

# **Privacy Policy**

- 1. What is this privacy policy about?**
- 2. Who is responsible for processing your data?**
- 3. What data do we process?**
- 4. For what purposes do we process your data?**
- 5. On what basis do we process your data?**
- 6. What applies to profiling and automated individual decision-making?**
- 7. Who do we disclose your data to?**
- 8. Is your personal data also transferred abroad?**
- 9. How long do we process your data?**
- 10. How do we protect your data?**
- 11. What are your rights?**
- 12. Do we use online tracking and online advertising techniques?**
- 13. Can this privacy policy be changed?**

# 1. What is this privacy policy about?

ChessCraft Inh. Brack (hereinafter also referred to as "we," "us") collects and processes personal data relating to you or other persons (so-called "third parties"). We use the term "data" here synonymously with "personal data" or "personal information." In this privacy policy, we describe what we do with your data when you use [www.chesscraft.ch](http://www.chesscraft.ch), other websites belonging to us, or our apps (hereinafter collectively referred to as "website"), purchase our services or products, are otherwise connected to us within the scope of a contract, communicate with us, or otherwise have dealings with us. Where applicable, we will inform you in a timely manner in writing about any additional processing activities not mentioned in this privacy policy. In addition, we may inform you separately about the processing of your data, e.g., in declarations of consent, contract terms, additional privacy policies, forms, and notices. This privacy policy is designed to meet the requirements of the EU General Data Protection Regulation ("GDPR") and the Swiss Data Protection Act ("FADP"). However, whether and to what extent these laws apply depends on the individual case.

## 2. Who is responsible for processing your data?

ChessCraft Inh. Brack, Johannes Brack, Thalwil (hereinafter referred to as "ChessCraft Inh. Brack") is responsible for the data processing described in this privacy policy in accordance with data protection law, unless otherwise communicated in individual cases.

You can contact us regarding your data protection concerns and to exercise your rights in accordance with section 11 as follows:

ChessCraft Inh. Brack  
Johannes Brack  
Russistrasse 7  
8800 Thalwil  
Switzerland  
[brackjoh@gmail.com](mailto:brackjoh@gmail.com)

## 3. What data do we process?

We process various categories of data about you. The most important categories are as follows:

### **Technical data:**

When you use our website or other electronic services, we collect the IP address of your device and other technical data to ensure the functionality and security of these services. This data also includes logs that record the use of our systems. We generally store technical data for 6 months. To ensure the functionality of these services, we may also assign you or your device an individual code. The technical data itself does not allow any conclusions to be drawn about your identity. However, in the context of user accounts, registrations, access controls, or the processing of contracts, it may be linked to other categories of data (and thus, if applicable, to your person).

### **Registration data:**

Certain offers and services can only be used with a user account or registration, which can be done directly with us or through our external login service providers. In doing so, you must provide us with certain data, and we collect data about the use of the offer or service. We generally store registration data for 12 months after the end of use of the service or the termination of the user account.

### **Communication data:**

If you contact us via the contact form, by email, telephone, letter, or other means of communication, we collect the data exchanged between you and us, including your contact details and the marginal data of the communication. If we want or need to verify your identity, we collect data to identify you (e.g., a copy of an ID card). We generally store this data for 12 months from the last exchange with you. This period may be longer if necessary for reasons of evidence or to comply with legal or contractual requirements, or if technically necessary. Emails and related correspondence are stored for up to 10 years, unless a longer retention period is required by law.

#### **Master data:**

We define master data as the basic data that we require in addition to the contract data (see below) for the processing of our contractual and other business relationships or for marketing and advertising purposes, such as your name, contact details, and information about your role and function, your bank details, your date of birth, or your customer history. We process your master data if you are a customer or other business contact or work for such a customer or contact (e.g., as a contact person for the business partner), or because we want to contact you for our own purposes or the purposes of a contractual partner (e.g., for marketing and advertising). We receive master data from you yourself (e.g., when you make a purchase or register), from organizations you work for, or from third parties such as our contractual partners, associations, and address brokers, and from publicly available sources such as public registers or the internet (websites, etc.). We generally store this data for 10 years from the last exchange with you, but at least from the end of the contract. This period may be longer if necessary for reasons of evidence or to comply with legal or contractual requirements, or if technically necessary. For purely marketing and advertising contacts, the period is usually much shorter, usually no more than 2 years from the last contact.

#### **Contract data:**

This is data that arises in connection with the conclusion or execution of a contract, e.g., information about contracts and the services to be provided or provided, as well as data from the period prior to the conclusion of a contract, information required or used for processing, and information about responses. We usually collect this data from you, from contractual partners and from third parties involved in the execution of the contract, but also from third-party sources (e.g., credit rating providers) and from publicly available sources. We generally store this data for 10 years from the last contractual activity, but at least from the end of the contract. This period may be longer if this is necessary for reasons of evidence or to comply with legal or contractual requirements, or if this is technically necessary.

