



Swiss Association
for Quality and Management
Systems (SQS)

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 01 September 2023 and to the Regulation (EU) 2016/679 (General Data Protection Regulation, GDPR) of 27 April 2016, in force since 25 May 2018.

As part of our business relationship, you are required to provide the personal data that is needed for the processing of the contract. The website cannot be used if certain information to secure data traffic (e.g. IP address) is not disclosed.

2. Responsible person

The data protection responsible person for the following data processing is:

Swiss Association for Quality- and Management Systems

Bernstrasse 103

3052 Zollikofen

+41 58 710 35 35

E-mail address: headoffice@sqs.ch

3. Access to website

On accessing the SQS website, your data will be stored. The access data concerned are 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 behaviour 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 behaviour and interests may also be collected by us.

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

The data is used to analyse trends and user behaviour and, above all, to provide you with the best possible service.

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

Data is also used to improve your user experience through personalisation.

Your personal data is processed in accordance with Art. 31 para. 1 FADP or Art. 6 para. 1 lit. a GDPR (consent) and/or the legitimate interest in accordance with lit. f of the provision (legitimate interest; user analysis).

4. 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. When you download a Whitepaper from our website, we create a profile of you in the CMS with the information you provide. We also assign you to a segment in the Marketing Automation Tool. The segment depends on the content of the Whitepaper (e.g. branch, standard, etc.). Based on this information, we will then send you newsletters with appropriate content.

Data processing is based on consent (Art. 31 para. 1 FADP and Art. 6 para. 1 lit. a GDPR). You can object to receiving newsletters at any time and you can also unsubscribe at any time using the link provided in the newsletter.

5. Product- and branches pages as well as pages of training offerings/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: Phone and branch allocation. This information helps us to provide you with a customised service.

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.

Blog

If you enter a comment on our blog, it will be stored on our website until revoked. This is done based on our legitimate interest (public relations); Art. 31 para. 1 FADP or Art. 6 para. 1 lit. f GDPR.

6. Forms

6.1 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
- Upon your request, we also process the following information: Organisation, street/ PO box, zip code/city, phone, mobile, branch allocation and number of employees. This information helps us to provide you with a customised service.

6.2 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 of the appeal/complaint
- Organisation, about which an appeal/complaint has been raised

6.3 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

6.4 Purpose and legal basis

We only use the above-mentioned data to process your enquiry. The processing of the transmitted data is therefore based on your consent (Art. 31 para. 1 FADP resp. Art. 6 para. 1 lit. a GDPR, if applicable).

You may revoke your consent at any time by sending an e-mail to the contact data in clause 2. The legality of the data processing operations carried out up to the revocation remains unaffected by the revocation.

7. Registration for seminars

If you send us a registration for a seminar, 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/Privat (name, street/PO box and
- zip code/city)
- Function/position
- Billing address/differing billing address
- Declaration of consent to conditions
- Upon your request, we also process: SQS customer, SQS customer number and additional information invoice/remarks. This information helps us to provide you with a customised service.

We process this data for the purpose of processing the registration. The legal basis is the processing for the purpose of fulfilling contractual obligations in accordance with Art. 31 para. 2 lit. a FADP or Art. 6 para. 1 lit. b GDPR.

8. Enquiry certificate course

If you send us an enquiry for the certificate course, 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/Privat (name, street/PO box and zip code/city)
- Function/position
- Upon your request, we also process: SQS customer, SQS customer number and remarks. This information helps us to provide you with a customised service.

We only use this data to process your enquiry. The processing of the transmitted data is therefore based on your consent (Art. 31 para. 1 FADP or Art. 6 para. 1 lit. a GDPR, if applicable).

9. Enquiry in-house training

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

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

We process this data for the purpose of organising the training. The legal basis is the processing for the purpose of fulfilling contractual obligations in accordance with Art. 31 para. 2 lit. a FADP or Art. 6 para. 1 lit. b GDPR.

10. Ordering publications

If you send us an order for publications, we process the following data in addition to the data specified in the contact form:

- Number
- Organisation
- Street/PO box
- Zip code/city
- Billing address/differing billing address
- Upon your request, we also process: Remarks. This information helps us to provide you with a customised service.

We process this data for the purpose of processing the order. The legal basis is the processing for the purpose of fulfilling contractual obligations in accordance with Art. 31 para. 2 lit. a FADP or Art. 6 para. 1 lit. b GDPR.

11. Enquiry 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
- Upon your request, we also process: Remarks. This information helps us to provide you with a customised service.

