



Swiss Association  
for Quality and Management  
Systems (SQS)

Data protection

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# SQS-data protection regulations

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### *1. Scope of application and applicable law*

The data protection regulations govern SQS's handling of data, especially of personal data with regard to their collection, use and connection.

SQS complies with the applicable legal principles pursuant to the Federal Act on Data Protection (FADP; SR 235.1) of 19 June 1992 and to the Regulation (EU) 2016/679 (General Data Protection Regulation, GDPR) of 27 April 2016, in force since 25 May 2018.

By entering into a contract with SQS or by acceptance of the data protection declaration, you agree to the use of the data.

### *2. Data handling*

#### **2.1 Legal basis**

Your personal data will be processed in accordance with Art. 4 FADP and Art. 6 para. 1, lit. a (consent) and/or f (legitimate interest) GDPR.

#### **2.2 Purpose of data use**

Data is used to analyze trends and user behavior and, above all, to provide you with the best possible service.

The information collected may be used by SQS or business partners for marketing-, advertising- and communication-purposes.

Data is also used to enhance your user experience through personalization.

#### **2.3 Data acquisition**

On accessing the SQS website, your data will be stored. The access data concerned are, among others, the following ones:

- Client- and server IP address
- Date and time of access
- Length of stay
- Name of called up file(s)
- Page and source from which the access was made

When using analysis- and online marketing on this website, the following additional data is collected:

- User behavior on the website
- Demographic characteristics and search criteria
- Browsing habits
- Search queries

In the login section or in case of actions taken by yourself with information about your person (e.g. forms), further personal information such as user behavior and interests may also be collected by us.

SQS uses anonymous data alone or in combination with personal data.

### **2.4 Data collections**

#### **Newsletter/Marketing automation**

If you subscribe to our newsletter, we store your e-mail address in order to inform you periodically about our most current topics. In addition, we use a marketing automation tool that allows us to automate the newsletter dispatch based on your interests. The newsletter can be cancelled at any time.

#### **Product- and branches sites as well as sites of training offers/Marketing automation**

If you send us an enquiry regarding product-/branches information and/or SQS-offerings as well as information on training courses, SQS live webinars, certificate courses and in-house trainings, we process the following of your data, in addition to the data according to newsletter/marketing automation:

- Name/First name
- Message
- At your request we also process: telephone and branches allocation. This information helps us to serve you in a customer-oriented manner.

Based on your interests, you will receive periodic newsletters. We use a marketing automation tool for the automated newsletter dispatch. The newsletter can be cancelled at any time.

#### **Whitepapers**

When you download a whitepaper from our website, we create a profile of you in the CMS with the information you provide. In addition, we assign you to a segment in the marketing automation tool. The segment depends on the content of the whitepaper (e.g. branches, standard etc.). Based on this information, you will receive newsletters from us with appropriate contents. The newsletter can be cancelled at any time.

#### **Blog**

If you enter a comment with us, it will be stored on our website until further notice.

#### **Contact form**

If you have any questions or comments, you may contact us using the contact form. With the contact form we use the following of your data:

- Mr/Ms
- Name/First name
- E-mail address
- Message
- At your request, we also process: organisation, street/PO Box, zip code/city, telephone, mobile, branches allocation and number of employees. This information helps us to serve you in a customer-oriented manner.

#### **Appeal and complaint form**

If you wish to notify us of appeals or complaints, we will process the following data about you, in addition to the data in the contact form:

- Reason for the appeal/complaint
- Organisation, about which an appeal/complaint has been raised

#### **Incident and violation form**

If you have to report incidents or violations to us, we will process the following data about you, in addition to the data in the contact form:

- Description of the incident/violation
- Organisational area affected by the incident/violation

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### **Registration for seminars**

If you send us a registration for a seminar, we will process the following data about you, in addition to the data in the contact form:

- Organisation (name, street/PO box and zip code/city)/Private (name, street/PO box and zip code/city)
- Function/Position
- Invoice address/differing invoice address
- Declaration of consent on conditions
- At your request, we also process: SQS customer, SQS customer number and additional information invoice/remarks. This information helps us to serve you in a customer-oriented manner.

