

# Privacy Policy

## General

Thank you for visiting our website and for your interest in our company. The protection of your personal data is important to us.

Data protection and data security are important to the GS1 Switzerland association, including GS1 Education (hereinafter "GS1 Switzerland"). GS1 Switzerland will process your personal data responsibly, in compliance with applicable laws and in accordance with this Privacy Policy.

## Content of this Privacy Policy

In this Privacy Policy, we inform you about how GS1 Switzerland collects and processes personal data when you visit our websites or social media pages, contact us, or use our services.

We use the generic masculine form of address. Unless otherwise indicated, all references to persons refer to all gender identities.

## Person responsible for data processing

GS1 Switzerland is responsible for the data processing described in this Privacy Policy.

If you have any questions or would like to exercise your data protection rights, please contact us at [datenschutz@gs1.ch](mailto:datenschutz@gs1.ch) or write to: GS1 Switzerland, Contact Office Data Protection, Monbijoustrasse 68, 3007 Bern.

## Personal data processed during communication and service provision

GS1 Switzerland collects the information you provide to us as follows:

- when you contact us
- when you register as a user on the website or the online platform
- when you use our chatbot Codie
- when you order services
- when you register for a training course
- when you register for a federal examination
- when you register for an event
- when you apply for a job with us

This includes general personal data, e.g. name and contact details and, if applicable, details regarding your position or role with the organization on whose behalf you are contacting us.

If you order paid services, we will also ask for your financial information, for example, your preferred payment method and billing address.

We also process personal data that we receive from third parties. This regularly includes personal data we receive in correspondence or meetings with clients, members or business partners, e.g. your name and details of your activity as a team member of the client or business partner.

To the extent necessary to achieve the purposes described in this Privacy Policy, we also collect general personal data from publicly accessible registers, websites or platforms (e.g. to verify your authority to sign) or by obtaining information from third parties (e.g. for reference purposes in the application process, if you consent).

### **Use of images**

Images in which persons are recognisable are considered personal data. At events, GS1 Switzerland reserves the right to take photos and videos in which persons are recognisable. These recordings will be used by GS1 Switzerland exclusively for the purpose of direct information about current and future educational offers, public events and other GS1 Switzerland events on digital channels and in print media. If you do not want images of you to be used for these purposes, please inform the respective contact person / organisation in advance / the photographer on site.

### **Provision and use of our websites and online platforms**

You can find out about GS1 Switzerland and our range of services on the websites without telling us who you are. As with any connection to a web server, the server on which we have the websites and online platforms provided automatically logs and stores certain technical data for a short period of time. This includes the IP address and operating system of your device, the date and time of use and the type of browser you use to access the websites or online platforms.

### **Use of our online platforms**

GS1 Switzerland operates various platforms. When you register as a user on these online platforms, we collect the information you provide to us. This includes general personal data such as name and contact details as well as personal information that you or other users enter, upload, generate, store and process when using the online platforms.

### **Web analysis**

We work with Microsoft Clarity to understand how our website is used and interacted with. This is analysed using behavioural metrics, heatmaps and session replays to improve our products and services. Website usage data is collected using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. We also use this information to optimise the website, for fraud/security purposes and for advertising. To recognise users, Microsoft Clarity places a cookie in their browser, which is stored for one year. For more information on how Microsoft collects and uses your data, please refer to the Microsoft Privacy Policy <https://privacy.microsoft.com/en-us/privacystatement> . The provider of the service is Microsoft Ireland Operations Limited. If you wish to object to the use of cookies, you can do so by selecting the appropriate settings in your browser.

### **Advertising technologies**

GS1 Switzerland uses advertising technologies from Google, YouTube, X (formerlyTwitter), Microsoft (LinkedIn) and Meta (Instagram, Facebook) on its websites. This means that when you visit websites operated by GS1 Switzerland, you may receive advertising that is relevant to you when you visit other websites. The advertising material is displayed on the websites you visit based on an analysis of your previous use of our websites. For this purpose, the providers of the advertising technologies set cookies when you visit our website.

## Social plugins

The social plugins used on the websites allow you to recommend and share our content on your social networks. You can recognize the social plugins on the websites by the logos of the respective social network. When you interact with the social plugin, data is sent to the respective social network provider.

## Resources from external websites

We incorporate resources from external servers on our websites. These contain visible content (videos, photos, Google Maps), content from third-party websites (via iframe, API) and technical resources.

The technical resources are used to improve the performance or security of our websites. When retrieving these resources, the operator of the external servers learns your IP address and/or certain marginal data that are necessary for the use of the servers of the external operators.

## Use of the Codie chatbot

The chatbot Codie (hereinafter referred to as Codie) integrated on our website is based on the LLM (Large Language Model) technology from Azure OpenAI. The contractual partner of GS1 Switzerland is exclusively Corporate Software (partner of Microsoft). The services are subject to the Microsoft Customer Service Agreement. The data that you enter into the chatbot is processed. It is therefore recommended that you do not disclose any personal data. The chat histories are not used for further development or training purposes.

Please also read our [terms of use](#) for the chatbot.

