

This privacy policy is a machine translation from German.

Privacy policy

With this **privacy policy**, we inform you which personal data we process in connection with our **activities and operations**, including our **max-schmidheiny.foundation website**. In particular, we inform you about what personal data we process, for what purpose, how and where. We also inform about the rights of persons whose data we process.

For individual or additional activities and activities, further data protection declarations as well as other legal documents such as general terms and conditions (GTC), terms of use or conditions of participation may apply.

We are subject to Swiss data protection law and any applicable foreign data protection law, in particular that of the European Union (EU) with the General Data Protection Regulation (GDPR). The European Commission [recognizes](#) that Swiss data protection law ensures adequate data protection.

1. Contact addresses

Responsibility for the processing of personal data:

Max Schmidheiny Foundation (Zurich Office)

Wiesenstrasse 7

8008 Zurich

Switzerland

info@max-schmidheiny.foundation

We point out if there are other persons responsible for the processing of personal data in individual cases.

2. Terms and legal basis

2.1 Terms

Personal data is *any* information relating to an identified or identifiable natural person.

A **data subject** is a person about whom we process personal data.

Processing includes *any* handling of personal data, *regardless* of the means and procedures used, such as querying, matching, adapting, archiving, storing, reading out, disclosing, procuring, recording, collecting, deleting, disclosing, arranging, organizing, storing, modifying, disseminating, linking, destroying and using personal data.

The **European Economic Area (EEA)** comprises the [member states of the European Union](#) (EU) as well as the Principality of Liechtenstein, Iceland and Norway. The Basic Data Protection Regulation (GDPR) refers to the processing of personal data as processing of personal data.

2.2 Legal basis

We process personal data in accordance with Swiss data protection law, such as in particular the [Swiss Federal Act on Data Protection](#) (Data Protection Act, DPA) and the [Ordinance on Data Protection](#) (Data Protection Ordinance, DPA).

We process - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - personal data in accordance with *at least* one of the following legal bases:

- [Art. 6 para. 1 lit. b DSGVO](#) for the necessary processing of personal data for the fulfillment of a contract with the data subject as well as for the implementation of pre-contractual measures.
- Art. 6 para. 1 lit. f DSGVO for the necessary processing of personal data to protect the legitimate interests of us or of third parties, unless the fundamental freedoms and rights and interests of the data subject prevail. Legitimate interests are, in particular, our interest in being able to carry out our activities and operations in a permanent, user-friendly, secure and reliable manner and to communicate about them, the guarantee of information security, protection against misuse, the enforcement of our own legal claims and compliance with Swiss law.
- Art. 6 para. 1 lit. c DSGVO for the necessary processing of personal data for the fulfillment of a legal obligation to which we are subject according to any applicable law of member states in the European Economic Area (EEA).
- Art. 6 para. 1 lit. e DSGVO for the necessary processing of personal data for the performance of a task that is in the public interest.
- Art. 6 para. 1 lit. a DSGVO for the processing of personal data with the consent of the person concerned.
- Art. 6 para. 1 lit. d DSGVO for the necessary processing of personal data in order to protect the vital interests of the data subject or another natural person.

3. Nature, scope and purpose

We process the personal data that is *required to* carry out our activities and operations in a permanent, user-friendly, secure and reliable manner. Such personal data may in particular fall into the categories of inventory and contact data, browser and device data, content data, meta or marginal data and usage data, location data, sales data and contract and payment data.

We process personal data for the *period of time* required for the respective purpose(s) or as required by law. Personal data whose processing is no longer required is anonymized or deleted.

We may have personal data processed *by third parties*. We may process personal data jointly with third parties or transfer it to third parties. Such third parties are, in particular, specialized providers whose services we use. We also guarantee data protection for such third parties.

As a matter of principle, we process personal data only with the consent of the persons concerned. If and to the extent that the processing is permitted for other legal reasons, we may waive the requirement to obtain consent. For example, we may process personal data without consent in order to fulfill a contract, to comply with legal obligations or to protect overriding interests.

In this context, we process in particular information that a data subject *voluntarily provides to us* when contacting us - for example, by letter, e-mail, instant messaging, contact form, social media or telephone - or when registering for a user account. We may store such information, for example, in an address book, in a customer relationship management system (CRM system) or with comparable tools. If we receive data transmitted to us about other persons, the transmitting persons are obligated to ensure data protection with respect to these persons as well as to ensure the accuracy of this personal data.

We also process personal data that we receive from third parties, obtain from publicly available sources or collect in the course of our activities and operations, if and to the extent that such processing is permitted by law.

4. Applications

We process personal data about applicants to the extent that it is required for assessing their suitability for an employment relationship or for the subsequent performance of an employment contract. The required personal data results in particular from the information requested, for example in the context of a job advertisement. We also process the personal data that applicants *voluntarily* provide or make public, in particular as part of cover letters, resumes and other application documents as well as online profiles.