#### **Data relating to children:**

As part of our educational services, we process personal data relating to children, such as first and last name, age, booking details, participation information, and related administrative data. This data is provided to us by parents or legal guardians for the purpose of organizing, managing, and delivering our chess classes, holiday camps, and related activities.

You provide us with much of the data referred to in this section 3 yourself (e.g., via forms, in communication with us, in connection with contracts, when using the website, etc.). You are not obliged to do so, except in individual cases. If you wish to conclude contracts with us or use our services, you must also provide us with data as part of your contractual obligations under the relevant contract, in particular master data, contract data, and registration data. When using our website, the processing of technical data is unavoidable.

To the extent that this is not inadmissible, we also obtain data from publicly available sources or receive data from authorities and other third parties.

## **4. For what purposes do we process your data?**

We process your data for the purposes explained below. These purposes and the underlying

objectives represent legitimate interests on our part and, where applicable, on the part of third parties.

We process your data for purposes related to communicating with you, in particular to respond to inquiries and assert your rights, and to contact you if we have any questions. For this purpose, we use communication data and master data in particular, as well as registration data in connection with the offers and services you use. We store this data to document our communication with you, for training purposes, for quality assurance, and for inquiries.

We also process data for the establishment, management, and execution of contractual relationships, for marketing purposes and relationship management, for market research, to improve our services and operations, for product development, to comply with laws, directives, and recommendations from authorities and internal regulations (compliance), and for other purposes, e.g., in the context of our internal processes and administration.

## **5. On what basis do we process your data?**

If we ask for your consent for certain processing operations, we will inform you separately about the relevant purposes of the processing. You can revoke your consent at any time with future effect by sending us a written notification (by post) or, unless otherwise specified or agreed, by email; our contact details can be found in section 2. For information on revoking your consent to online tracking, see Section 12. If you have a user account, you can also revoke your consent or contact us via the relevant website or other service. As soon as we receive notification of your withdrawal of consent, we will no longer process your data for the purposes to which you originally consented, unless we have another legal basis for doing so. Withdrawing your consent does not affect the lawfulness of the processing carried out on the basis of your consent prior to withdrawal.

Where we process personal data relating to children, we do so based on the consent of the parent or legal guardian and/or for the performance of a contract for the provision of our educational services.

Where we do not ask for your consent to processing, we base the processing of your personal data on the fact that the processing is necessary for the initiation or execution of a contract with you (or the entity you represent) or that we or third parties have a legitimate interest in in particular to pursue the purposes described above in section 4 and related objectives and to be able to implement appropriate measures. Our legitimate interests also include compliance with legal requirements, insofar as these are not already recognized as a legal basis by the applicable data protection law.

In individual cases, other legal grounds may apply, which we will communicate to you separately if necessary.

## **6. What applies to profiling and automated individual decisions?**

We may automatically evaluate certain of your personal characteristics for the purposes specified in section 4 on the basis of your data (section 3) ("profiling") if we wish to determine preference data, but also to identify abuse and security risks, perform statistical evaluations, or for operational planning purposes. For the same purposes, we may also create profiles, i.e., we may combine behavioral and preference data, as well as master and contract data and technical data assigned to you, in order to better understand you as a person with your different interests and other characteristics.

In both cases, we ensure that the results are proportionate and reliable and take measures against the misuse of these profiles or profiling. If this could have legal consequences or significant disadvantages for you, we generally provide for a manual review.

## 7. Who do we disclose your data to?

In connection with our contracts, the website, our services and products, our legal obligations, or otherwise to protect our legitimate interests and the other purposes listed in section 4, we also transfer your personal data to third parties, in particular to the following categories of recipients:

### **Service providers:**

We work with service providers in Germany and abroad who process data about you on our behalf or in joint responsibility with us, or who receive data about you from us on their own responsibility.

### **Authorities:**

We may disclose personal data to government agencies, courts, and other authorities in Switzerland and abroad if we are legally obliged or entitled to do so, or if this appears necessary to protect our interests.

### **Contractual partners, including customers:**

This primarily refers to customers (e.g., service recipients) and other contractual partners of ours, as this data transfer arises from these contracts. If you work for such a contractual partner yourself, we may also transfer data about you to them in this context. The recipients also include contractual partners with whom we cooperate.

### **IT and Cloud Service Providers:**

We use cloud-based services provided by Google LLC (Google Sheets / Google Drive) to process and store data submitted via our website forms, including registrations and enrollment information. These services are used solely for administrative and organizational purposes, such as managing class and camp registrations and communicating with parents or legal guardians. Data may be stored on servers located outside Switzerland or the European Union, in accordance with applicable data protection laws and appropriate safeguards.

