently responsible for the personal data received. After the data has been transmitted, the data protection provisions of the respective partner apply.

#### c. Visiting our social media channels

We have embedded links to our social media channels on our website. This is visible to you (typically through corresponding icons). When you click on the icons, you will be redirected to our social media channels. In this case, the social media providers will be informed that you are accessing their platform from our website. The social media providers may use the data collected for their own purposes. We would like to point out that we do not have any knowledge of the content of the transmitted data or its use by the operators.

#### d. Transfer abroad

Under certain circumstances, as part of order processing, your personal data may be transferred to companies abroad. These companies are obligated to data protection to the same extent as we are. The transfer may take place worldwide. If the level of data protection does not correspond to that of Switzerland, we conduct a prior risk assessment and contractually ensure that the same protection as in Switzerland is guaranteed (for example, by means of the new standard contractual clauses of the EU Commission or other legally prescribed measures). If our risk assessment is negative, we take additional technical measures to protect your data. You can access the standard contractual clauses of the EU Commission on the following website:

[https://commission.europa.eu/publications/standard-contractual-clauses-controllers-and-processors-eueea\\_de](https://commission.europa.eu/publications/standard-contractual-clauses-controllers-and-processors-eueea_de)

#### ***How long do we keep your data?***

We only store personal data for as long as necessary to fulfill the specific purposes for which the data was collected. Data collected during your visit to our website is retained for twelve months. An exception applies to analysis and tracking data, which may be retained for a longer period. We store contract data for a longer period as we are obligated to do so by legal requirements. In particular, we are required to retain business communication, concluded contracts, and booking receipts for up to 10 years. If we no longer need such data from you to provide the services, the data will be blocked, and we will only use it for invoicing and tax purposes.

#### ***How do we protect your data?***

We will securely store your data and take all reasonable measures to protect it from loss, access, misuse, or alteration. Our contractual partners and employees who have access to your data are obligated to comply with data protection regulations. In some cases, it may be necessary for us to pass on your inquiries to affiliated companies. Even in these cases, your data will be treated confidentially.



## **What rights do you have?**

### **a. Right to information**

You can request information about the data we have stored about you at any time. We kindly ask you to send your request for information along with proof of identity to [martin.frank@frank-training.ch](mailto:martin.frank@frank-training.ch). Additionally, you have the right to receive your data in a common file format if we process your data automatically, and if

-->You have given your consent for the processing of this data;

or

-->You have disclosed data in connection with the conclusion or execution of a contract.

We may restrict or deny disclosure or data release if it conflicts with our legal obligations, legitimate own or public interests, or the interests of a third party. The processing of your request is subject to the legal processing period of 30 days. However, we reserve the right to extend this period due to a high volume of requests, legal or technical reasons, or if we require further information from you. You will be informed of the extension in a timely manner, at least in writing.

### **b. Deletion and correction**

You have the right to request the deletion or correction of your data at any time. We may reject the request if legal requirements oblige us to retain the data for a longer period or if there is a legal basis that contradicts your request. Please note that exercising your rights may conflict with contractual agreements and may have corresponding effects on contract execution (e.g., early termination of contracts or cost implications).

### **c. Legal recourse**

If you are affected by the processing of personal data, you have the right to enforce your rights in court or to file a report with the competent supervisory authority. The competent supervisory authority in Switzerland is the Federal Data Protection and Information Commissioner: <https://www.edoeb.admin.ch>.

## **Individual data processing operations**

### ***Providing the website and creating log files***

What information do we receive and how do we use it? By visiting [www.frank-training.ch](http://www.frank-training.ch), certain data is automatically stored on our servers or on servers of services and products that we source and/or have installed, for purposes of system administration, statistical analysis, backup, or tracking. This includes:

- The name of your internet service provider
- Your IP address (possibly)
- The version of your browser software
- The operating system of the computer used to access the URL
- The date and time of access
- The website from which you visit the URL
- The keywords you used to find the URL



**Why are we allowed to process this data?**

This data cannot be attributed to any specific person, and there is no merging of this data with other data sources. The storage of log files is done to ensure the functionality of the website and to guarantee the security of our information technology systems. This is our legitimate interest.

**How can you prevent from data collecting?**

The data is only stored for as long as necessary to achieve the purpose of its collection. Accordingly, the data is deleted at the end of each session. The storage of log files is essential for the operation of the website, so you have no option to object to it.

**Pixel tags**

**How do pixel tags work?**

We may use pixel tags on our website. Pixel tags, also known as web beacons, are small, usually invisible images that are automatically retrieved when visiting our website, including those from third parties whose services we use. Pixel tags can capture the same information as server log files. We use them for the same purposes as log files, and you cannot prevent data collection.

**Analyses**

Part of your personal data is processed automatically to assess certain personal aspects. Such assessments are particularly used by us to inform and advise you specifically about certain services or products we offer. For this purpose, we use evaluation tools that allow us to communicate appropriately and take suitable advertising measures, including market and opinion research.

**Contact**

**Contact form**

What information do we receive and how do we use it? On our website, you can contact us via an electronic contact form. The data you enter in the input mask, such as name, email address, etc., is transmitted to us and stored. The data you provide is used to process your inquiry.

**Why are we allowed to process this data?**

The justification for this is the performance of pre-contractual measures as well as our legitimate interests in processing the request

**E-Mail**

**What information do we receive and how do we use it?**

You have the option to contact us via email. When you contact us via email, the following data will be processed:

- Email address
- Content, subject, and date of your email
- Contact details provided by you (e.g., name, possibly telephone number, address)

**Why may we process this data for the purpose of responding to your inquiry and communicating with you?**

Your information will be stored with us for the purpose of processing the inquiry and for any follow-up questions. The justification for processing is based on pre-contractual measures or our legitimate interests in handling the inquiry.