We process - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - personal data about applicants in particular in accordance with [Art. 9 \(2\) lit. b GDPR](#).

We may allow applicants to store their details in our **talent pool** so that they can be considered for future vacancies. We may also use such information to maintain contact and provide updates. If we believe that an applicant is eligible for a vacancy based on the information provided, we may inform the applicant accordingly.

5. Personal data abroad

We *process* personal data in Switzerland and in the European Economic Area (EEA). However, we may also export or transfer personal data to other countries, in particular in order to process it or have it processed there.

We may export personal data to all [countries and territories on earth](#) as well as elsewhere in the [universe](#), provided that the law there ensures adequate data protection in accordance with the [decision of the Swiss Federal Council](#) and - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - in accordance with the [decision of the European Commission](#).

We may transfer personal data to countries whose laws do not ensure adequate data protection, provided that data protection is ensured for other reasons, in particular on the basis of standard data protection clauses or with other suitable guarantees. Exceptionally, we may export personal data to countries without adequate or appropriate data protection if the special data protection requirements are met, for example, the express consent of the data subjects or a directly related to the conclusion or performance of a contract. Upon request, we will gladly provide data subjects with information about any guarantees or provide a copy of any guarantees.

6. Rights of data subjects

6.1 Claims under data protection law

We grant data subjects all rights in accordance with the applicable data protection law. In particular, data subjects have the following rights:

- **Information: Data subjects** may request information as to whether we process personal data about them and, if so, what personal data is involved. Data subjects also receive the information required to assert their data protection rights and to ensure transparency. This includes the personal data processed as such, but also, among other things, information on the purpose of processing, the duration of storage, any disclosure or export of data to other countries and the origin of the personal data.
- **Correction and restriction:** Data subjects can have incorrect personal data corrected, incomplete data completed and the processing of their data restricted.
- **Deletion and objection:** Data subjects can have personal data deleted ("right to be forgotten") and object to the processing of their data with effect for the future.
- **Data release and data transfer:** Data subjects may request the surrender of personal data or the transfer of their data to another data controller.

We may postpone, restrict or refuse the exercise of the rights of data subjects to the extent permitted by law. We may draw the attention of data subjects to any requirements that must be met in order to exercise their rights under data protection law. For example, we may refuse to provide information in whole or in part with reference to business secrets or the protection of other persons. We may also, for example, refuse to delete personal data in whole or in part with reference to statutory retention obligations.

We may *exceptionally* provide for costs for the exercise of rights. We will inform affected persons in advance of any costs.

We are obliged to take appropriate measures to identify data subjects who request information or assert other rights. Data subjects are obliged to cooperate.

6.2 Right to complain

Data subjects have the right to enforce their data protection claims by legal means or to lodge a complaint with a competent data protection supervisory authority.

The data protection supervisory authority for private data controllers and federal bodies in Switzerland is the [Federal Data Protection and Information Commissioner](#) (FDPIC).

Data subjects have the right - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - to lodge a complaint with a competent [European data protection supervisory authority](#).

7. Data security

We take suitable technical and organizational measures to ensure data security appropriate to the respective risk. However, we cannot guarantee absolute data security.

Access to our website takes place via transport encryption (SSL / TLS, in particular with the Hypertext Transfer Protocol Secure, abbreviated HTTPS). Most browsers mark transport encryption with a padlock in the address bar.

Our digital communications - like all digital communications - are subject to mass surveillance without cause or suspicion and other monitoring by security authorities in Switzerland, the rest of Europe, the United States of America (USA) and other countries. We cannot have any direct influence on the corresponding processing of personal data by secret services, police agencies and other security authorities.

8. Website use

8.1 Cookies

We may use cookies. Cookies - our own cookies (first-party cookies) and cookies from third parties whose services we use (third-party cookies) - are data that are stored in the browser. Such stored data need not be limited to traditional cookies in text form.

Cookies can be stored in the browser temporarily as "session cookies" or for a certain period of time as so-called permanent cookies. "Session cookies are deleted automatically when the browser is closed. Permanent cookies have a certain storage period. In particular, cookies make it possible to recognize a browser the next time it visits our website and thus, for example, to measure the reach of our website. Permanent cookies can also be used for online branding, for example.

Cookies can be completely or partially deactivated and deleted in the browser settings at any time. Without cookies, our website may no longer be fully available. We actively request - at least if and to the extent necessary - the express consent to the use of cookies.

In the case of cookies used for performance and reach measurement or for advertising, a general objection ("opt-out") is possible for numerous services via [AdChoices](#) (Digital Advertising

Alliance of Canada), the [Network Advertising Initiative](#) (NAI), [YourAd-Choices](#) (Digital Advertising Alliance) or [Your Online Choices](#) (European Interactive Digital Advertising Alliance, EDAA).