### **Other persons:**

This refers to other cases where the involvement of third parties arises from the purposes set out in section 4.

All of these categories of recipients may in turn involve third parties, meaning that your data may also become accessible to them. We can restrict processing by certain third parties (e.g., IT providers), but not by other third parties (e.g., authorities, banks, etc.).

## 8. Is your personal data also transferred abroad?

As explained in section 7, we also disclose data to other entities. These are not only located in Switzerland. Your data may therefore be processed both in Europe and in any country in the world.

If a recipient is located in a country without adequate legal data protection, we contractually oblige the recipient to comply with the applicable data protection regulations (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?](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?)), unless they are already subject to a legally recognized set of rules for ensuring data protection and we cannot rely on an exception. An exception may apply in particular in the case of legal proceedings abroad, but also in cases of overriding public interest or if the execution of a contract requires such disclosure, if you have consented to it, or if it concerns data that you have made generally accessible and to the processing of which you have not objected.

Please also note that data exchanged via the Internet is often routed through third countries. Your data may therefore be transferred abroad even if the sender and recipient are located in the same country.

## **9. How long do we process your data?**

We process your data for as long as required for our processing purposes, the statutory retention periods, and our legitimate interests in processing for documentation and evidence purposes, or if storage is necessary for technical reasons. Further information on the respective storage and processing periods can be found in the individual data categories in section 3 or in the cookie categories in section 12. If there are no legal or contractual obligations to the contrary, we will delete or anonymize your data after the storage or processing period has expired as part of our usual procedures.

## **10. How do we protect your data?**

We take appropriate security measures to maintain the confidentiality, integrity, and availability of your personal data, to protect it against unauthorized or unlawful processing, and to counteract the risks of loss, accidental alteration, unintentional disclosure, or unauthorized access.

## **11. What are your rights?**

To make it easier for you to control the processing of your personal data, you also have the following rights in connection with our data processing, depending on the applicable data protection law:

- The right to request information from us about whether and which data we process about you;
- The right to have us correct data if it is inaccurate;
- The right to request the deletion of data;
- The right to request that we provide certain personal data in a commonly used electronic format or transfer it to another controller;
- The right to withdraw consent, insofar as our processing is based on your consent;
- the right to request further information necessary to exercise these rights;
- the right to express your point of view in the case of automated individual decisions (section 6) and to request that the decision be reviewed by a natural person.

If you wish to exercise the above rights, please contact us in writing, either at our premises or, unless otherwise specified or agreed, by email; our contact details can be found in section 2. In order to prevent misuse, we must identify you (e.g., with a copy of your ID, unless otherwise possible).

Please note that these rights are subject to conditions, exceptions, or restrictions under applicable data protection law (e.g., to protect third parties or trade secrets). We will inform you accordingly if necessary.

If you disagree with our handling of your rights or data protection, please let us know (section 2). In particular, if you are located in the EEA, the United Kingdom, or Switzerland, you also have the right to complain to the data protection supervisory authority in your country. A list of authorities in the EEA can be found here: [https://edpb.europa.eu/about-edpb/board/members\\_de](https://edpb.europa.eu/about-edpb/board/members_de). You can contact the UK supervisory authority here: <https://ico.org.uk/global/contact-us/>. You can contact the

## 12. Do we use online tracking and online advertising techniques?

Upon visiting our website, users are informed about the use of cookies via a cookie consent banner. Through this banner, users can give or withdraw consent for non-essential cookies at any time.

We use various techniques on our website that enable us and third parties we engage to recognize you when you use our website and, in some cases, to track you across multiple visits. This section provides information about these techniques.

Essentially, this means that we can distinguish between your access (via your system) and access by other users, enabling us to ensure the functionality of the website and to carry out evaluations and personalization. We do not want to infer your identity, even if we are able to do so, insofar as we or third parties engaged by us can identify you by combining registration data. Even without registration data, however, the technologies used are designed in such a way that you are recognized as an individual visitor each time you visit a page, for example by our server (or the servers of third parties) assigning you or your browser a specific identification number (known as a "cookie").

We use such technologies on our website and allow certain third parties to do so as well. You can program your browser to block certain cookies or alternative technologies, to deceive them, or to delete existing cookies. You can also enhance your browser with software that blocks tracking by certain third parties. For more information, please refer to the help pages of your browser (usually under the keyword "privacy") or the websites of the third parties listed below.

