

# Privacy policy

## Data protection

Region Murtenlake (Franz. Kirchgasse 6, 3280 Murten, Switzerland, an organisation governed by public law (CHE-107.774.095), represented by Stephane Moret (Director), operates the website [regionmurtensee.ch](http://regionmurtensee.ch). It is therefore responsible for ensuring that your personal data are processed in accordance with Swiss law. We attach a lot of importance to your trust in us; as a result, we take data protection very seriously and ensure that we process your data in a completely secure environment. Naturally, we comply with the Swiss Federal Act on Data Protection (FAPD), the order relating to the Federal Act on Data Protection, the Swiss Telecommunications Act (TCA) and, if applicable, other statutory provisions relating to data protection, and in particular, the European Union's General Data Protection Regulation (hereinafter referred to as GDPR).

Please read carefully the following information to understand in detail, what type of personal data we collect about you and the purposes for which we use them, as well as other information regarding your personal data.

Region Murtenlake uses MyCity software to provide its tourist information services. MyCity is viewed as a data processor and as a result, its privacy policy forms an integral part of this document. You can download its privacy policy from the following address: [https://www.mycity.travel/documents/privacy\\_policy\\_MyCity.pdf](https://www.mycity.travel/documents/privacy_policy_MyCity.pdf)

### 1. Scope and purpose of collection, processing and use of personal data

#### a. when visiting the website [www.regionmurtensee.ch](http://www.regionmurtensee.ch)

When you visit our website, our servers temporarily record any access in a log file. The following data are captured at this point without any action by you, and saved by us until they are automatically erased within a maximum of 12 months:

- the IP address of the computer used to access the website
- the date and time of the visit
- the name and URL of the file viewed
- the website from which the website was accessed
- your computer's operating system and the browser used
- the country from which the website was accessed and your browser's language settings
- the name of your internet service provider

The purpose of collecting and processing these data is to enable the use of our website (establishment of communication), ensure the long-term security and stability of the system, allow us to optimise our web-based services and produce internal statistics. As a result, the processing of your data is based on a legitimate interest as defined in art. 6 para. 1 let. f GDPR. The IP address in particular is used to identify the visitor's location and configure the language of the website accordingly. In addition, the IP address is used for statistical purposes and in the case of attacks on the network infrastructure of [www.regionmurtensee.ch](http://www.regionmurtensee.ch).

#### b. when using our contact form

You have the option of using a contact form to get in touch with us. The following personal data must be entered to use the contact form:

- first name and last name
- e-mail address

We will indicate which information is mandatory: if this information is not supplied, it may not be possible to provide our services. Entering other information (such as a postal address for sending out documentation) is optional and has no impact on the use of our website.

We only use this information so that we can answer personally to your contact request in an appropriate manner. Processing your contact request is based on a legitimate interest as defined in art. 6 para. 1 let. f GDPR.

Your contact information is saved by the MyCity software in accordance with its personal data privacy policy.

### **c. when subscribing to our newsletter and/or our offers and promotions**

You can subscribe to our newsletter on our website and to our offers and promotions, which are sent out by post. You need to register to do this. The following data must be entered in order to register:

- title
- first name and last name
- e-mail address
- address
- post code
- town/city
- country
- phone number

We only use these data to send you our newsletter and personalise the information and offers we send you, to ensure that they reflect your areas of interest as closely as possible. By registering, you authorise us to process the data you have entered so that we can send regular newsletters to the address entered by you, for statistical analyses of consumer habits and to optimise the newsletter. This authorisation is viewed as consent as defined in art. 6 para. 1 let. a GDPR and forms the legal basis for processing your e-mail address in this context.

We reserve the right to entrust the technical implementation of our advertising campaigns to third-party service providers and to communicate your data to them for this purpose (see ch. 3). However, in this case, the service providers will only be located in Switzerland or Europe and will provide the services in our name, on the basis of our instructions. We will not authorise said service providers to use or disclose your personal data, unless it is necessary to provide services on our behalf or comply with legal requirements.

There is a link at the bottom of each newsletter, which you can use to unsubscribe at any time. If you decide to unsubscribe, you can, if you wish, provide a reason for your decision. Once you have cancelled your subscription, your personal data will be erased. After this, data will be processed solely in an anonymous form, in order to optimise the newsletter.

