

# Swiss-American Society – Privacy policy

The Swiss-American Society is aware that the security of personal data is a matter of great concern to the users of our website. We take the protection of your Personal Data very seriously. Personal Data is considered to be all information that can lead to your identification (hereinafter referred to as "Personal Data"). This Privacy Policy explains what information we collect and how we use and protect the information we collect. This Privacy Policy applies to all Personal Data that we process.

The constant development of the Internet requires occasional adjustments to this privacy policy. We reserve the right to make changes if necessary.

## 1. Information about the Swiss-American Society

The Swiss-American Society is an association with the purpose of maintaining and promoting the friendly, cultural and economic relations between Switzerland and the USA as well as supporting the expansion and improvement of the perception of the USA in Switzerland.

Owner of <http://www.sfusa.ch/> and <http://www.swiss-am.net/> is:

Swiss-American Society  
c/o Swiss-American Chamber of  
Commerce  
Tödistrasse 1, CH-8002 Zurich

## 2. Terms:

**"Personal Data"** means any information relating to an identified or identifiable natural and/or legal person (hereinafter referred to as 'Data Subject') An identifiable natural and/or legal person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, online identification or other special characteristics. Such identifiers may reflect the physical, physiological, genetic, mental, economic, cultural or social identity of that natural and/or legal person.

**"Controller"** means the natural or legal person, public authority, agency or any other body which alone or jointly with others determines the purposes and means of the processing of Personal Data.

**"Processing"** means any operation or set of operations which is performed upon Personal Data, whether or not by automatic means, such as collection, recording, organization, filing, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

## 3. Data controller and contact details

The data controller of your Personal Data is the **Swiss-American Society**.

Please contact the Swiss-American Society if you have problems, questions or suggestions.

### Contact details:

Swiss-American Society  
c/o Swiss-American Chamber of  
Commerce  
Tödistrasse 1, CH-8002 Zurich  
P: +41 43 443 72 00, Email: [swiss-am@amcham.ch](mailto:swiss-am@amcham.ch)

#### **4. Data collection**

You can use our website without actively disclosing Personal Data. You are not obliged to provide Personal Data when using our website.

You can actively provide us with Personal Data by registering on our website. In this case, your Personal Data will be used to publish a membership directory and to contact you for updates and news regarding the Swiss-American Society.

With regard to the Personal Data that you actively provide us with, we use technical and organizational means to ensure compliance with the applicable data protection laws.

#### **5. Processing / transfer of Personal Data**

The processing of your Personal Data is generally carried out by the data controller at the offices of the data controller in Switzerland. However, your Personal Data may be made available to service providers (not belonging to Swiss-American Society) (e.g. technical service providers, postal operators, hosting providers, IT companies, communication agencies) who may have been commissioned by the data controller as data processors. An updated list of these data processors can be obtained from the data controller.

The Swiss-American Society retains control and responsibility for the use of the Personal Data processed by us.

Your Personal Data will not be disclosed to third parties by us or our data processors.

#### **6. Purpose**

The Personal Data that you actively provide us with will only be used for the purpose for which you provide us with this data, unless otherwise provided by law. The Personal Data will be used, for example, to publish our membership directory and to contact you for updates and news regarding the Swiss-American Society.

#### **7. Security**

The Swiss-American Society uses technical and organizational security measures to protect your Personal Data from manipulation, loss, destruction or access by unauthorized persons. Our security procedures are continuously adapted to new technological developments.

#### **8. Changes to this privacy policy**

The Swiss-American Society reserves the right to change this privacy policy at any time. It is recommended that you visit this page regularly and note the date of the last change at the end of this document. Personal Data will be processed in accordance with Swiss data protection laws.

Last updated December 9, 2024