

## Privacy Policy

We strive to protect your privacy when you register and leave your child with Kinderparadies, which is operated by Wincasa AG. Wincasa AG, Grüzefeldstrasse 41, 8404 Winterthur, Switzerland, stores and processes personal data in line with the laws and regulations regarding personal data. Personal data includes all information that can be used directly or indirectly to identify a person.

### 1. Legality of processing

We will process your personal data if you fill in and save the online registration form and consent to the processing of your personal data for the specified purposes.

Our privacy policy describes how we process your personal data and what rights you have as a registered user. The content of our privacy policy can change; amendments will be published on our website. We will notify you by email of any extensive changes.

You can revoke your consent at any time, either fully or in part.

Semabit GmbH in Spreitenbach is responsible for the technical data processing solutions. Semabit GmbH in Spreitenbach is one of our partners and data processors.

According to the corresponding agreements, our data processors always process data in line with our instructions. We make sure that our data processors implement the necessary information security measures and that the data processors never disclose personal data to third parties.

### 2. What personal data do we collect?

We collect personal data when you register for Kinderparadies, which is operated by Wincasa. The data we collect includes all data that you provide when you fill in the form, such as the following (non-exhaustive list):

- Name
- Gender
- Address
- Mobile number
- Email address
- Country
- Language
- All other data that you provide.

We only collect the personal data that we consider necessary for the purposes of processing; we endeavour to ensure that the data is always up to date and correct.

**3. For what purposes is the data used?**

The data you provide will be used for the purposes of optimal child supervision in Kinderparadies. Additionally, your data can be used for anonymous analyses (studies and/or marketing purposes) and to send promotional material and emails, and can be disclosed to third parties for these purposes.

**4. How long will we store your personal data?**

We will only store your personal data for as long as necessary for our purposes and/or prescribed by law.

Anonymised data (that cannot be linked to you as an individual and is therefore no longer personal data) can be stored for statistical purposes.

**5. Where will your data be processed and stored?**

The personal data you provide in connection with your use of Kinderparadies will be processed and stored in the system of Semabit GmbH (hosted by Nine Internet Solutions AG in Zurich), which is the provider of this application.

**6. What are your rights?**

You have the following rights under data protection legislation:

- Right to access – you are entitled to access the personal data that we have processed.
- Right to correct – you are entitled to the immediate correction of incorrect personal data concerning you.
- Right to be forgotten – you are entitled to demand that all personal data concerning you be deleted, provided that we are no longer legally obliged to store it.
- Right to restriction of processing – you are entitled to demand that we cease processing your personal data.
- Right to revoke consent – you can revoke your consent to the processing of your personal data and to the use of the data for marketing purposes at any time, either fully or in part.
- Right to complain – you are entitled to file a complaint about our processing of your personal data with the supervisory authorities. In Switzerland, the Federal Data Protection and Information Commissioner (FDPIC) is the supervisory authority. For contact details, please see the website of the Federal Data Protection and Information Commissioner.
- Right to data transferability – you are entitled to be sent the personal data concerning you in a standard machine-readable format.
- Right to information in the event of a theft of personal data

We will notify you if a theft of personal data leads to a heightened risk to the rights and freedoms of our users.

You can contact us at the address below in order to exercise your rights:  
[info@shopping-arena.ch](mailto:info@shopping-arena.ch)

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