



# Privacy Policy

September, 2023  
Zurich, Switzerland

Swiss Finance + Technology Association ("SFTA", "we", "us", "our") is a non-for-profit organization that is committed to protecting your personal data. In this privacy policy (Privacy Policy), we provide you with comprehensive information about how we handle your personal data. Your personal data will be collected, processed, and used exclusively in accordance with legal requirements and in good faith.

This Privacy Policy specifies the handling of personal data in accordance with the Swiss Federal Act on Data Protection ("FADP").

## Contact Details:

SFTA is responsible for the processing of personal data for the purposes listed below. If you have any questions, we are available to answer your data protection concerns at the following address:

Swiss Finance + Technology Association (SFTA)  
c/o DomizilPlus,  
Max-Högger-Strasse 6,  
CH - 8048 Zürich  
[info@swissfinte.ch](mailto:info@swissfinte.ch)  
[www.swissfinte.ch](http://www.swissfinte.ch)

## A. GENERAL

### 1. Scope of processing

We collect your personal data for the following purposes:

- To send you newsletters and other information;
- to send you invitations to events, training sessions, conferences and lectures;
- to manage and administer our relationship with you;
- to maintain our list of contacts;
- to fulfill our legal, regulatory obligations;
- for any purpose related to the foregoing or for any purpose for which personal data was provided to SFTA.

The purposes of data processing primarily depend on the specific activity you chose to engage with. When we receive your consent, we may evaluate the personal data provided for marketing purposes.



In case you decide to contact us or to enter into an agreement with us, we may process your contact details: your first and last name, e-mail address, address, telephone numbers, position, associated company/office.

As part of the organizing activities, we may process your image by taking photographs. With the registration for any of our events you agree to the recording of images of your person as well as to the publication of the images for the mentioned purposes described in this paragraph. These will be used to document the event, i.e., subsequently on our websites, blogs, and social media channels, as well as in brochures, if applicable. You can revoke the consent given with the registration for the creation of images and their publication at any time until the beginning of the event to the responsible persons.

## 2. Transfer of data to third parties

We will only disclose your personal data to third parties if you expressly consent to this, if there is a legal obligation or permission to do so, if the disclosure is necessary to assert, exercise or defend legal claims, or if the disclosure of data is necessary for the management of contractual relationships with you.

Service providers that we engage with are mentioned below in this Privacy Policy.

## 3. Cross border data transfer

The transfer of personal data to countries outside of Switzerland may be based on the respective adequacy decisions of the Swiss Federal Data Protection and Information Commissioner ("FDPIC").

We have taken appropriate measures to ensure that the relevant personal data is available in Switzerland at all times.

## 4. Storage periods

We retain your personal information for as long as we deem it necessary or appropriate to comply with applicable laws or as long as it is necessary for the purposes for which it was collected. We delete your personal data as soon as it is no longer needed and in any case after the expiry of the maximum retention period of five or ten years, respectively, as required by law. Personal data that is no longer necessary and for which there is no legal obligation to retain it will be destroyed once the purpose and justification for doing so no longer apply.

## 5. Security

We take reasonable measures to ensure that your personal data cannot be accessed or stolen by unauthorized third parties. We use SSL encryption for security reasons and to protect the transmission of confidential content, such as requests that you send to us as the site operator.



## 6. Your rights

Upon request, we can provide you at any time with information about which personal data about you is being processed. Subsequently, in certain cases, you have a right to data portability and thus to the release of your personal data in a structured, common, and machine-readable format. Under certain conditions, you may object to the data processing and request its restriction as well as the correction and/or deletion of your personal data. In addition, you have a right to lodge a complaint in relation to the processing of your personal data to the Swiss data protection authority: Federal Data Protection and Information Commissioner, Feldeggweg 1, CH - 3003 Bern, Tel. +41 58 462 43 95, Website: <https://www.edoeb.admin.ch/edoeb/de/home/der-edoeb/kontakt/kontaktformular.html>

## 7. Automated decision making and profiling

We generally do not use fully automated decision-making. Should we use these procedures in individual cases, we will inform you about this separately if this is required by law.

## B. WEBSITE

### Visiting our website

When you visit our website, we only collect the personal data that your browser sends to the server (e.g., your IP address, the website which you are visiting us from, the date and time of access, the name and URL of the file accessed). If you decide to contact us, we may collect your name, your email address, and any other information which you choose to give us. In no case do we use the collected data to draw conclusions about your person or to create user profiles with the help of this data.

For the creation of our website, we have utilized WordPress, a platform headquartered in San Francisco, California, USA. WordPress's privacy policy can be accessed at:

<https://wordpress.org/about/privacy/>.

The infrastructure supporting WordPress is hosted on servers located in various regions including Europe and the US.

Our website is hosted on a server provided by Cyon GmbH. Cyon GmbH is a company based in Switzerland with its headquarters and entire infrastructure located within Switzerland, including their servers. For additional details, please refer to their privacy policy at:

<https://www.cyon.ch/legal/privacy-policy/>.