## Note on the use of cookies

We integrate resources from external servers on our websites. These contain visible content (videos, photos, Google Maps), content from third-party websites (via iframe, API) and technical resources. The technical resources are used to improve the performance or security of our websites. When you access these resources, the operator of the external server learns your IP address and/or certain marginal data that is necessary for the use of the external operator's server.

We also use the web analysis service Google Signals from Google Ireland Limited on our websites. This service is an extension function of Google Analytics, which - if you are logged in to a Google service - enables us to track you across devices. You can find more information on the handling of user data in Google's privacy policy: <https://policies.google.com/privacy?hl=en&gl=en> .

If you wish to object to the use of cookies, you can do so by selecting the appropriate settings in your browser and by using a [browser plug-in](#). You can also object to the collection by Google Signals by [deactivating "personalised advertising"](#) in your Google account.

## Use of our social media pages

On our social media pages, you will find posts about our range of services as well as current developments at third-party companies. The social media providers collect and analyse usage data such as the number of visits and demographic information about visitors to our company pages.

We receive evaluations from the social media providers based on this data. These only contain aggregated or otherwise sufficiently anonymized data. Only the respective provider can identify you based on the usage data collected. Therefore, please note the data protection information of the respective providers.

## **Use and optimisation of our newsletter**

When you register for our newsletter, we collect the information you provide to us. This includes general personal data such as first name, last name and e-mail address. We use analytics services to measure and analyse the use of our newsletter. The analytics services collect and analyse usage data such as the number of people who have opened a newsletter or clicked on certain articles. We receive evaluations based on this data. These enable us to optimise our newsletter and provide you with content that interests you.

You can also inform us at any time that you do not wish to receive our newsletter in the future. Please use the unsubscribe link at the end of the newsletter. If you click it on, we will no longer measure and analyse your use of the newsletter in future.

## **For what purposes we process your personal data and on what basis**

We process your personal data primarily to inform you about our range of services and to provide, document and invoice our services in accordance with our contractual and legal obligations.

In particular:

- Carrying out admission clarifications for federal examinations (incl. clarification of compensation for disadvantages)
- Provision and execution of services (incl. educational offers and events)
- Registration for events and training courses

We also process your personal data for the following purposes:

- Answering your enquiries and communicating with you
- Processing your registration or orders
- Responding to applications
- Sending reminders and messages to participants of events, courses and training programmes by electronic mail (e-mail, SMS or similar services), by telephone or by post.
- Providing the website and the online platform and the chatbot
- Analysing and optimising the use of the website and the online platform
- Developing and improving products and services
- Marketing and advertising
- Optimising our posts on our social media company pages
- Information about new developments at GS1 Switzerland and about new services (e.g. via our newsletter; in this case you can inform us at any time that you do not wish to receive such information in the future)
- Compliance with legal obligations
- Enforcement of legal claims

We have a legitimate interest in processing your personal data for the above purposes. Some processing is also necessary to enable us to fulfil our contractual obligations towards you or our legal obligations (e.g. retention obligations). On this basis, we process your personal data if and insofar as the applicable data protection law requires a legal basis or justification for the lawfulness of the data processing in general or for specific processing activities.

## **How GS1 Switzerland stores and protects your personal data**

GS1 Switzerland stores your personal data only to the extent and for as long as necessary to fulfil the purposes described in this Privacy Policy or to comply with legal obligations.

In the interest of the integrity and confidentiality of personal data, GS1 Switzerland takes appropriate technical and organisational measures. In particular, we implement system access

controls, data access controls and procedures to regularly review, assess and evaluate the effectiveness of the measures in accordance with our risk assessment.

### **With whom GS1 Switzerland shares your personal data**

In order to achieve the purposes described in this Privacy Policy, it may be necessary for us to share your personal data with other companies. This involves the following categories of recipients:

- external service providers
- other customers
- suppliers and business partners
- authorities and courts (if applicable)

### **Place of processing**

We store and process your personal data primarily in Switzerland and the EU. However, we may also transfer your personal data to recipients in countries outside Switzerland or the EU. We transfer data to countries without adequate data protection on the basis of standard data protection clauses or legal exceptions (e.g. necessity for the performance of a contract).

### **Your rights in relation to your personal data**

You have the following rights in relation to personal data that concern you:

- The right to obtain information about the personal data we hold about you and how we process these
- the right to see or receive a copy of your personal data in a commonly used format
- the right to have your personal data corrected
- the right to have your personal data deleted
- the right to object to the processing of your personal data

Please note that legal requirements and exceptions apply to these rights. To the extent permitted by law, GS1 Switzerland may refuse your request to exercise these rights. You also have the right to lodge a complaint with the relevant data protection supervisory authority.

### **How GS1 Switzerland may change this Privacy Policy**

We may amend this Privacy Policy at any time, in particular if we change our data processing practices or if new legal regulations become applicable. The version provided on our website at <https://www.gs1.ch/en/data-protection> applies.

The original language (German original version) is legally binding for translated versions.

This Privacy Policy was generated with [dp-services.ch](https://dp-services.ch).

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