



Privacy policy for Crans-Montana Prepaid (CMP)

1. General

This privacy policy (hereinafter: the «policy») informs you how the Crans-Montana Arts & Métiers Association, hereinafter «CMAM», handles personal data that we collect from you, that you provide to us, or that we may collect from other sources. This includes the various ways that you interact with us, including in person, by email or by telephone, through the website and/or our mobile application (hereinafter: the «Site»).

«Personal data» means any information relating to an identified or identifiable individual or legal entity.

Please read the following carefully to understand how we will treat your personal data.

2. Who is responsible for the processing of your personal data?

CMAM is the data controller (responsible for processing it) for the personal data covered by this policy. Their registered office is Case Postale 119, 3963 Crans-Montana (Switzerland) and they can be contacted by email at info@artsetmetiers.ch. They are responsible for the following websites and applications, www.artsetmetiers-cm.ch and www.crans-montana.ch/prepaid.

In addition to access to its website, CMAM may offer users (hereinafter referred to as «Users») various advisory services at its premises, by telephone, email or online (hereinafter referred to as the «Services»).

We shall make every effort to answer any questions you may have about how we handle your personal data. If you have any concerns in this regard, please do not hesitate to contact us by post or by email at info@artsetmetiers-cm.ch.

3. What personal data do we collect?

3.1. When you contact us

When you contact us or when you communicate with us (for example by email, letter, telephone, online or at our offices), we may collect the personal data that you exchange with us. This personal data includes your full name, your postal and email address and telephone number(s) as well as your purchase information.

This personal data is collected in order to provide you with services and the processing is justified by the fulfilment of the contract between us.

3.2. When registering for our newsletter

You can register to receive our newsletter, and we ask you for your email address, your first and last name and optional additional information such as your gender, job title and country of residence. We process this personal data to personalise information and offers that we send to you, and to better suit your interests.

When you register, you give us permission to process the personal data entered for the purpose of sending regular newsletters. This authorisation is equivalent to consent, and constitutes the legal basis for the processing of your personal data in this context. If the applicable law does not require consent, the regular sending of newsletters will be justified by our legitimate interest in keeping you informed.

A link is included at the bottom of each newsletter via which you can unsubscribe at any time.

3.3. When using the site

When using the Site, we can automatically collect the following personal data:

- your full name, postal and email address and your telephone number(s);
- information regarding the use of our Site, including your user name and password and any information you may share with us or enter on our Site;
- technical data, including the Internet Protocol (IP) address used to connect your computer to the internet, the type of mobile device you are using, a unique device identifier (for example, the IMEI number of your telephone, the MAC address of the wireless network interface or the mobile phone number used by the device);
- information about the payment data used on our site;
- your location information.

This personal data is collected notably by cookies and similar technology, the use of which is governed by article 6 in this policy.

The collection of technical data is based on our legitimate interest in offering you the best experience on our site, and in order to develop new services. The processing of your payment data is justified by the fulfilment of the contract between us. For other personal data, its processing is based on your consent.

3.4. When using a social network

When you allow a third party social network (such as Facebook, Twitter, Google+, Youtube, LinkedIn, Pinterest, Instagram etc.) to share personal data with us, we may receive any personal data that you publicly share on the social network that is part of your profile, or that you allow the social network to share (for example, your name, email address, gender, profile picture, list of friends or contacts, preferences, etc.).

CMAM will also receive personal data regarding your profile when you use a social network feature that is integrated into the Site, or interact with us through a social network. You must at all times be aware of the Terms of Use and Privacy Policy that apply to the social network and are its sole responsibility.

This personal data is collected in order to personalise and improve your experience and to inform you of offers and news that may be of interest to you. It is processed on the basis of your consent.

3.5. Personal data that we receive from other sources

We may receive personal data about you if you use websites, services and applications belonging to our partners listed in Appendix A (hereinafter: our «Partners»). It is processed on the basis of your consent.



