



Privacy

Hotel Pirmin Zurbriggen – Zurbriggen Shop

Area: Online Shop

Language: English

Year: 2025 -2026

PRIVACY POLICY ZURBRIGGEN SHOP

Zurbriggen AG

Furusandstrasse 163905 Saas-AlmagellSwitzerland

Last updated: **November 28, 2025**

1. Responsible body

The person responsible for the processing of personal data is:

Zurbriggen AG

Furusandstrasse 163905 Saas-AlmagellE-Mail: pirmin.zurbriggen@rhone.ch

Zurbriggen AG operates the online shop and all associated data processing.

2. Principles of data processing

We process personal data in accordance with:

- the Swiss Data Protection Act (revFADP, 2023)
- of the General Data Protection Regulation (GDPR), if EU/EEA users are affected

Our processing is **lawful, proportionate, purposeful and transparent**. Only the data that is necessary for the respective purpose will be processed.

3. Types of data processed

In particular, we process the following categories of data:

3.1 Master and contact details

- Name
- Address
- Telephone number
- E-mail address
- Delivery address

3.2 Order and contract data

- Ordered products
- Billing and delivery information

- Payment Status
- Correspondence regarding the order

3.3 Technical data

- IP address
- Time and duration of the visit
- Browser and device type
- Log files for security monitoring
- Cookie Information

3.4 Usage and Tracking Data

- Interactions on the website
- Visited subpages
- Click and scroll behavior
- Results of analytics and marketing tools

3.5 Communication data

- Content of contact requests
- Support Requests
- E-mail correspondence

4. Purposes of data processing

We process data for the following purposes:

- Provision, operation and optimization of the online shop
- Order processing and contract fulfilment
- Payment Processing and Verification
- Shipping and delivery by Swiss Post or other service providers
- Communication
- Technical security, error messages, log file evaluation
- Web analysis, statistics, marketing and reach measurement
- Fulfilment of legal retention and documentation obligations

5. Legal basis

Our processing is based on:

- **Fulfilment of the contract** (order, delivery, payment)
- **Consent** (e.g. cookies, newsletters, marketing)
- **Legitimate interest** (shop operation, security, analysis)
- **Legal obligations** (accounting, tax law, CO retention obligations)

6. Cookies and similar technologies

Our website uses cookies and tag technologies to:

- basic functions
- Save preferences
- To compile statistics
- Optimize marketing and reach measurement

Cookie management is done via **Cookiebot**, which is displayed on your first session. You can actively turn individual categories (essential, functional, statistical, marketing cookies) on or off.

All non-essential cookies will only be set if you have given your explicit consent.

7. Web analytics and marketing tools

7.1 Google Analytics / GA4

We use Google Analytics to analyze usage behavior. The IP address is anonymized. Identification is not possible.

Google can transfer data to the USA. This is done on the basis of standard contractual clauses and supplementary measures.

7.2 Google Tag Manager

The Tag Manager is used for the technical administration of Tracking-Codes. It does not process any personal data itself, but triggers other tools.

7.3 Meta/Facebook Pixel

If you agree, we use tracking pixels for personalized advertising. This may result in a transfer of data to the United States.

8. Disclosure of data to third parties

We only share information when necessary or required by law.

Transfers are made in particular to:

- **Infomaniak** (Hosting, Switzerland)
- **Mollie / PayPal / Credit Card Provider** (Payment Processing)
- **Swiss Post** (Shipping)
- **Analytics and Marketing Providers**
- **Technical service providers** (e.g. cookiebot)

Data transfers abroad will only take place in:

- Countries with a recognized level of data protection, or
- on the basis of standard contractual clauses or
- if this is absolutely necessary for the performance of the contract.

9. Data transfer to the USA

Some service providers (e.g., Google, Meta) may transfer data to the United States. The U.S. **does not** have an equivalent level of data protection, and U.S. authorities may be able to access data under certain circumstances.

By using our store, you agree that such transfer may take place.

10. Storage period

We only store personal data for as long as necessary.

- Order and accounting data: **10 years** (legal obligation)
- Communication and support dates: **12 months**
- Tracking data: according to cookie settings
- Account data (if customer account): until deletion

After the deadlines have expired, data will be deleted or anonymized.

11. Data security

We protect your data through appropriate technical and organisational measures, including:

- SSL encryption
- Restrictions
- Regular internal security audits
- Backups and redundancies
- Firewalls
- Protection against unauthorized access

Despite all the measures, no system can guarantee absolute security.

12. Profiling and automated decision-making

We do not carry out **profiling with legal effect**. Tracking tools are used exclusively to optimize the shop and to measure reach.

There are **no fully automated decisions** that have legal or significant effects on users.

13. Rights of data subjects

You have the following rights:

- **Information** about the personal data stored
- **Correction** of inaccurate data
- **Deletion** (unless there are any legal obligations to the contrary)
- **Restriction** of processing
- **Objecting** to edits with legitimate interest
- **Withdrawal** of consent
- **Data portability** (publication in machine-readable form)

We process inquiries **within 30 days**. Proof of identity may be required for identification.

14. Minors

Our shop is not aimed at persons under the age of 16. We deliberately do not process any data of minors.

If we become aware of such data, we will delete it immediately.

15. Links to other websites

Our website may contain links to external websites. We are not responsible for their content or privacy practices.

16. Changes to the Privacy Policy

We may amend this statement at any time. The current version on our website applies.

17. Contact

If you have any questions or concerns about data processing, please contact:

Zurbriggen AG

Furusandstrasse 163905 Saas-AlmagellE-Mail: pirmin.zurbriggen@rhone.ch