

For ease of readability, we use masculine pronouns.

1. Controller for purposes of data processing

If you have concerns relating to data protection law, please contact us at the following address: Feusi Bildungszentrum AG, Datenschutz, Max-Daetwyler-Platz 1, 3014 Bern or datenschutz@feusi.ch.

2. Purpose of data processing

We collect, process and store your personal data to the extent necessary for concluding and performing the contract and in accordance with our internal policies, in particular for:

- ensuring the process of providing education and safeguarding school operations;
- managing student files;
- operating electronic student platforms;
- providing reports to authorities, associations, educational and sports partners, entities providing practical training and accreditation bodies and third parties (e.g. employers);
- maintaining a register of alumni and communicating with alumni;
- archiving of personal data (e.g. certificates).

In addition, we may also process your personal data for the following purposes, *inter alia*:

- communicating with third parties and processing their enquiries (e.g. applications, media enquiries);
- reviewing and optimising direct customer communications and collecting personal data from publicly available sources for the purpose of customer solicitation;
- advertising and marketing (including holding events), to the extent that you have not objected to this use of your data;
- asserting and enforcing legal claims and defences in connection with legal disputes and official proceedings;
- preventing and investigating criminal offences and other misconduct (e.g. conducting internal investigations, disciplinary investigations etc.);
- safeguarding our business operations, in particular IT, our websites, the use of messaging services such as text messaging, apps and other platforms and further development of the same;
- implementing automated use of cookies/tracking and other technologies to collect and store data in connection with student platforms;
- undertaking video surveillance to safeguard domiciliary rights and other measures for IT, building and plant security and the protection of our employees and other persons and assets belonging to us or entrusted to us (e.g. access controls, visitor lists, network and email scanners, telephone recordings);
- effecting the purchase and sale of business units, companies or parts of companies and other corporate transactions and the associated transfer of personal data as well as measures for business management and, to the extent required, to ensure compliance with legal and regulatory obligations.

If you have given us your consent to process your personal data for specific purposes (e.g. for publishing of film and photo recordings), we process it under and on the basis of this consent, unless we have another legal basis and we require the same. Consent, once given, may be withdrawn at any time, but this will not have any effect on any data processing or use of data that has taken place prior to that point.

3. Data transfer and data transmission abroad

We also disclose data to third parties as part of our business activities and for the purposes set out in clause 2. The recipients in such cases are, in particular, the following:

- persons requesting address information for organising alumni events, to the extent you have not objected to this disclosure of your data;
- our own service providers, including contract data processors (e.g. IT providers, ERP solutions in the realm of school administration);
- distributors, suppliers, subcontractors and other business partners;
- other school-related clients;
- domestic and foreign authorities, public offices or courts, for example for asserting and enforcing claims;
- media organisations
- the general public, including visitors to our website and social media;
- competitors, industry sector entities, associations, organisations and other bodies;
- interested parties or purchasers of business units, companies or other corporate subunits;
- other parties to potential or actual legal proceedings.

If a recipient is located in a country lacking adequate statutory data protection, it must give a contractual undertaking to comply with the applicable data protection rules. An exception may apply in the case of legal proceedings abroad, as well as in cases of overriding public interest or if the performance of a contract requires such disclosure, if you have given your consent or if the data in question is made publicly available by you and you have not objected to the processing of such data.

4. Retention period for personal data

We process and store your personal data for as long as it is necessary for compliance with our contractual obligations (from the pre-contract stage, through contract performance and up to contract termination) and statutory obligations (e.g. statutory retention and documentation obligations) as well as internal policies or for other purposes pursued in connection with the data processing.

It is possible that personal data will be retained for the period for which claims can be asserted against our company and to the extent we are otherwise legally obliged to do so or justified business interests so require (e.g. for evidentiary and documentation purposes). As soon as your personal data are no longer required for the above-referenced purposes, they will be erased or anonymised as far as possible.

5. Data security

We take appropriate technical as well as organisational security measures in order to protect your personal data from any unauthorised access as well as from misuse.

6. Obligation to provide personal data

In order for us to enter into and perform a contract with you (or the person you represent), you must provide us with the necessary personal data and grant us permission to process certain sensitive personal data (separate declaration of consent). The consent given to us for data processing can generally be withdrawn at any time. However, in the event of withdrawal of any consent which is necessary in order to perform the contract, we will no longer be able to perform the contract. In such case, we shall have the right to terminate the contract (see also clause 8).

7. Profiling and automated decision-making

We process your personal data automatically in some cases with the aim of evaluating certain personal aspects (profiling). In particular, we use profiling to provide you with targeted information and advice about products. We use evaluation tools, including market and opinion research, that enable us to communicate and advertise in a way that is tailored to customer needs.

8. Rights of data subjects

You have the right:

- of data access, rectification, erasure;
- to demand the restriction of data processing;
- to object to our data processing, in particular for direct marketing purposes and other legitimate interests in processing it;
- to obtain disclosure of certain personal data for transfer to another location (also known as data portability).

Please note, however, that we reserve the right on our part to assert the duty to comply with restrictions provided for by law, for example if we are obliged to retain or process certain data, if we have an overriding interest in doing so (to the extent we are entitled to rely on such interest) or if we need the data in order to assert claims.

Please note that the exercise of these rights may conflict with contractual agreements and may result in consequences such as early termination or costs. If this is the case, we will inform you in advance except where this has already been agreed upon by contract.

The exercise of such rights requires that you provide clear proof of your identity. In order to assert your rights, you may contact us at the address shown in clause 1. Furthermore, every data subject has the right to assert his rights in court 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 (www.edoeb.admin.ch).

9. Entry into force

This Privacy Policy is effective as from 1 April 2023.