4. How long do we keep your personal data?

We will retain your personal data until it is no longer necessary to provide our services or to fulfil the purposes set out in this policy. This is decided on a case-by-case basis, depending on aspects such as the nature of the personal data, the reason for its collection and processing, and the relevant legal or operational requirements to retain it.

In certain circumstances, we may anonymize your personal data so that it can no longer be associated with you, in which case we may use this information without further notice to you. When you no longer have a relationship with us, we will securely store and destroy your personal data in accordance with applicable laws and regulations.

5. Who do we share your personal data with?

5.1. With our partners

With your consent, we may exchange your personal data with our partners in order to better meet your requirements and requests.

5.2. With our subcontractors

We may also disclose your personal data to persons and companies that provide services to us as subcontractors, including providers of online booking services, tourist information and recommendation services, newsletter publishing and distribution services, marketing analysis services, advertising services, computer hosting services, maintenance services, call centre services and credit card payment services.

Our subcontractors are obliged to respect the confidentiality of the data, and can only use your personal data in accordance with our instructions and this policy.

5.3. With third parties

Your personal data may be communicated to governmental, judicial or administrative authorities if required by law to protect our rights or legitimate interests. It may also be communicated to other third parties when required to defend our legitimate interests, or those of third parties.

6. What is our Cookie policy?

6.1. What is a Cookie?

Cookies are small pieces of information sent by a web server to a web browser, which allow the server to assign a unique identification to the browser on each page. Other tracking technologies similar to cookies are also used. These may include web beacons and tracking URLs. Web beacons (also known as clear GIFs) are placed on certain pages of our site, and generate a generic notice of your use. If you disable cookies, web beacons simply detect an anonymous visit to our site. Tracking URLs are used to determine from which reference site you access our site. All of these and similar technologies are referred to as «Cookies» for the purposes of this policy.

Cookies perform many tasks, such as enabling you to navigate efficiently between pages while remembering your preferences and optimising your overall user experience. They can also help ensure that advertisements displayed online are more relevant to you and your interests. Cookies themselves do not identify an individual user: they only identify the computer or mobile device you are using via a randomly generated identification tag.

For more information on Cookies, please visit www.allaboutcookies.org and www.youronlinechoices.com where you will find additional information on behavioural advertising and online privacy.

6.2. What type of Cookies do we use?

Our Cookies

The types of Cookies (including those used by our subcontractors) used on our site and their purposes are set out below:

Category 1: Cookies that are strictly necessary

These Cookies are essential to enable you to move around our Site and use its functions. Without these Cookies, many of the elements of our Site could be blocked and/or may not function properly. We use these Cookies to enable you to access the Services we offer on our Site. The Personal Data collected by these Cookies is processed on the basis of our legitimate interest in the proper functioning of our Site.

Category 2: Performance Cookies

These Cookies collect information about how you or other Users use our Site, such as which pages you visit most often, and whether you get error messages from web pages. We use these Cookies to maintain Site efficiency and ease of use, and to track how our Site is used. Most of the time, these Cookies do not collect information identifying the User.

Should Personal Data be collected by these Cookies, it is processed on the basis of our legitimate interest in knowing and optimising the use of our Site.

Category 3: Functional Cookies

These Cookies allow our Site to remember the choices you have made (such as your username, language or region) and may also be used to provide the Services you have requested. We use these Cookies to maintain Site efficiency and ease of use, and to provide you with a seamless browsing experience.

The Personal Data collected by these Cookies is processed on the basis of our legitimate interest in providing you with a userfriendly Site

Category 4: Targeting and Advertising Cookies

These Cookies are used to get to know the Users of our Site, to adapt its content, to produce statistics relating to the use of our Site and to show you tailored advertisements on third party sites, based on the interest you have shown in our Services during your visit to our Site. In some cases, they allow us to provide advertisements that are better suited to you and your interests.



