

Privacy policy

**Agentur für Privatschulen AFP AG,
Marktgasse 11, 8302 Kloten, Switzerland**

In this privacy policy, we describe how we collect and process personal data. This description is not exhaustive; in some cases, other privacy policies or general terms and conditions might contain provisions that apply under specific circumstances. All information relating to an identified or identifiable person is personal data.

When you provide us with the personal data of other people (e.g. employees, family members or colleagues), please ensure that those people are aware of this privacy policy and only share their personal data with us if you are permitted to do so and if the personal data is accurate. As a company operating in Switzerland, Agentur für Privatschulen AFP AG is subject to the Swiss data protection regulations.

1. Controller

The controller responsible for data processing is Agentur für Privatschulen AFP AG, Marktgasse 11, 8302 Kloten, Switzerland.

2. Collection and processing of personal data

We primarily process personal data that we receive from our clients, business partners and other related parties as part of our business relationships with them or that we collect from users of our website or other applications.

Where permitted, we also retrieve certain data from public sources (e.g. debt collection registers, land registers, commercial registers, the press and the internet) or from other companies, authorities and other third parties. In addition to the data concerning you that you give us directly, the categories of personal data concerning you that we receive from third parties include information from public registers, information we obtain in connection with official and judicial processes, information in connection with your professional roles and work, information about you in correspondence and discussions with you, third parties, credit agencies and information about you that we receive from people close to you (family, advisors, legal representatives, suppliers, etc.), so that we can conclude or execute contracts involving you (e.g. references, your postal address for correspondence, powers of attorney, information required to comply with statutory regulations, information from schools, authorities, advisors and other contractual partners we have), data required for you to utilize or provide services (e.g. payments made, information about you from the media and internet where notice is given of this on a case-by-case basis, e.g. as part of an application for private schools or boarding schools, marketing, etc.), your residential or business addresses and potentially interests and other socio-demographic data for the purposes of developing new business relationships.

3. Purposes of data processing and legal grounds

First and foremost, we use the personal data we collect to execute our contracts with our clients and business partners, especially to advise on matters concerning the private schools, boarding schools, language schools and language trip agents we represent, including related work with current or future business partners, as well as to comply with our legal obligations in Switzerland and abroad. If you work for such a client or business partner, your personal data might also be affected in connection with this role.

Furthermore, where admissible and appropriate, we process your personal data and the personal data of other people for the following purposes in which we (and sometimes also third parties) have a legitimate interest that is consistent with the purpose:

- Offering and developing our consulting services for the private schools, boarding schools, language schools and language trip agents we represent, including related work;
- Communicating with third parties and processing their inquiries (e.g. applications, visits and discussions with private schools, boarding schools and language trip providers);
- Testing and optimizing methods of analyzing demand for the purposes of contacting clients directly and collecting personal data from public sources for the purposes of client acquisition;
- Advertising and marketing (including events), unless you have objected to the use of your data (if you are an existing client and we send you promotional material, you can object, in which case we will remove your name from our mailing lists);
- Conducting market and opinion research and media monitoring;
- Enforcing and defending against legal claims in connection with legal disputes and official proceedings;
- Preventing and investigating criminal acts and other misconduct (e.g. conducting internal investigations and data analyses to combat fraud);
- Ensuring that we remain operational, especially with regard to our IT, website and online services offered on the website and other platforms;
- CCTV to ensure compliance with building regulations, other IT, building and facility security measures and measures designed to protect our staff and other personnel and assets belonging or entrusted to us (e.g. controlled access systems, visitor lists, network and email scanners, telephone recordings);
- Purchasing and selling business units, companies or parts of companies and other corporate transactions, including the related transmission of personal data, as well as

business management measures and complying with statutory and regulatory obligations and internal regulations.

Where you consented to the processing of your personal data for certain purposes, we will process your personal data within the scope of and based on that consent unless we have any other legal grounds and require the same. You can withdraw your consent at any time, although this has no effect on data processed up until that point.

4. Cookies/tracking and social plugins in connection with the use of our website:

We do not store any personal data.

We use cookies (small computer files containing text information that the web server sends to your browser) to improve your experience when you visit our website. For example, some notices will only appear once if you allow us to install a cookie. Our cookies also have an expiration date. If you manually delete your cookies before they expire, a new cookie will be installed when you next visit the site unless you block cookies. The technical specifications mean that the server can only read a cookie that it has sent. Please rest assured that we do not store any personal data in cookies. Unfortunately, you will only be able to use some of our website's features if you do not accept cookies. We therefore recommend that you permanently enable cookies for our website. Most browsers are set to automatically accept cookies. However, you can disable cookies and set your browser to notify you as soon as cookies are sent. We use social media platforms such as Xing and Facebook. However, our website does not use any plugins or similar technology from social networks. The icons are simply links to the corresponding platforms. A link does not cause IP addresses or personal data to be transferred. Your personal data is processed under the responsibility of those operators and in line with their own privacy policies. These operators will not provide us with any information about you.

