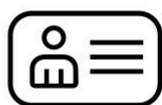


DATA PROTECTION ZERMATT UNPLUGGED



General Data

We process general personal data about you, such as your name and contact details.



Financial Data

We process your financial data.



Provided Data

We process personal data that you provide to us.



Collected Data

We process personal data that we collect about you.



Marketing

We use your personal data for marketing and advertising.



Product Development

We use your personal data for the development and improvement of products and services.



Profiling

We analyze your behavior and make assumptions about your interests and preferences.



Worldwide

We also process your personal data outside of Switzerland and the EU.

1 General

The Zermatt Unplugged Association, Bahnhofstrasse 84, CH-3920 Zermatt (hereinafter “**Zermatt Unplugged**” or “**we**”) organizes and hosts the Zermatt Unplugged Acoustic Festival (hereinafter “**Festival**”).

Zermatt Unplugged obtains and processes personal data about you. In this privacy policy, we describe what we do with your data when you use our website (<https://zermatt-unplugged.ch>) or our app, obtain our services or products, communicate with us, or deal with us in any other way.

Where appropriate, we will inform you in writing and in due time about any further processing activities not mentioned in this privacy policy. In addition, we may also inform you separately about the processing of your data via, for example, consent forms, terms of contract, additional privacy statements, forms and notices.

2 Data categories

We process different categories of data about you using current data and, if necessary, previous data if this data changes. The most important categories are as follows:

- **Master and contract data:** master and contract data refer to the data that we need in order to conduct our contractual and/or other business relationships, or for marketing and advertising purposes, such as name, address, date of birth, telephone number and e-mail address. It also includes payment data, which is limited to your chosen

method of payment. If you pay by credit card, the data we collect is limited to the expiration date and last digits of your credit card number.

- **Communication data:** if you establish contact with us via our contact form, by e-mail, telephone, letter or other means of communication, we collect the data exchanged between you and us, including your contact details and the peripheral communication data.
- **Photos and videos:** we take photos and videos for the entire duration of the festival. If you visit the Zermatt Unplugged festival, you are aware that you may appear and be recognizable on these photos and videos.
- **Technical data:** if you visit our website or app, we collect the IP number of your end device and further technical data to secure the functionality and safety of these services. This data also includes protocols in which the use of our systems is recorded.
- **Behavior and preference data:** depending on our relationship with you, we try to get to know you in order to better tailor our products, services and offers to your needs. To do this, we collect and use data pertaining to your behavior and preferences. We do this by analyzing information about your behavior in our field. Based on this, we can calculate, for example, the probability of you using certain services or behaving in a particular way. We anonymize or delete this data when it is no longer meaningful for the purposes pursued. We describe how tracking works on our website in Section 4 ff.
- **Further data:** you will be informed in due time if we process any further data about you.

3 Processing purposes

3.1 Conclusion and fulfilment of contracts

If you purchase a festival ticket or the festival's Unplugged Pass, or register as a member of the "Zermatt Unplugged Club", we collect all the data we need to conclude and fulfil these contracts, in particular the master and contract data. We collect this data regardless of whether you purchase the ticket via our website or app, or via one of our selected contractual partners (e.g. Starticket). Our contractual partners disclose your data to us so that we can fulfill the contract with you. We do not receive any personal data from individual contractual partners, but only a ticket code that allows us to recognize the ticket upon entry to the festival. For more information, please refer to the privacy policy of the contractual partner through which you purchased the tickets.

We process your data, in particular your master and contract data, for the purpose of running the festival. This data is processed for reasons of security and access control at the festival.

3.2 Communication

We process your data when we communicate with you. We do this primarily so we can respond to inquiries and enable you to assert your rights (Section 11), but also so we can contact you in case of any queries we may have. We use communication data and master data in particular for this purpose.

3.3 Marketing and advertising

We process your data for marketing purposes. Primarily, we use photos and videos taken during the festival.

In addition, we process your information for purposes of relationship management, e.g. to send you personalized product advertising and services offered by us and third parties (e.g. advertising contract partners). We send you this advertising electronically, by post, by telephone or via other communication channels, in particular social media. However, it may also reach you as part of individual marketing campaigns (e.g. events, competitions etc.), and may also contain free benefits (e.g. invitations, vouchers etc.).

3.4 Newsletter

If you subscribe to the newsletter via our website, we collect your first and last name, as well as your email address. We will only send you the newsletter if you agree to receive it in a confirmation email sent by us to you (double opt-in). The newsletter not only contains current information about the festival and advertisements for our products and services, but also contains offers from third parties (e.g. advertising contract partners).

3.5 Product improvement

We continuously strive to improve our products and services (including our website) and to react quickly to changing needs. We therefore analyze, for example, how you navigate through our website, or which products are used by which groups of people and how, as well as how new products and services can be designed (for further details, see Sections 4 and 5). This gives us an indication of the market acceptance of existing products and services, and the market potential of new ones.

We use master data and behavior and preference data in particular for this purpose, but also communication data. As far as it is possible, we use pseudonymized or anonymized data.

4 Cookies and similar technologies

Our website and app use various technologies that allow us and third parties we engage with to recognize you when you use them and, in some circumstances, to track you over multiple visits.

In essence, this is so we can distinguish visits by you (via your system) from visits by other users, thus allowing us to secure the functionality of the website and carry out analyses and customization. We do not wish to infer your identity, even if we can, insofar as we or third parties engaged by us can identify you through combination with your 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 access the site, for example by our server (or the servers of third parties) assigning you or your browser a specific recognition number (so-called "cookie").