### **Request certificate course**

If you send us a request for a certificate course, we will process the following data about you, in addition to the data in the contact form:

- Organisation (name, street/PO box and zip code/city)/Private (name, street/PO box and zip code/city)
- Function/Position
- At your request, we also process: SQS customer, SQS customer number and remarks. This information helps us to serve you in a customer-oriented manner.

### **Request in-house training**

If you send us a request for an in-house training, we process the following data about you, in addition to the data in the contact form:

- Organisation (name, street/PO box and zip code/city)
- Function/position
- Format/topics/contents
- At your request, we also process: SQS customer, SQS customer number, number of participants, implementation period, venue for in-house training «on-site» and remarks. This information helps us to serve you in a customer-oriented manner.

### **Order practice book ISO 9001:2015**

If you place an order for the ISO 9001:2015 practice book, we will process the following data about you, in addition to the data in the contact form:

- Quantity
- Organisation
- Street/PO box
- Zip code/city
- Invoice address/differing invoice address
- At your request, we also process: Remarks. This information helps us to serve you in a customer-oriented manner.

### **MDR form**

If you want the result, we will save your e-mail address to inform you periodically about our latest MDR-topics. At your request we also process: Name and remarks. This information helps us to serve you in a customer-oriented manner.

### **Request rental of course- and meeting rooms**

If you send us a request for rental course- and meeting rooms, we process the following data about you, in addition to the data in the contact form:

- Street/PO box
- Zip code/city
- Date
- Room/time/catering (per person)
- Number of persons
- At your request, we also process: Remarks. This information helps us to serve you in a customer-oriented manner.

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### **Contact form**

If you are interested in a vacancy or would like to submit a spontaneous application, you can send us your complete dossier using the application form. We will use the following of your data with the application form:

- Mr/Ms
- Name/First name
- E-mail address
- Phone
- Vacancy/spontaneous application
- Application documents
- Message
- At your request, we additionally process: Phone

This information helps us to optimise the application process with you.

### **Events**

If you participate in events organized by SQS, the data you provide in the registration form is stored by us.

### **LinkedIn**

LinkedIn services offered by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, have been integrated into our website.

If you are a member of the LinkedIn platform, LinkedIn may associate your access to the content and features on our website with your profiles. We may also include scripts and measures that allow us to use marketing and statistical functions in LinkedIn. This includes the Insight Tag of LinkedIn. This technology allows us to deliver personalized advertisements to visitors of this website via LinkedIn.

Opt-out possibility: If you are logged in to LinkedIn, you can disable data collection by clicking on the following link: <https://www.linkedin.com/psettings/enhanced-advertising>.

### **Cookies**

SQS collects data about users through cookies. Cookies are small (text) files that are stored on your computer or mobile device when you use the SQS website. They enable an analysis of how the website is used.

SQS uses cookies on its website. Thereby, information about the surfing behavior of website visitors is collected and stored in pseudonymized form. The collected data is only used to evaluate the use of the website and to increase the its user-friendliness. No data is evaluated that relates to a specific or identifiable person.

### **Logfiles**

SQS collects data about users via log files. A log file is a file used to record processes running on computers and networks. Logfiles are important sources of information to analyze the user behavior of web visitors.

### **JavaScripts**

SQS collects data about users via JavaScripts. JavaScript is a scripting language that is used, among others, to evaluate user interactions, to change, reload or generate contents.

## **2.5 Data security**

SQS uses technical and organizational measures to protect your personal data against loss, destruction, access, manipulation or distribution by unauthorized persons.

Employees with access to data are trained in handling anonymous as well as personal data.

## **2.6 Data storage**

SQS stores personal data as long as required by the purposes for which they are processed, as long as SQS has a legal storage obligation and/or as long as you agree to the processing.

### 2.7 Web Analysis Tools

#### Google Analytics

The SQS website uses Google Analytics, a web analysis tool from Google. With Google Analytics it is possible to assign data, sessions and interactions across multiple devices to a pseudonymous user ID and thus analyze the activities of a user across all devices.

Google Analytics also uses cookies. The information generated by the cookie about your use of the website is usually transmitted to and stored by Google on servers in the United States. Further information on the terms of use and data protection can be found under <https://www.google.com/analytics/terms/de.html> and <https://policies.google.com/?hl=en> respectively.

