



Privacy Policy of the Swiss Ski School Adelboden

In this Privacy Policy, we, Swiss Ski School Adelboden, explain how we collect and otherwise process personal data. This is not an exhaustive description; other privacy policies or general terms and conditions may govern specific matters. Personal data means any information relating to an identified or identifiable person.

If you provide us with personal data relating to other persons (e.g. family members), please ensure that those persons are aware of this Privacy Policy and only provide us with their personal data if you are authorized to do so and if the data is accurate.

This Privacy Policy is designed to comply with the requirements of the EU General Data Protection Regulation (**GDPR**), the Swiss Federal Act on Data Protection (**FADP**), and the revised Swiss Federal Act on Data Protection (**revFADP**). Whether and to what extent these laws apply depends on the individual case.

1. Controller / Data Protection Officer / Representative

Unless otherwise specified in an individual case, the controller responsible for the data processing described here is Swiss Ski School Adelboden. If you have any data protection concerns, you may contact us at the address, Tourist Center, Dorfstrasse 23, 3715 Adelboden, Switzerland, info@skischule-adelboden.ch

2. Collection and Processing of Personal Data

We primarily process the personal data that we receive from our customers and other business partners, as well as from other persons involved in the course of our business relationship, or that we collect from users when operating our website and other applications.

Where permitted, we also obtain certain data from publicly accessible sources (e.g. debt enforcement registers, the Internet) or receive such data from authorities and other third parties. In addition to the data you provide directly to us, the categories of personal data we receive about you from third parties include, in particular, information from public registers, information about you provided by persons close to you (family members, etc.) so that we can conclude or perform contracts with you or involving you (e.g. references, your address for deliveries, information from our sales and other contractual partners regarding your use or provision of services (e.g. payments made, purchases completed), your addresses and, where applicable, interests and other socio-demographic data (for marketing purposes), data in connection with the use of



the website (e.g. IP address, MAC address of your smartphone or computer, information about your device and settings, cookies, date and time of your visit, pages and content accessed, functions used, referring website, and location data).

3. Purposes of Data Processing and Legal Bases

We primarily use the personal data we collect to conclude and perform contracts with our customers and business partners, particularly in connection with providing ski instruction and fulfilling our legal obligations in Switzerland and abroad.

In addition, where permitted and appropriate, we process personal data for the following purposes, in which we (and sometimes third parties) have a legitimate interest:

- Developing and improving our services, offerings, and websites.
- Communicating with third parties and handling their inquiries (e.g. job applications, media inquiries).
- Reviewing and optimizing procedures for needs analysis and direct customer outreach, including acquiring customer data from publicly accessible sources.
- Advertising and marketing (including organizing events), unless you have objected to the use of your data. If you are an existing customer and receive marketing from us, you may object at any time, and we will place you on a suppression list for future marketing.
- Market research, opinion research, and media monitoring.
- Asserting legal claims and defending ourselves in legal disputes and administrative proceedings.
- Preventing and investigating criminal offenses and other misconduct (e.g. internal investigations and fraud prevention through data analysis).
- Ensuring the operation of our business, particularly our IT systems and website.
- Video surveillance to protect our premises and additional measures to safeguard IT systems, buildings, facilities, employees, other individuals, and assets entrusted to us (e.g. access controls, visitor logs, network and email scanners, telephone recordings).

Where you have given us your consent to process your personal data for specific purposes (for example, subscribing to newsletters), we process your data within the scope of that consent unless another legal basis applies. You may withdraw your consent at any time. Withdrawal does not affect the lawfulness of processing carried out before the withdrawal.



4. Cookies, Tracking, and Other Technologies

We typically use "cookies" and similar technologies on our websites that allow your browser or device to be identified. A cookie is a small file that is sent to your computer or automatically stored on your computer or mobile device by the web browser you use when you visit our website. This enables us to recognize you when you revisit this website, even if we do not know who you are. In addition to cookies that are only used during a session and deleted after your visit to our website ("session cookies"), cookies may also be used to store user preferences and other information for a certain period of time (e.g. two years) ("persistent cookies"). However, you can configure your browser to reject cookies, store them only for a single session, or delete them prematurely. Most browsers are set to accept cookies by default. We use persistent cookies to enable you to save user preferences (e.g. language settings, automatic login), to better understand how you use our services and content, and to display offers and advertising tailored to your interests. If you block cookies, certain functionalities (such as language selection, shopping cart, or ordering processes) may no longer function.