Please be aware that our website may feature links to other websites. It is important to note that we do not have control over the data collection, storage, or usage practices of these external websites. We strongly recommend reviewing the privacy policies of such websites before disclosing any personal information to them.

## Attending events through MembershipWorks



MembershipWorks is a Service operated by SourceFound Inc. a Delaware corporation with its principal place of business at 621 East 6th St, Suite 200, Austin, Texas 78701, US. We are organizing multiple events to which you have the opportunity to register for participation through our platform. In doing so, you must provide us with your first and last name, and a valid email address. We do not share this information with MembershipWorks unless you consent to it before signing up. For more information about the handling of user data on MembershipWorks, you can review our privacy policy on our website or contact us directly.

## MailChimp

In certain cases, SFTA uses data processing partners like MailChimp, which may store information securely in accordance with applicable data privacy regulations. MailChimp is used for the management of newsletters, including the collection (e.g., via sign-up for ms) and storage of personal data including email and name, and the transfer of personal data to certain of MailChimp's sub-processors (who, as described in MailChimp's Data Processing Agreement, perform some critical services, such as helping MailChimp prevent abuse and providing support to our customers). For more information on MailChimp's privacy policy, please visit: <https://mailchimp.com/gdpr/>.

## C. Cookies

We use cookies on our website to optimize our services. These are text files that are stored on your computer and enable the analysis of the use of our website. You can configure your browser so that no cookies are stored on your computer, or a notification always appears before a cookie is installed. Complete deactivation of cookies may result in the website not working or not working fully. The data processed by cookies is necessary for the purposes mentioned to protect our legitimate interests. Furthermore, we only process technically unnecessary cookies if we have voluntarily given your consent.

Before cookies are placed on your computer or device, you will be shown our Privacy Policy section C in a bottom bar requesting your consent to set those cookies.

The following cookies may be placed on your computer or device:

### Essential Cookies:

| Cookie Subgroup | Cookie Name   | Cookie Lifespan                            |
|-----------------|---|--|
| .swissfinte.ch  | wordpress_test_cookie<br>_stripe_sid<br>_stripe_mid | Session<br>30 minutes<br>11 months 30 days |
| m.stripe.com    | m   | 1 year 11 months 29 days                   |

### Performance and Functionality Cookies:

| Cookie Subgroup | Cookie Name | Cookie Lifespan |
|-----------------|-------------|-----------------|
|-----------------|-------------|-----------------|



|                      |  |  |
|----------------------|--|--|
| .swissfinte.ch       | _ga_TSCFKRP73K<br>_ga  | 1 year 1 month<br>1 year 1 month                                   |
| www.youtube.com      | yt-remote-device-id<br>yt.innertube::requests<br>ytidb::LAST_RESULT_ENTRY_KEY<br>yt-remote-connected-devices<br>yt.innertube::nextId | Persistent<br>Persistent<br>Persistent<br>Persistent<br>Persistent |
| .membershipworks.com | _gid<br>_gcl_a<br>_ga_310VR8R9KJ<br>_ga  | 1 day<br>2 months<br>1 year 1 month<br>1 year 1 month              |

#### Analytics and Customization Cookies:

| Cookie Subgroup | Cookie Name  | Cookie Lifespan  |
|-----------------|--|--|
| www.youtube.com | yt-remote-device-id<br>yt.innertube::requests<br>ytidb::LAST_RESULT_ENTRY_KEY<br>yt-remote-connected-devices<br>yt.innertube::nextId | Persistent<br>Persistent<br>Persistent<br>Persistent<br>Persistent |

## D. SOCIAL MEDIA PLUGINS

We use social media plugins from LinkedIn and Twitter on our website which are identified by the buttons of the same name. We use these services to make ourselves better known and to be able to get in touch with you.

Responsibility for data protection-compliant operation lies with the respective providers. Data is only transmitted to the aforementioned providers if you are logged into the corresponding platform with your profile. We have no influence on the processing of your personal data on their websites and therefore decline any liability.

Further information on LinkedIn can be found <https://www.linkedin.com/legal/privacy-policy> and about Twitter on <https://twitter.com/de/privacy>.

## E. CONTACTING US

We must ensure that your personal information is accurate and up to date. Therefore, if you have any questions about how we process your Personal Data, please feel free to contact us at [info@swissfinte.ch](mailto:info@swissfinte.ch).

If you do not wish to receive further newsletters from SFTA, please unsubscribe [here](#).

Users of [www.swissfinte.ch](http://www.swissfinte.ch) can login to "My Account" using their registered email to update or remove their personal information.



## F. CHANGES TO OUR PRIVACY POLICY

We reserve the right to change this Privacy Policy from time to time. Any changes will be immediately posted on the website, and you will be deemed to have accepted the terms of the Privacy Policy on your first use of the website following the alterations. We recommend that you check this page regularly to keep up to date.

A handwritten signature in blue ink, appearing to read 'P. J. Keightley', is positioned above the title 'President'.

President