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage to the website operator. The legal basis for the use of Google Analytics is your consent by using the SQS website. In addition, we have a legitimate interest and it is our concern to adapt the site to your needs and your user behavior. The recipient of the collected data is Google

An instruction on how to prevent your data from being processed by the web analysis tool can be found under <https://tools.google.com/dlpage/gaoptout?hl=en>.

#### 2.8 Google Maps

To display maps and locations, SQS uses the «Google Maps» service of the company Google (short: Google), which is located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google is certified under the Privacy Shield Agreement, which guarantees compliance with European data protection laws ([www.privacyshield.gov/participant](http://www.privacyshield.gov/participant)). When calling up a geographical map from Google Maps, data is sent to a server of the service, which may sometimes be located outside the EU. Google processes the information related to this activity, such as information about the content displayed, device IDs, IP addresses, cookie data such as last visit information and preferred language, for promotional purposes and location information. Google's data protection declaration can be found under: <https://policies.google.com/privacy>.

#### 2.9 Hyperlinks

The SQS website contains hyperlinks to other websites which are not operated or monitored by SQS. SQS is not responsible for their content and use of personal data and recommends that you study the data protection declarations applicable there. Basically, the links are displayed and a separate click is required to use them, for example when linking to the SBB timetable.

#### 2.10 Online marketing

For online marketing purposes, SQS is using the following providers:

- Google Marketing Platform (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)
- Google Ads (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)
- Google Tag Manager (Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)
- BingAds (One Microsoft Way, Redmond, WA 98052-6399, USA)
- Hotjar (Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta)
- LinkedIn Ads (LinkedIn Corporation, 1000 W. Maude Avenu, Sunnyvale, CA 94085, USA)
- Mautic (Acquia, 53 State Street, 10th Floor, Boston, MA 02109, USA)

#### 2.11 Passing on data to third parties

With the exception of the data sent to third parties through the use of the services and contents included on the SQS website, SQS does not pass on the data collected from you through your visit to the website to any third parties.

### 3. Opt-out possibility

The use of JavaScript may be restricted at any time via the browser settings.

You may prevent the storage of cookies by setting your browser software accordingly on your device; however, if you do so, please note that you may not be able to use all the functions of this website to their full extent. Some tool providers allow cookies to be deactivated explicitly and only for the specific tool. You will find a selection here:

- DoubleClick: <https://www.google.com/ads/preferences/html/opt-out.html>
- Google AdWords: <https://support.google.com/ads/answer/2662922?hl=en>
- Google Analytics: <https://tools.google.com/dlpage/gaoptout?hl=en>
- Hotjar: <https://www.hotjar.com/legal/compliance/opt-out>

It is also possible to directly manage or deactivate further cookies from a large number of providers. «Your Online Choices», for example, is such a tool: <https://www.youronlinechoices.com/de/praeferenzmanagement>

By activating «Do not track» in your browser, you may prevent data collection by «Hotjar».

You may unsubscribe from the newsletter at any time. To do so, please use the link in the footer of every e-mail.

### 4. Your rights

In principle, you are entitled to the rights of information, correction, completion, deletion, restriction, objection and revocation with regard to your data.

If SQS processes your personal data, you may request information about the processing of your personal data free of charge, have the processing of your personal data restricted, corrected, deleted («right to be forgotten») or blocked. You may also revoke consent given and object to the processing of your personal data.

In the event of a violation of the data protection law or if your data protection claims have otherwise been violated in any way, you have the right of appeal to a competent data protection supervisory authority. The supervisory authority for data protection in Switzerland is the Federal Data Protection and Information Commissioner (FDPIC). If your usual place of residence or workplace is in an EU Member State, please contact the supervisory authority responsible for you (see Art. 77 GDPR).

If you have any questions, suggestions or requests, please contact the e-mail address given under «Contact».

### 5. Amendment of the data protection regulations

SQS reserves the right, at its sole discretion, to change or modify this data protection declaration or parts thereof at any time. You will always find the latest version on the SQS website.

### 6. Contact

For questions regarding the processing of personal data, requests for information and deletion and other data protection concerns, please contact [headoffice@sqs.ch](mailto:headoffice@sqs.ch) by e-mail.