### **d. when placing an order or making a booking with third parties**

Our website offers various options for making bookings or requesting information or other services. The corresponding services may be provided by third parties. Various types of data may be collected, depending on the service. They may include the following, in particular:

- title and/or business
- first name and last name
- address (street, house number, post code, town/city, country)
- other contact information (e-mail address and phone number)

Data are generally collected directly by the supplier concerned, or, in relation to some offers, communicated to them by us with your consent, in which case we do not keep a copy. In this case, the data protection provisions of the supplier concerned will apply to the subsequent processing of the data. The legal basis on which the data processing described above is based is contractual performance, as defined in art. 6 para. 1 let. b GDPR.

We will indicate which information is mandatory: if this information is not provided, it may not be possible to provide paid services. Entering other information is optional and has no impact on the use of our website.

## **2. Use of anonymised data for advertising purposes**

### **a. Creation of user profiles with a pseudonym**

We use and analyse the data we collect about you when you visit our website in order to provide you with personalised services and information on the site (On-Site-Targeting). When processing these data, we may also, if necessary, use cookies and your browser's local storage (see ch. 6 for more information). Our analysis of your user behaviour may result in the creation of a user profile. User data is only compiled using pseudonyms and never using personal data that have not been anonymised.

The creation of anonymous user profiles for advertising and analysis purposes is based on a legitimate interest as defined in art. 6 para. 1 let. f GDPR. This applies to all the data processing processes listed in ch. 2. The legitimate interest resides in the benefit of carrying out direct marketing and analysing the use of our website.

### **b. Re-targeting**

Our website uses re-targeting technologies. This means that your user behaviour on our website is analysed by third parties so that you can also be offered personalised advertising on our partners' websites. Your user behaviour is captured under a pseudonym.

The main re-targeting technologies use cookies (see ch. 6 below). This website uses Google AdWords Remarketing and Doubleclick by Google, which are services provided by the corporation Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, hereinafter "Google", to show advertisements on the basis of the websites you have visited previously. Google uses what is known as a DoubleClick-Cookie, which allows it to recognise your browser when you visit other websites. The information produced by the cookie when you visit these websites (including your IP address) are collected directly by a Google server in the United States and saved there (you can find more information about transfers of personal data to the United States in ch. 10).

We also use Google Tag Manager to manage services associated with displaying advertising based on user behaviour. The Tag Manager tool itself does not use cookies and does not collect any personal data. The tool manages the activation of other tags, which do collect data in certain circumstances (see above). If you have deactivated a domain or cookies, the deactivation will also apply to all tracking tags implemented using Google Tag Manager.

You can prevent re-targeting at any time, by rejecting or deactivating the cookies concerned at any time, in your web browser's menu bar (see ch. 6 below for more information). In addition, you can submit a request via the website of the Digital Advertising Alliance [optout.aboutads.info](https://optout.aboutads.info) to be unsubscribed from the other advertising and re-targeting tools mentioned.

### **c. Twitter analyses**

We use the user behaviour pixel produced by the corporation Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA ("Twitter") for statistical purposes. This pixel is used to assess the effectiveness of Twitter advertisements for statistical and market research purposes and may be used to optimise future advertising campaigns.

We do not collect any data and the data collected by Twitter via the pixel do not allow us to identify users.

### **3. Transfer of data to third parties**

We only transfer your data when you have expressly authorised us to do so, or when we are obliged to do so under the law or to protect our rights, in particular with regard to claims resulting from the relationship between you and Region Murtenlake.

Furthermore, we only transfer your data to third parties where this is necessary in respect of use of the website to provide the services you wish to use, and to analyse your user behaviour. Provided the transfer is necessary for the purposes mentioned in the first sentence, it may include transferring data abroad, with your express consent.

### **4. Data security**

We use appropriate security measures from a technical and organisational point of view, to protect the personal data saved by us, from manipulation, total or partial loss or unauthorised access by third parties. Our security measures are constantly improved as technology evolves. We also take steps to ensure that our employees and the service providers we appoint are subject to a confidentiality obligation and are also obliged to comply with statutory requirements in respect of data protection.

### **5. Cookies**

Cookies contribute, in many ways, to making your visit to our website simpler, pleasanter and more interesting. Cookies are information files, which your web browser saves automatically to your computer's hard disk when you visit our website. Cookies do not damage your computer's hard disk and do not communicate any personal data about the user.