By using our websites and consenting to receive newsletters and other marketing emails, you agree to the use of these technologies. If you do not wish this, you must configure your browser or email program accordingly.

We may use Google Analytics or comparable services on our websites. These are services provided by third parties, which may be located in any country worldwide (in the case of Google Analytics, this is Google Ireland (based in Ireland), which uses Google LLC (based in the USA) as its data processor (both referred to as "Google"), www.google.com). These services enable us to measure and analyze the use of our website (on a non-personal basis). Persistent cookies set by the service provider are also used for this purpose. If you have registered with the service provider yourself, the provider may also identify you. In that case, the processing of your personal data by the service provider is carried out under the service provider's own responsibility and in accordance with its privacy policy. The service provider only informs us how our respective website is used (without providing any information that identifies you personally).



5. Disclosure of Data and International Data Transfers

As part of our business activities and for the purposes described above, we may disclose personal data to third parties where permitted and appropriate, either because they process the data on our behalf or because they use it for their own purposes. These recipients include, in particular:

- Our service providers (such as banks and insurance companies), including data processors (e.g. IT providers).
- Dealers, suppliers, subcontractors, and other business partners.
- Customers.
- Swiss and foreign authorities, government offices, and courts.
- Media organizations.
- The public, including visitors to websites and social media platforms.
- Competitors, industry organizations, associations, and other bodies.
- Other parties involved in potential or actual legal proceedings

These recipients may be located in Switzerland or anywhere else in the world. In particular, you should expect your data to be transferred to countries where our service providers are located (such as Microsoft, Waldhart, Numbirds, and Bexio).

If a recipient is located in a country without adequate legal data protection, we contractually require the recipient to comply with applicable data protection standards unless the recipient is already subject to a legally recognized data protection framework or another legal exception applies. Exceptions may apply, for example: in connection with legal proceedings abroad, where overriding public interests exist, where disclosure is necessary to perform a contract, where you have given your consent, or where the data has been made publicly available by you and you have not objected to its processing.

6. Retention Period for Personal Data

We process and store your personal data for as long as necessary to fulfill our contractual and legal obligations or otherwise achieve the purposes for which the data was collected. This generally includes: the entire duration of the business relationship (from initiation through completion and termination), and any additional period required by statutory retention and documentation obligations. Personal data may also be retained during periods in which claims may be asserted against our organization or where we have legitimate business interests, such as for evidentiary or documentation



purposes. Once personal data is no longer required for these purposes, it will generally be deleted or anonymized wherever possible.

7. Data Security

We implement appropriate technical and organizational security measures to protect your personal data against unauthorized access and misuse.

8. Obligation to Provide Personal Data

As part of our business relationship, you must provide the personal data necessary for establishing and performing the contractual relationship and fulfilling the associated contractual obligations. Without this data, we will generally not be able to conclude or perform a contract with you. Our website also cannot function properly if certain technical information necessary for data transmission (such as your IP address) is not disclosed.

9. Rights of the Data Subject

Within the framework of the data protection laws applicable to you, and to the extent provided therein, you have the right to access, rectification, erasure, the right to restriction of processing, as well as the right to object to our processing of your personal data, in particular where such processing is carried out for the purposes of direct marketing or based on other legitimate interests. You also have the right to receive certain personal data for the purpose of transferring it to another controller. Please note, however, that we reserve the right to invoke the restrictions provided for by law, for example where we are obliged to retain or process certain data, where we have an overriding legitimate interest in doing so, or where we require such data for the establishment, exercise or defence of legal claims. If any costs are incurred, we will inform you in advance. Please also note that exercising these rights may conflict with contractual agreements and may result in consequences such as the premature termination of the contract or the incurrence of costs. Where this is not already contractually regulated, we will inform you of such consequences in advance.

To exercise your rights, you may contact us using the address provided in Section 1.

Every data subject also has the right to enforce their rights through the courts or to lodge a complaint with the competent data protection authority. The competent data protection authority in Switzerland is the Federal Data Protection and Information Commissioner (<http://www.edoeb.admin.ch>).



10. Changes

We may amend this Privacy Policy at any time without prior notice. The version published on our website at any given time is the current version.

If this Privacy Policy forms part of an agreement with you, we will notify you of any updates by email or another appropriate means.

Version dated 30 June 2026