You can refuse these Cookies at any time in your browser settings. If required by applicable law, these Cookies are only placed with your consent. We track your consent using a technical Cookie; therefore, in the event that you delete Cookies from your devices, we will have to ask you again if you consent to such Cookies.

We use Google Analytics and Google Analytics Advertising Features to anonymously track usage and activity on our Site. Google Analytics is a web analytics service provided by Google LLC («Google»). Google Analytics uses Cookies to analyse how you use the Website. You can visit <https://policies.google.com/technologies/partner-sites?hl=en> to find out how Google uses the Personal Data it collects about you. You may refuse the use of these Cookies by downloading and installing the browser plug-in available at <https://tools.google.com/dlpage/gaoptout?hl=fr>. An Opt-Out Cookie will be activated on your computer to prevent future collection of your Personal Data. You can find more information on the terms of use and privacy at <https://www.google.com/analytics/terms/fr.html> or <https://policies.google.com/?hl=fr&gl=uk>.

Cookies issued by third parties

We may include computer applications from third parties on our Site that allow you to share content on our Site with others, or to communicate your views or opinions about content on our Site to such other persons.

The issuance and use of Cookies by third parties is subject to the privacy policies of those third parties. These Cookies are not under our control. Please refer to the respective social media privacy policies to determine how their Cookies work.

7. How do we protect your personal data?

In order to protect your personal data as well as possible, we take security measures in accordance with current regulations. These include access restrictions, as well as technical and organisational measures.

However please note that we cannot guarantee the absolute security of your personal data, as the storage and electronic transmission of personal data involves certain risks.

8. What are your rights?

You have certain rights under data protection legislation. These rights may be limited in particular if they infringe the rights and freedoms of others. We will inform you of the applicable exceptions when we respond to any request you may make.

These rights include:

- the right of access: you have the right to know what personal data we hold about you and to request, in writing, access to your personal data. We will provide you with this information as quickly as possible, within one month at the latest, unless the request is complex. We may require proof of identity before we can disclose personal data. Please use the contact details set out in section 2 of this policy.
- the right to information: you have the right to be informed of how your personal data will be used. This policy, as well as any additional information or notification provided to you either at the time you provided your personal data or otherwise, is intended to provide you with this information.
- the right to withdraw consent: where we process your personal data on the basis of your consent (e.g. to send you SMS or marketing emails), you may withdraw this consent at any time. To do so, please use the contact details set out in section 2 of this Policy.
- the right to object: you also have the right to object to the processing of personal data where we use it in our legitimate interest. To do so, please use the contact details indicated in article 2 of this Policy.
- the right to restrict processing: in certain situations, you have the right to request that the processing of your personal data be restricted due to a disagreement as to its accuracy or legitimate use.
- the right to oblivion: in certain cases, you have the right to obtain the deletion of your personal data. Where you have requested not to receive marketing materials from us, we will need to retain certain information to ensure that you are not contacted in the future.
- the right of rectification: if you believe that your personal data is inaccurate, you have the right to request that it be updated. To do this, please use the address indicated in article 2 of this policy.
- the right to data portability: when we process your personal data because you have given us your consent, or when the processing is necessary to fulfill the contract, you have the right to request that personal data be transferred from one service provider to another.
- the right to lodge a complaint: if you are not satisfied with the way we have handled your personal data, you have the right to lodge a complaint with the Federal Data Protection and Information Commissioner (FDPIIC) or the supervisory authority in your country of residence.

9. How will we inform you of changes to our privacy policy?

We may update this policy from time to time without notice. Please check it regularly. We will, however, seek to draw your attention to any significant changes.

10. Place of jurisdiction and applicable law

The policy and all matters arising from it or relating to the policy, as well as use of the Site and the Services, are governed by Swiss law, excluding its conflict of laws rules.

You agree to the exclusive jurisdiction of the courts at the registered office of the Association des Arts & Métiers de Crans-Montana.

*Crans-Montana Arts & Métiers, case postale 119, 3963 Crans-Montana
Crans-Montana, November 2020*