We process this data for the purpose of processing the rental. The legal basis is the processing for the purpose of fulfilling contractual obligations in accordance with Art. 31 para. 2 lit. a FADP or Art. 6 para. 1 lit. b GDPR.

12. Events

If you participate in events organised by SQS, the data you provide in the registration form is stored by us. We process this data for the purpose of organising the event. The legal basis is the processing for the purpose of fulfilling contractual obligations in accordance with Art. 31 para. 2 lit. a FADP or Art. 6 para. 1 lit. b GDPR.

13. LinkedIn

LinkedIn services offered by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, have been integrated into our website. The connection to the provider is only established when you click on the provider's icon. Data is therefore not automatically transmitted to social media services when you visit our website. We have no influence over how the social media service providers process your data; further information on this matter can be found in the corresponding data protection declarations, which are linked below. Personal data is only transmitted to the operators of the social media service if you have given your consent by clicking on the corresponding icon. The legal basis is Art. 6 para. 1 lit. a GDPR or Art. 31 para. 1 FADP (consent).

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. As a result, information about the surfing behaviour of website visitors is collected and stored in pseudonymised form. The data collected is only used to analyse the use of the website and to improve its user-friendliness. No data is evaluated that relates to a specific or identifiable person. They are stored based on Art. 31 para. 1 FADP and Art. 6 para. 1 lit. f GDPR. SQS has a legitimate interest in the storage of cookies for the technically error-free and optimised provision of its services.

Logfiles

SQS collects data about users via log files. A log file is a file used to record processes running on computers and networks. SQS processes this data for the purpose of analysing the user behaviour of web visitors. The legal basis is the legitimate interest in the technically error-free presentation and optimisation of the website (Art. 31 para. 1 FADP and Art. 6 para. 1 lit. f GDPR).

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.

14. Data security

SQS uses technical and organisational measures to protect your personal data against loss, destruction, access, modification or dissemination by unauthorised persons. Employees with access to data are trained in the handling of both anonymous and personal data.

15. Data storage

SQS stores personal data for such time as is necessary for the purposes for which it is processed, as long as SQS has a legal obligation to retain it and/or as long as you consent to the processing.

16. Web analysis tools

16.1 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 uses this information to analyse your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website activity and internet usage. The legal basis for the use of Google Analytics is your consent by using the SQS website (Art. 6 para. 1 lit. a GDPR or Art. 31 para. 1 FADP). The recipient of the data collected is Google.

Google has declared through certification that it complies with the DPF principles.

Instructions on how you can prevent the processing of your data by the web analysis tool can be found at <https://tools.google.com/dlpage/gaoptout?hl=de>.

16.2 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. When a geographical map from Google Maps is called up, data is sent to a server of the service, which may be in some cases 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 with, for example, information about the last visit and preferred language, for promotional purposes and location information. The legal basis for the use of Google Maps is your consent (Art. 6 para. 1 lit. a GDPR or Art. 31 para. 1 FADP). You can find Google's privacy policy at: <https://policies.google.com/privacy>.

16.3 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.

16.4 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 Avenue, Sunnyvale, CA 94085, USA)
- Mautic (Acquia, 53 State Street, 10th Floor, Boston, MA 02109, USA)

16.5 Passing on data to third parties

With the exception of the data that is sent to third parties through the use of the services and content integrated into the SQS website, SQS does not pass on any data collected from you when you visit the website to third parties.

We also use service providers, particularly in the context of hosting, operating the website and delivering the newsletter. We select our service providers carefully and oblige them not to process the data for their own purposes or to pass it on to unauthorised third parties. We would like to point out that it is possible that your data may be processed by our service providers both in the EU/EEA and in countries without an adequate level of data protection. If we use such providers in insecure countries, the transfer is based on the conclusion of the standard contractual clauses; Art. 46 para. 1 GDPR or Art. 16 para. 2 lit. d FADP. For this purpose, we use the revised standard contractual clauses of the European Commission, which are available here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj, unless the recipient is already subject to a legally recognised set of rules to ensure data protection, and we cannot rely on an exemption clause.

17. 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. Here you find a selection:

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

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.

18. 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».

19. Amendment of the data protection regulations

SQS reserves the right to amend or modify this privacy policy or parts thereof at any time at its own discretion. You will always find the latest version on the SQS website.

20. Contact

For questions about the processing of personal data, for requests for information and deletion and for other data protection concerns, please contact us by e-mail at headoffice@sqs.ch.