8.2 Server log files

We may collect the following information for each access to our website, provided that this information is transmitted by your browser to our server infrastructure or can be determined by our web server: Date and time including time zone, Internet Protocol (IP) address, access status (HTTP status code), operating system including user interface and version, browser including language and version, individual sub-page of our website accessed including amount of data transferred, website last accessed in the same browser window (referer).

We store such information, which may also constitute personal data, in server log files. The information is necessary to provide our website permanently, user-friendly and reliably and to ensure data security and thus in particular the protection of personal data - also by third parties or with the help of third parties.

8.3 Tracking pixel

We may use tracking pixels on our website. Tracking pixels are also referred to as web beacons. Tracking pixels - also from third parties whose services we use - are small, usually invisible images that are automatically retrieved when you visit our website. With pixel counters, the same information can be collected as in server log files.

9. Notifications and messages

We send notifications and messages via email and other communication channels such as instant messaging or SMS.

9.1 Success and reach measurement

Notifications and messages may contain web links or tracking pixels that record whether an individual message was opened and which web links were clicked. Such web links and tracking pixels may also record the use of notifications and messages on a personal basis. We need this statistical recording of usage for performance and reach measurement in order to be able to send notifications and messages effectively and in a user-friendly manner based on the needs and reading habits of the recipients, as well as permanently, securely and reliably.

9.2 Consent and objection

In principle, you must expressly consent to the use of your e-mail address and other contact addresses, unless the use is permitted for other legal reasons. If possible, we will use the "double opt-in" procedure for any consent, i.e. you will receive an e-mail with a web link that you must click to confirm so that no misuse by unauthorized third parties can take place. We may log such consents including Internet Protocol (IP) address, date and time for evidence and security reasons.

In principle, you can object to receiving notifications and communications such as newsletters at any time. With such an objection, you can at the same time object to the statistical recording of usage for performance and reach measurement. This is without prejudice to any notifications and communications required in connection with our activities and operations.

9.3 Service provider for notifications and messages

We send notifications and messages with the help of specialized service providers.

We use in particular:

- **Mailchimp**: Communication platform; Provider: The Rocket Science Group LLC DBA Mailchimp (USA) as a subsidiary of Intuit Inc. (USA); data protection information: privacy policy (Intuit) including "Country and Region-Specific Terms", "Frequently Asked Questions about Data Protection at Mailchimp", "Mailchimp and European Data Transfers", "Security", cookie policy, "Privacy Rights Requests", "Legal Provisions".

10. Social media

We are present on social media platforms and other online platforms in order to communicate with interested persons and to inform them about our activities and operations. In connection with such platforms, personal data may also be processed outside Switzerland and the European Economic Area (EEA).

The General Terms and Conditions (GTC) and terms of use as well as data protection declarations and other provisions of the individual operators of such platforms also apply in each case. These provisions inform in particular about the rights of affected persons directly vis-à-vis the respective platform, which includes, for example, the right to information.

11. Third party services

We use services of specialized third parties in order to carry out our activities and operations in a durable, user-friendly, secure and reliable manner. With such services, we can, among other things, embed functions and content into our website. In the case of such embedding, the services used record the Internet Protocol (IP) addresses of the users at least temporarily for technically compelling reasons.

For necessary security-related, statistical and technical purposes, third parties whose services we use may process data in connection with our activities and operations in aggregated, anonymized or pseudonymized form. This is, for example, performance or usage data in order to be able to offer the respective service.

We use in particular:

- **Google services:** Provider: Google LLC (USA) / Google Ireland Limited (Ireland) for users in the European Economic Area (EEA) and Switzerland; General information on data protection: ["Privacy and security principles"](#), [data protection statement](#), ["Google is committed to complying with applicable data protection laws"](#), ["Guide to data protection in Google products"](#), ["How we use data from websites or apps on or in which our services are used" \(information provided by Google\)](#), ["Types of cookies and other technologies used by Google"](#), ["Personalized advertising" \(activation / deactivation / settings\) \(information from Google\)](#), ["Types of cookies and other technologies used by Google"](#), ["Personalized advertising" \(activation / deactivation / settings\)](#).
- **Services provided by Microsoft:** Provider: Microsoft Corporation (USA) / Microsoft Ireland Operations Limited (Ireland) for users in the European Economic Area (EEA), the United Kingdom and Switzerland; General information on data protection: ["Privacy at Microsoft,"](#) ["Data Protection and Privacy \(Trust Center\),"](#) [Privacy Statement](#), [Privacy Dashboard \(Data and Privacy Settings\)](#).

11.1 Digital infrastructure

We use services from specialized third parties in order to make use of the digital infrastructure required in connection with our activities and operations. These include, for example, hosting and storage services from selected providers.