**Security notice**

We would like to inform you that emails may be intercepted or modified without authorization while in transit. Emails may also be rejected by the spam filter if they are identified as spam based on certain characteristics.

**Success and reach measurement**

**Why are we allowed to process this data?**

Our notifications and messages may contain web links or tracking pixels that record whether an individual message has been opened and which web links were clicked. Such web links and tracking pixels may also capture the use of notifications and messages on a personal basis.

**Weshalb dürfen wir diese Daten bearbeiten?**

We require this statistical tracking of usage for the purpose of measuring success and reach, in order to effectively and user-friendly offer notifications and messages based on the needs and reading habits of the recipients, as well as to do so consistently, securely, and reliably.

**Blog**

**What information do we receive and how do we use it?**

You have the opportunity to comment on our blog posts. To publish a comment, you must provide us with the following information:

- Name
- Email address (not published)

**Why are we allowed to process this data?**

When you publish the comment, you agree that your name will be published. If you do not wish this to happen, we ask you to use an alias name. Additionally, you consent to us using your email address to verify your identity or to contact you if there is a response to your comment.

**Newsletter with success and reach measurement**

Through our website, you have the option to sign up for our newsletter. With the newsletter, you will receive information about new posts, events, and offers. We conduct success and reach measurements via our newsletter.

**What data do we process?**

To send the newsletter and conduct success and reach measurements, we collect the following data in particular:

- IP address
- Contact details
- Date and time of registration
- Technical information such as browser, operating system, or screen resolution
- Interactions with the newsletter

The IP address is typically anonymized, making it no longer possible to identify individuals.





**For what purposes do we use the data?**

We use the collected data for sending the newsletter, verification purposes, and addressing. We store your data, particularly the IP address used at the time of registration, along with the date and time, to log the registration and detect any misuse. The storage duration for this data is for the duration of your subscription to the newsletter. Additionally, we use the IP address to approximate your location. From this information, we can assess the relevance of our offerings in different regions and segment advertising campaigns. The technical information is utilized to ensure proper display of the newsletter on all devices. Interactions, along with time and date, are collected to evaluate and optimize our marketing campaigns and offerings using this data. Moreover, we can determine how subscribers interact with our newsletter based on this information.

**Who do we share the data with?**

We share your data with service providers commissioned for the technical processing and success and reach measurement of the newsletter. Some of these service providers have servers worldwide. This means that the data collected may be transferred worldwide by our service providers. Furthermore, our explanations on data disclosure apply.

**How can you prevent data processing?**

You can unsubscribe from the subscribed newsletter at any time by confirming the corresponding unsubscribe link in an email received from us. Alternatively, you can unsubscribe by sending us an email.

**Cookies**

**How do cookies work?**

Our website uses cookies. Cookies are data files that are stored on the operating system of your device via your browser when you visit our website. Cookies do not harm your computer and do not contain viruses.

**What information do we receive and how do we use it?**

Most of the cookies we use are called "session cookies." They are automatically deleted after the end of your visit. Other cookies remain stored on your device until you delete them. These cookies enable us to recognize your browser on your next visit. This allows us to save certain settings (such as language preferences or location information) so that you do not have to enter them again when you revisit the website.

**Why are we allowed to use cookies?**

We use cookies to make our website more user-friendly, effective, and secure. The use of cookies and the processing of your data in this regard are based on our legitimate interests in achieving the aforementioned purposes.

**How can you prevent data collection via cookies?**

The cookies are stored on your computer. Therefore, you have full control over the use of cookies. You can delete them completely or disable or restrict transmission by changing the settings in your browser. If you deactivate cookies for our website, some functions of the website may no longer be fully available.



**Google Analytics**

**How does Google Analytics work?**

Our website uses Google Analytics, a service provided by Google Ireland Ltd., Google Building Gordon House, Barrow St, Dublin 4, Ireland, and Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA, together referred to as "Google", with Google Ireland Ltd. responsible for processing personal data. Google uses cookies stored on your device to analyze your use of the website. The information generated by the cookie about your use of the website is transmitted to and stored on a Google server in the United States. We have supplemented Google Analytics with the code "anonymizeIP" to ensure that all data is collected anonymously. Only in exceptional cases will the full IP address be transmitted to a Google server in the United States and truncated there.

**Why are we allowed to use Google Analytics?**

Google analyzes the collected data on our behalf so that we can gain insights into visits and user behavior on our website. This allows us to improve our services, website content, and design.

**How to prevent the collection of your data by Google Analytics?**

You can prevent the storage of cookies by adjusting your browser settings accordingly (see our explanations regarding cookies). You can disable Google Analytics by downloading and installing the Google Browser Add-On.

**What service do we use?**

**Google Tag Manager**

We use Google Tag Manager on our website. This tool collects data about user behavior on our website and forwards it to our analytics tools. Google Tag Manager itself does not have access to the data; it simply collects it. Since Google Tag Manager does not process any personal data itself, we refer you to the explanations regarding the respective tracking services and the usage policies of Google Tag Manager. Usage policy: <https://www.google.com/intl/de/tagmanager/use-policy.html>

**Global Site Tag**

Global Site Tag (gtag.js) is a tag management system developed by Google. It is used to track and manage data such as traffic, revenue, conversions, and more through a single line of code. It enables companies to implement tracking tags for various purposes, such as Google Ads, Google Analytics, and more.

**PrivacyBee**

PrivacyBee is used on websites to detect all privacy-related services and generate a customized privacy policy based on them.