We use cookies, for example, to refine the information, offers and advertisements you are shown, based on your personal interests. Using cookies does not involve collecting new personal data about you as an online visitor. Most internet browsers accept cookies automatically. However, you can configure your browser so that no cookies are saved to your computer, or so that you get a message when a new cookie is received.

Deactivating cookies may mean that you are unable to use all the functions on our website.

### **6. Tracking tools**

We use various tracking tools on our website. These are used to observe your browsing patterns on our site. We observe these patterns in order to refine and optimise our website on an ongoing basis. In this respect, user profiles are created based on a pseudonym and small text files (“cookies”) saved to your computer are used.

You will find more detailed information about the tracking tools used and the resulting data processing in the “Statutory information” document.

## **7. Analysis of newsletter use**

We use third-party e-mail marketing services to send out our newsletter. As a result, our newsletter may contain a web tag (invisible GIF) or use a similar technical device. A web tag is an invisible image called a monapixel (1x1), which is linked to the user ID of the newsletter subscriber.

This type of service is used to determine whether e-mails containing our newsletter have been opened. In addition, it allows us to detect and analyse which items are clicked by the newsletter recipient. We use these data for statistical purposes and to optimise the content and layout of the newsletter. This allows us to target the information and offers included in the newsletter, based on the interests of the recipient concerned. The invisible GIF is deleted when you delete the newsletter.

If you wish to block the tracking pixels in our newsletter, please configure your e-mail settings not to display messages as HTML.

## **8. Information on transfers of data to the United States**

For the sake of completeness but with no guarantee as to accuracy, we wish to inform users whose home or head office is in Switzerland, that the authorities in the United States have ordered the implementation of surveillance measures that make it possible to record all personal data from anyone whose data are transferred from Switzerland to the United States. This is carried out indiscriminately and without limitation or exception in respect of the intended aim, and without any objective criterion that would restrict the US authorities’ access to the data collected or limit their subsequent use of said data to specific and strictly limited purposes, justifying the actions associated with viewing and using said data. Moreover, we wish to inform you that people who are resident in Switzerland have no possible means available to them in the United States, to access the data concerning them and have it corrected or erased, and that that is no effective court protection against the general right of access by the US authorities.

We wish to inform users resident in an EU Member State that in the opinion of the European Union, the United States does not offer an adequate level of data protection, primarily on the basis of the points made in this section.

## **9. Right of access, rectification, erasure and limitation of processing; right to data portability**

You have the right to obtain information on the personal data we hold about you, on request and free of charge. In addition, you have the right to have inaccurate data corrected and to delete your personal data, provided there is no statutory obligation to archive it and no statutory authorisation in place, allowing said data to be processed. You may also have the right, in accordance with art. 18 and 21 GDPR, to request that the processing of your personal data is limited or to object to said processing.

You also have the right to ask us for the data you have communicated to us (right to data portability). We can also transfer data to a third party of your choice, on request. You have the right to receive the data in a standard file format.

You can contact us for the purposes indicated above at the e-mail address [info@regionmurtensee.ch](mailto:info@regionmurtensee.ch). If we deem it necessary, we can require you to provide an identity document in order to process your requests.

## **10. Data retention**

We only retain data to the extent required

- a) to use the tracking, advertising and analysis services mentioned above, implemented on the basis of our legitimate interest;
- b) to provide the services previously mentioned, which you have requested or for which you have given your consent (for example, for the newsletter, in accordance with ch. 7);
- c) to fulfil our statutory obligations.

We retain contractual data (orders) for longer, where this is necessary in order to comply with statutory data archiving requirements. Our archiving obligations, which include obligations in relation to data retention, are derived from tax and accounting legislation. According to these rules, commercial communications, contracts entered into and accounting records must be retained for 10 years, or five years for users based in France. These data are blocked if we no longer need them to offer you relevant services. This means that they can therefore only be used for tax and accounting purposes.

## **11. General**

This page was last updated on November 14th 2018. Should you have any questions or comments about our statutory information or data protection, please contact Mr Adrian Rosser by e-mail at [com@regionmurtensee.ch](mailto:com@regionmurtensee.ch).