We use in particular:

- **acdalis:** Hosting; Provider: acdalis ag (Switzerland); Data protection information: [Privacy policy](#).

11.2 Automation and integration of apps and services

We use specialized platforms to integrate and connect existing third-party apps and services. We can also use such no-code platforms to automate processes and activities with third-party apps and services.

We use in particular:

- **Microsoft Power Automate** including **Microsoft Power Platform**: Integrated Application Platform; Vendor: Microsoft; Microsoft Power Platform-specific privacy disclosures: "[Compatibility and Privacy](#)", "[Data Storage and Governance](#)", "[Security](#)".

11.3 Contact options

We use services from selected providers to better communicate with third parties, such as potential and existing customers.

We use in particular:

- **Salesforce**: Customer relationship management (CRM); Provider: Salesforce.com Inc. (USA) / Salesforce.com Germany GmbH (Germany); data protection information: "[Datenschutz](#)" (with the "[most important contents of the data protection declaration](#)"), [privacy policy](#).

11.4 Audio and video conferencing

We use specialized audio and video conferencing services to communicate online. For example, we can use them to hold virtual meetings or conduct online lessons and webinars. For participation in audio and video conferences, the legal texts of the individual services, such as data protection declarations and terms of use, also apply.

Depending on the life situation, we recommend muting the microphone by default when participating in audio or video conferences, as well as blurring the background or fading in a virtual background.

We use in particular:

- **Microsoft Teams**: platform for audio and video conferencing, among other things; provider: Microsoft; Teams-specific information: "[Privacy and Microsoft Teams](#)".

11.5 Social media functions and social media content

We use third-party services and plugins to embed functions and content from social media platforms and to enable the sharing of content on social media platforms and in other ways.

We use in particular:

- **LinkedIn Consumer Solutions Platform**: Embedding of functions and content from LinkedIn, for example with plugins such as the "Share Plugin"; Provider: Microsoft; LinkedIn-specific information: "Datenschutz" ("Privacy"), Privacy policy, Cookie-policy, Cookie-Management / Unsubscribe from LinkedIn Email and SMS Communications, LinkedIn opt out of targeted advertising.

11.6 Map material

We use third party services to embed maps on our website. We use in particular:

- **Google Maps** including **Google Maps Platform**: mapping service; provider: Google; Google Maps-specific information: "How Google uses location information".

11.7 Digital audio and video content

We use services from specialized third parties to enable direct playback of digital audio and video content, such as music or podcasts.

We use in particular:

- **YouTube**: Video platform; Provider: Google; YouTube-specific information: "Data protection and security center", "My data on YouTube".

11.8 Documents

We use third-party services to embed documents on our website. Such documents may include, for example, forms, PDF files, presentations, tables and text documents. We can thus enable not only viewing, but also editing or commenting on such documents.

We use in particular:

- **Microsoft 365 (also Microsoft Office 365)**: text documents as well as forms, presentations and spreadsheets; provider: Microsoft; Microsoft 365-specific information: "Privacy and security with Microsoft 365".

12. Extensions for the website

We use extensions for our website in order to be able to use additional functions.

13. Success and reach measurement

We try to determine how our online offering is used. In this context, we can, for example, measure the success and reach of our activities and operations as well as the effect of third-party links to our website. We can also, for example, test and compare how different parts or versions of our online offering are used ("A/B test" method). Based on the results of the performance and reach measurement, we can in particular correct errors, strengthen popular content or make improvements to our online offering.

In most cases, the Internet Protocol (IP) addresses of individual users are stored for performance and reach measurement. In this case, IP addresses are *generally* shortened ("IP masking") in order to comply with the principle of data economy through the corresponding pseudonymization.

Cookies may be used and user profiles may be created when measuring success and reach. Any user profiles created include, for example, the individual pages visited or content viewed on our website, information on the size of the screen or browser window and the - at least approximate - location. *In principle*, any user profiles are created exclusively pseudonymously and are not used to identify individual users. Individual services of third parties with which users are registered can, if necessary, assign the use of our online service to the user account or user profile with the respective service.

We use in particular:

- **Google Analytics**: performance and reach measurement; provider: Google; Google Analytics-specific data: Measurement also across different browsers and devices (**cross-device tracking**) as well as with pseudonymized Internet Protocol (IP) addresses, which are only transmitted in full to Google in the USA as an *exception*, "[Data protection](#)", "[Browser add-on to disable Google Analytics](#)".

14. Final provisions

We have created this privacy policy with the [data protection generator](#) of [Datenschutzpartner](#).

We can adapt and supplement this data protection declaration at any time. We will inform about such adjustments and additions in an appropriate form, in particular by publishing the respective current privacy policy on our website.

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