The following cookies (techniques with similar functions to fingerprinting are included here) are distinguished:

### **Necessary cookies:**

Some cookies are necessary for the website to function as such or for certain functions. For example, they ensure that you can switch between pages without losing information entered in a form. They also ensure that you remain logged in. These cookies are only temporary ("session cookies"). If you block them, the website may not function properly. Other cookies are necessary so that the server can store your decisions or entries beyond a session (i.e., a visit to the website) if you use this function (e.g., selected language, consent given, automatic login function, etc.). These cookies have an expiration date of up to 24 months.

### **Performance cookies:**

In order to optimize our website and corresponding offers and better tailor them to the needs of users, we use cookies to record and analyze the use of our website, in some cases beyond the session. We do this by using third-party analytics services. These are listed below. Performance cookies also have an expiration date of up to 24 months. Details can be found on the websites of the third-party providers.

### **Marketing cookies:**

We and our advertising partners have an interest in targeting advertising to specific groups, i.e.,

showing it only to those we want to address. Our advertising partners are listed below. For this purpose, we and our advertising partners also use cookies—if you consent—to record the content accessed or contracts concluded. This enables us and our advertising partners to display advertising that we believe will be of interest to you, both on our website and on other websites that display advertising from us or our advertising partners. Depending on the situation, these cookies have an expiry period of a few days to 12 months. If you consent to the use of these cookies, you will be shown relevant advertising. If you do not consent to these cookies, you will not see less advertising, but simply different advertising.

In addition to marketing cookies, we use other techniques to control online advertising on other websites and thus reduce wastage. For example, we may transmit the email addresses of our users, customers, and other persons to whom we wish to display advertising to operators of advertising platforms (e.g., social media). If these individuals are registered there with the same email address (which the advertising platforms determine by comparing data), the operators display the advertisements we place to these individuals in a targeted manner. The operators do not receive personal email addresses of individuals who are not already known to them. However, in the case of known email addresses, they learn that these individuals are associated with us and what content they have accessed.

We may also integrate other third-party offers on our website, in particular from social media providers. These offers are deactivated by default. As soon as you activate them (e.g., by clicking a button), the respective providers can determine that you are on our website. If you have an account with the social media provider, they can assign this information to you and thus track your use of online offers. These social media providers process this data on their own responsibility.

We currently use services from the following service providers and advertising partners (insofar as they use your data or cookies set on your device for advertising purposes):

### **Instagram:**

Our websites use social plug-ins from Instagram, which is operated by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). The plug-ins are marked with an Instagram logo, for example in the form of an "Instagram camera." An overview of the Instagram plug-ins and their appearance can be found here: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>. When you visit a page on our website that contains such a plug-in, your browser establishes a direct connection to Instagram's servers. The content of the plug-in is transmitted directly from Instagram to your browser and integrated into the page. Through this integration, Instagram receives the information that your browser has accessed the corresponding page of our website, even if you do not have an Instagram profile or are not currently logged in to Instagram. This information (including your IP address) is transmitted directly from your browser to an Instagram server in the USA and stored there. If you are logged into Instagram, Instagram can immediately associate your visit to our website with your Instagram account. If you interact with the plug-ins, for example by clicking the "Instagram" button, this information is also transmitted directly to an Instagram server and stored there. The information is also published on your Instagram account and displayed to your contacts there. For the purpose and scope of data collection and the further processing and use of the data by Instagram, as well as your rights in this regard and setting options for protecting your privacy, please refer to Instagram's privacy policy: <https://help.instagram.com/155833707900388/>. If you do not want Instagram to assign the data collected via our website directly to your Instagram account, you must log out of Instagram before visiting our website. You can also completely prevent the Instagram plug-ins from loading by using add-ons for your browser, e.g., the script blocker "NoScript" (<http://noscript.net/>).

### **Facebook:**

Plugins from the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA, are integrated into our pages. You can recognize these by the Facebook logo or the "Like" button on our page. An overview of possible Facebook plug-ins can be found at the following link: <http://developers.facebook.com/docs/plugins/>. These Facebook plug-ins (Like button) establish a direct connection between your browser and the Facebook server when you visit our pages. Your visit informs Facebook that you have visited our pages with your IP address. If you click on the Facebook "Like" button on our pages while you are logged into your Facebook account, the content of our pages will be linked to your Facebook profile. As a result, Facebook can assign your visit to our site to your user account. As a service provider, we would like to point out that, as the website provider, we have no knowledge of the content of the data transmitted or its use by Facebook. For further information on Facebook's privacy policy, please refer to the following link: <http://de-de.facebook.com/policy.php>. If you do not want Facebook to associate your visit to our website with your Facebook user account, please log out of your Facebook user account when visiting our website.

### **13. Can this privacy policy be changed?**

This privacy policy is not part of any contract with you. We may amend this privacy policy at any time. The version published on this website is the current version.

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