

# PRIVACY POLICY

## INTRODUCTION

Protecting your personal data is a priority for us. This Privacy Policy explains how we collect, use, and safeguard your personal information when you use the website of <https://craftandconcept.ch> (hereinafter "the website").

We comply with the Swiss Federal Act on Data Protection (nFADP) and its Ordinance (DPO), effective since 1 September 2023.

## DATA CONTROLLER

The data controller responsible for processing your personal data is:

### **Craft & Concept SA**

Address: Avenue des Alpes 98, 1820 Montreux, Vaud, Switzerland

Email: [info@craftandconcept.ch](mailto:info@craftandconcept.ch)

Phone: +41778082660

Contact form: <https://craftandconcept.ch/contact-us/>

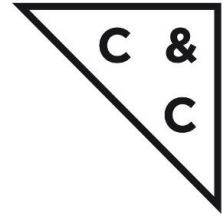
## DATA WE COLLECT

### **DATA YOU PROVIDE VOLUNTARILY**

- First and last name
- Email address
- Phone number
- Message content (via contact form or email)

### **DATA COLLECTED AUTOMATICALLY**

- IP address



- Browser type and version
- Operating system
- Referrer URL
- Date, time, and duration of your visit
- Pages visited

## **COOKIES AND THIRD-PARTY TOOLS**

We use cookies to improve your browsing experience and analyze site traffic. Some cookies may be set by third-party tools such as:

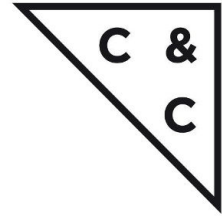
- **Google Analytics** (user behavior analysis)
- **Google reCAPTCHA** (anti-bot protection)
- **Google Maps** (map display)
- **Google Fonts** (web font rendering)
- **YouTube Video** (video embedding)

For more details, refer to the “Cookies” section below.

## **PURPOSE OF DATA PROCESSING**

We process your data for the following purposes:

- Responding to your inquiries
- Operating and securing our website
- Analyzing site traffic and improving services
- Fulfilling legal obligations



## LEGAL BASIS

We process your data based on:

- Your explicit consent
- Pre-contractual or contractual necessity
- Our legitimate interest
- Compliance with legal obligations

## DATA SHARING

Your data may be shared with trusted technical service providers (e.g., hosting, analytics), solely to fulfill specific functions. These partners are obligated to ensure data security and confidentiality.

If data is transferred outside Switzerland or the EEA, we ensure adequate protection through standard contractual clauses or equivalent safeguards.

## DATA RETENTION

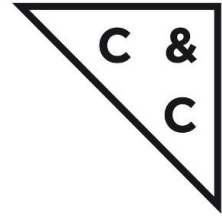
We retain your data:

- As long as needed for the stated purposes
- According to legal obligations (up to 10 years)
- Until you withdraw your consent, where applicable

## YOUR RIGHTS

Under the nFADP, you have the right to:

- Access your personal data
- Request rectification or deletion



- Object to certain processing
- Withdraw your consent at any time
- Request data portability

To exercise your rights, contact us at the address above. Proof of identity may be required.

## **DATA SECURITY**

We implement technical and organizational measures to protect your personal data from unauthorized access, loss, misuse, or disclosure.

## **COOKIES**

### **WHAT ARE COOKIES?**

Cookies are small files stored on your device that help recognize your browser during future visits.

### **TYPES OF COOKIES WE USE:**

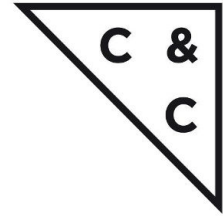
- Essential cookies (site functionality)
- Analytics cookies (e.g., XX Analytics)
- Security cookies (e.g., XX reCAPTCHA)
- Display cookies (e.g., XX Fonts, XX Video)

### **MANAGING COOKIES**

You can manage or disable cookies via your browser settings. Please note that some site features may not function properly if cookies are disabled.

## **SOCIAL MEDIA**

We manage profiles on social media platforms (e.g., Instagram, LinkedIn). Any interactions on these platforms are also governed by the respective platform's privacy policy.



## **CHANGES TO THIS POLICY**

We may update this Privacy Policy from time to time. The current version will always be available on our website, with the latest update date.

**Last updated:** 08.12.2025

**[craftandconcept.ch](http://craftandconcept.ch)**