5. Sharing data and transferring data abroad

Where admissible and appropriate, we share data with third parties as part of our business activities and for the stated purposes because they process the data for us or because they want to use the data for their own purposes. The third parties might be the following in particular:

- Service providers we use as well as private schools, boarding schools, language schools and language trip agents we represent in particular, as well as other consulting firms including processors (such as IT service providers);
 - Suppliers, subcontractors and other business partners;
 - Clients, including their legal representatives or contacts;
 - Swiss and foreign authorities, official bodies or courts;
 - The public, including visitors to websites and users of social media;
 - Competitors, industry organizations, associations, organizations and other committees;
 - Buyers or parties interested in acquiring business units, companies or other parts of our enterprise;
 - Other parties in actual or potential legal proceedings;
- (all are referred to collectively as «recipients» below).

Some of these recipients are in Switzerland, but others might be abroad. In particular, your data may be transferred to our business partners such as private schools, boarding schools, language schools and language trip agents abroad. Where we transfer data to a country whose laws do not provide an adequate level of data protection, we do so based on the legal exceptions of consent, performance of a contract, the establishment, exercise or enforcement of legal claims, overriding public interests, published personal data, the need to protect the integrity of the data subjects or because the data subject has made the data generally accessible and not expressly objected to processing. For the sake of completeness, please note that, as a company operating in Switzerland, we mainly work with Swiss clients. In exceptional cases, to comply with our contractual obligations, personal data belonging to natural persons may be transmitted to the USA in connection with the fulfillment of our contractual obligation with you. Please also note that US authorities have powers of surveillance under US law, so all data transferred from Switzerland to the USA can potentially be stored. This happens without discrimination, restriction or exception based on the objective being pursued and with no objective criteria that would enable the US authorities to restrict access to personal data and restrict its subsequent use to certain strictly limited purposes that justify this data being accessed. Furthermore, please note that data subjects from Switzerland have no legal means in the USA to obtain access to the data concerning them or have the data rectified or erased and that there is no effective legal protection against the general powers of the US authorities to access data. We are expressly making you aware of this legal and factual situation so you can make an informed decision as to whether to consent to the use of your data.

6. Duration of storage of personal data

We process your personal data for as long as is necessary to fulfill our contractual and statutory obligations or other purposes that we are processing the data for, i.e. for the term of the entire business relationship (from the initiation to the performance and termination of a contract or consultation), as well as in line with the statutory regulations on storage and documentation. It is possible that personal data might be stored for the period of time in which claims can be filed against our company and if we are otherwise legally obligated to do so or if our legitimate interests require it (e.g. for the purposes of evidence and documentation). Where possible, your personal data will be erased or anonymized as soon as it is no longer required for the purposes above.

7. Data security

We have implemented reasonable technical and organizational measures, such as physical and digital access controls and restrictions, to protect your personal data from being accessed by unauthorized parties and misused.

8. Obligation to disclose personal data

As part of our business relationship, you must provide the personal data necessary to enter into and execute a business relationship and provide the related services. Without such data, we will normally be unable to provide you (or the body or person you represent) with advice.

9. Profiling

We do not use profiling.

10. Rights of the data subject

Under the data protection legislation that applies to you and where provided for therein, you are entitled to access information, to rectification, to erasure, to restriction of processing, to object to our data processing activities and to receive certain personal data. However, please note that we reserve the right to utilize the statutory restrictions on our part if, for instance, we are obligated to store or process certain data, have an overriding interest in doing so or need to do so to exercise legal claims. We shall notify you in advance if you will incur costs. Please note that exercising these rights might conflict with contractual agreements and might have consequences such as the premature dissolution of the contract or additional costs. We shall notify you in advance unless contractual provisions already apply to the matter. As a rule, exercising such rights requires you to provide unequivocal evidence of your identity (e.g. by providing a copy of your personal identification if your identity is not otherwise clear and cannot be verified). Furthermore, every data subject has the right to enforce their claims in a court of law and to lodge a complaint with a competent supervisory authority. The competent supervisory authority for data protection in Switzerland is the Federal Data Protection and Information Commissioner (FDPIC) (www.edoeb.admin.ch/edoeb/en/home.html).

11. Modifications

We may amend this privacy policy at any time without providing prior notice. The current version published on our website is the valid version.