

Privacy Policy

I. General Information

Personal data (hereinafter referred to as "data") is processed by us only to the extent necessary and for the purpose of providing a functional and user-friendly platform, including its content and the services offered there. According to Article 4(1) of Regulation (EU) 2016/679, the General Data Protection Regulation (GDPR), "processing" means any operation or set of operations performed on personal data, such as collection, recording, organization, structuring, storage, alteration, retrieval, use, disclosure, erasure, or destruction.

The following privacy policy informs you about the type, scope, purpose, duration, and legal basis of the processing of personal data, insofar as we decide either alone or together with others on the purposes and means of processing. We also provide information about the third-party components we use to optimize and improve user experience.

II. Controller Information

The controller of this website under data protection law is:

Webentertainer GmbH
Lange Gasse 90
4052 Basel, Switzerland
Phone: +41 61 511 22 13
Email: support@webentertainer.ch

The provider's data protection officer is Julian Vorraro.

III. User and Data Subject Rights

With respect to the data processing described below, users and data subjects have the following rights:

- The right to confirmation of whether data concerning them is being processed, and the right to access their processed data (Art. 15 GDPR).
- The right to rectification or completion of incorrect or incomplete data (Art. 16 GDPR).

- The right to immediate erasure of data concerning them (Art. 17 GDPR), or, if applicable, to restrict processing (Art. 18 GDPR).
- The right to receive their data and transmit it to other providers/controllers (Art. 20 GDPR).
- The right to lodge a complaint with the supervisory authority (Art. 77 GDPR).
- The right to object to future processing of their data (Art. 21 GDPR), particularly for direct advertising.

IV. Information on Data Processing

Your data processed while using our platform will be deleted or blocked as soon as the purpose of storage no longer applies, unless statutory retention requirements apply.

1. Server Data

For technical reasons, data such as your Internet browser type and version, operating system, the website from which you arrived at our website (referrer URL), the pages visited on our website, date and time of access, and your IP address are transmitted by your browser to us or our hosting provider and recorded in server log files. This processing is based on Art. 6(1)(f) GDPR, with our legitimate interest being the stability, security, and functionality of our platform.

2. Use of AWS and Vercel

We use Amazon Web Services (AWS) for a wide range of services across multiple regions, including regions within the European Union, Switzerland, and some global regions. We also use Vercel for hosting Orbitype to ensure optimal performance and scalability. The legal basis for the data processing involved is Art. 6(1)(f) GDPR, representing our legitimate interest in efficient and secure infrastructure.

3. Cookies and Tracking Tools

We use cookies to make our platform more user-friendly, efficient, and secure. These include session cookies that are deleted after you close your browser (Art. 6(1)(b) GDPR) and cookies from third-party services (Art. 6(1)(f) GDPR).

Additionally, we use the following services for tracking and improving our offerings:

- Smartlook for qualitative tracking.

- Google Tag Manager for managing tags and tracking scripts.
- Google Analytics 4 for website analytics.
- Google Ads, Meta Ads, LinkedIn Ads, X.com Ads, and Reddit Ads for advertising purposes.

The legal basis for the use of these tracking and advertising services is Art. 6(1)(f) GDPR, representing our legitimate interest in understanding user behavior, optimizing our offerings, and providing personalized advertisements.

4. Contract Processing

When you provide data to make use of our services, we process this data to fulfill contractual obligations. The legal basis is Art. 6(1)(b) GDPR. We delete this data once the contract is fully processed and statutory retention obligations do not conflict.

5. Customer Account

When creating a customer account, we collect and store your data for the fulfillment of the contract and for customer care purposes. The processing of this data is based on your consent (Art. 6(1)(a) GDPR) or the contract initiation/fulfillment (Art. 6(1)(b) GDPR).

6. Contact Requests

When contacting us, the data you provide is used to respond to your inquiry. This processing is necessary to respond to your request (Art. 6(1)(b) GDPR). The data is deleted once it is no longer required, subject to statutory retention requirements.

7. Newsletter

If you register, you subscribe to our newsletter. We collect your email address and optionally your name to provide this service. This data is processed based on your consent (Art. 6(1)(a) GDPR), which can be revoked at any time.

8. Third-Party Integrations

We use Google Maps, YouTube, Vimeo, OpenStreetMap, LiveChat, Sendfox, Saleshandy, and other services as part of our platform. These services may collect personal data as described in their respective privacy policies. Our legitimate interest (Art. 6(1)(f) GDPR) is to provide enhanced functionality to our users.

9. Advertising Services

We use Google and Meta Pixel and other advertising services to analyze the use of our website and optimize our advertising efforts. This allows us to display relevant ads to users who are interested in our services. The legal basis is our legitimate interest (Art. 6(1)(f) GDPR).

V. Data Security

We take appropriate technical and organizational measures to ensure data security, in accordance with Art. 32 GDPR, to protect personal data against accidental or unlawful destruction, loss, alteration, or unauthorized disclosure or access.

For any questions or requests regarding data privacy, please contact our data protection officer at support@webentertainer.ch.