Some cookies are necessary for the website to work properly, or to allow you to take certain actions on the website ("essential cookies"). If you block these, the website may not function.

We use “performance cookies”, on the other hand, to optimize our website and corresponding offers, and better adapt them to the needs of the user. We do this through the use of third-party analytics services, a list of which you will find below.

We and our advertising partners have an interest in targeted advertising, i.e. displaying adverts as far as possible only to those whom we wish to address. For this purpose, we and our advertising partners also use cookies (“marketing cookies”), which can be used to record the content accessed or contracts concluded. This enables us and our advertising partners to display advertising that we believe will interest you, not only on our website, but also on other websites that display advertising from us or our advertising partners.

Cookies can be both temporary (“session cookies”) or cookies that are stored after a session (visit to our website) has ended.

You can program your browser to block or deceive certain cookies or similar technologies, or to delete existing cookies. You can also enhance your browser with software that blocks tracking by certain third parties. You can find more information about this on the help pages of your browser (usually under the keyword “privacy”), or on the websites of the third parties that we list below.

5 Google Analytics

The provider of the “Google Analytics” service is Google LLC. For the purposes of the DPA, Google Ireland Ltd. is responsible (both “Google”). Google uses “performance cookies” (see above) to track the behavior of visitors on our website (duration, frequency of pages viewed, geographic origin of access, etc.) and uses this data as a basis to create reports for us on the use of our website. We have configured the service so that the IP addresses of visitors are shortened by Google in Europe before being forwarded to the USA. This means they cannot be traced. Because Google provides us with reports, it can be viewed as our service provider, but it also processes data for its own purposes. This means that Google may be able to draw conclusions about the identity of visitors based on the data collected, create personal profiles and link this data to the Google accounts of these individuals. You should assume that this will happen if you consent to the use of performance cookies.

You can find more information about Google Analytics’ privacy policy here [<https://support.google.com/analytics/answer/6004245?hl=en>] and if you have a Google Account, you can find out more about how Google processes this information here [<https://policies.google.com/technologies/partner-sites?hl=en>]

6 Social Media

We refer on our website to our presence (company pages) on Facebook, YouTube, Instagram and Twitter (“social media”).

Please refer to the respective social media’s privacy policy to discover the purpose and scope of the data they collect, how they process and use that data, and your rights and setting options with regard to this.

Individual pages of our website also contain social plugins, e.g. the like button from Facebook and the tweet button from Twitter (hereinafter “plugins”). The plugins are marked

with a logo or a text indicator. When you visit a page of our website that contains such plugins, your browser establishes a direct connection to the servers of those social media. The content of the plugins is transmitted by the social media directly to your browser and integrated by the latter into the website. If you are logged in to any of the social media, it is possible for the respective social media to assign the visit to your account. When you interact with the plugins, the information will be sent from your browser to those social media. The corresponding social media then associates the information with your account. Please refer to the respective social media's privacy policy to discover the purpose and scope of the data they collect, how they process and use that data, and your rights and setting options with regard to this.

7 Profiling

We may conduct "profiling", which means automatically evaluate certain aspects of your personal characteristics using your data (Section 2). We may do this in order to obtain preference data, but also to determine abuse and security risks, to perform statistical analyses or for operational planning purposes.

8 Disclosure of data

We also disclose your personal data to third parties in connection with our contracts, our website, our services and products, to fulfil our legal duties, or in order to safeguard our legitimate interests and the other purposes listed in Section 4. In particular, we disclose this data to the following categories of recipient:

- **Service providers:** we work with service providers in Switzerland and abroad who process data about you on our behalf, share responsibility with us for doing so, or receive data about you from us under their own responsibility (e.g. IT providers and advertising service providers).
- **Contractual partners:** we provide our contractual partners with marketing material which they distribute via their own advertising channels. This marketing material includes photos and videos taken during the festival.
- **Authorities:** we may forward your personal data to government offices, courts and other authorities in Switzerland and abroad if we are obliged or authorized to do so by law, or if it is deemed necessary to protect our interests.

These data recipients are not only located in Switzerland, which means your data may also be processed in Europe and, in exceptional circumstances, in any country around the world.

If a data recipient is located in a country without adequate legal data protection provisions, we contractually obligate the recipient to comply with data protection provisions insofar as the recipient is not already subject to a legally recognized set of rules to ensure data protection and we cannot rely on an exemption provision.

9 Duration of storage and deletion

We process and store your personal data in accordance with legal obligations for storage and documentation to the extent that it is required to fulfil our contractual and legal obligations, for the purposes pursued by the processing, or if storage is technically required.

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. This happens as part of our usual processes.

10 Data security

We implement suitable organizational and technical measures to protect the confidentiality, integrity, and availability of your personal data, to protect it against modification, loss, destruction and unauthorized or unlawful processing.

11 User rights

You have the following user rights:

- The right to request information from us as to whether and what data about you we process;
- The right to instruct us to rectify incorrect data;
- The right to request the deletion of data;
- The right to ask us to make certain personal data available in a standard electronic format, or to transmit this data to another data controller;
- The right to revoke consent previously given if our processing is based on your consent.

Please send your request in writing enclosing a copy of your official identification to the contact address below.

12 Contact

Please contact us in writing at the following address if you have any questions or requests:

Verein Zermatt Unplugged
Bahnhofstrasse 84
CH-3920 Zermatt

Alternatively, you can send an e-mail to datenschutz@zermatt-unplugged.ch

13 Changes

We reserve the right to change this privacy policy at any time. Changes will be published on the website. They come into effect as soon as they are published.

Zermatt, December 2021