

Data protection

General

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The copyright and all other rights to the content, images, photos or other files on this website belong exclusively to the owner of the website or to the specifically named rights holders. The written consent of the copyright holder must be obtained in advance for the reproduction of any elements.

We reserve the right to change this privacy policy at any time. The updated version will be published on our website and the date of the last update will be displayed at the end of the privacy policy.

You have the right to obtain information about the data we hold about you and to have this data corrected, blocked or deleted. If you have any questions or concerns about data processing or data protection in general on this website, please contact us at **contact@bytheway.ch**.

Personal data

You have the opportunity to enter personal data on this website. For example, by using a contact form. The details of the personal data transmitted are normally provided in the corresponding input masks used for registration. The provision of this data is voluntary.

Your data will only be used to provide the requested services. Any further use or disclosure to third parties will only take place if you expressly consent or if there is a legal basis for doing so. Your personal data will only be stored for as long as is necessary for the provision of the services or for the fulfilment of legal obligations. After expiry of the retention periods, the data will be deleted.

Website

This website is connected to third-party features and systems in various ways. In the next section, we explain the services that process personal data on our behalf and provide information about data processing on our own infrastructure.

Cookies

Cookies are small text files that websites store on your computer, smartphone or other device when you visit them. These files contain information about your interactions with the website and are used to store certain data during your online session or on subsequent visits. Cookies perform various functions and are used by websites to improve your user experience, make the website more efficient and provide the operator with information about visitor behaviour.

Most internet browsers automatically accept cookies. However, you have the option of setting your browser so that no cookies are stored on your computer. It is also possible to use our website without cookies, but the functionality may be significantly limited.

Google Analytics

We use the Google Analytics service to analyse the number of visitors to our website. Google Analytics uses cookies which are stored on your computer and which enable an analysis of the use of the website. The information generated by the cookies about your use of the website is usually transferred to a Google server in the USA and stored there. The records of your website visit are automatically deleted after 26 months. For more information about Google's privacy practices, please see Google's privacy policy.

If you would like to prevent the collection of this data, you have the option of installing a browser addon that will reject future processing by Google Analytics. You can download the addon here: <https://tools.google.com/dlpage/gaoptout?hl=de>.

Google reCaptcha

This website uses Google reCAPTCHA to ensure that the information entered comes from humans and not from automated programs (bots). The use of reCAPTCHA is for security and protection against spam and abuse.

Google reCAPTCHA may collect data about your behaviour on this website to determine whether you are a human visitor. This data is transferred to Google and is subject to Google's privacy policy.

For more information on Google's data collection and use, please see Google's privacy policy: <https://policies.google.com/privacy>.

Google Fonts

Our website uses Google Fonts, a service provided by Google LLC, to embed fonts. When using Google Fonts, information about your use of our website may be transmitted to Google servers in the USA. Further information on data processing by Google can be found in Google's privacy policy: <https://policies.google.com/privacy>.

Adobe Fonts

Our website uses Adobe Fonts, a service provided by Adobe Inc. to embed fonts. When using Adobe Fonts, information about your use of our website may be transmitted to Adobe servers in the USA. Further information on data processing by Adobe can be found in the Adobe privacy policy: <https://www.adobe.com/privacy/policy.html>.

Google Maps

Our website uses Google Maps, a service provided by Google LLC, to display an interactive map. When using Google Maps, information about your use of our website, including your IP address, may be transmitted to Google servers in the USA. Further information on data processing by Google can be found in Google's privacy policy:

<https://policies.google.com/privacy>.

Snazzy Maps

Our website uses Snazzy Maps to customise the display of Google Maps. Snazzy Maps is a third-party service and use of Snazzy Maps is subject to Snazzy Maps' Privacy Policy and Terms of Use: <https://snazzymaps.com/privacy>.

YouTube videos

Our website contains embedded YouTube videos. When you play these videos, data about your usage may be transmitted to YouTube. If you have a YouTube account and are logged in, your activities may be linked to your account. For more information on data processing by YouTube, please see Google's privacy policy: <https://policies.google.com/privacy>.

Integration of elements of social media (Instagram, Facebook, LinkedIn, Twitter).

Our website contains embedded elements from Twitter, Instagram, Facebook and LinkedIn. These elements allow you to share content from our website on your social media or to follow us on the respective platforms. When you use these elements, data about your usage may be transmitted to the respective platform. The use of these elements is subject to the privacy policies of the respective platforms.

Integrating a social wall with Flockler

This website uses the Flockler service to embed content from social media and other sources. Flockler allows us to display and share various posts and information with you.

Please note that through the use of Flockler, third party content may be displayed over which we have no control. We take no responsibility for the accuracy, timeliness or reliability of this content.

Please also note that when using Flockler, data about your usage may be transmitted to the respective platform and processed. We have no influence on the data processing of these providers. For information on the handling of your personal data by the providers, please refer to their data protection declarations.

Hosting

This website is hosted by the provider **METANET AG, Josefstrasse 218, CH-8005 Zurich**. The hosting provider offers the technical infrastructure to make our website available on the Internet. Please note that while the hosting provider is responsible for the availability and security of the website, it is not responsible for the content or timeliness of the information provided. We make every effort to ensure the security and stability of our website. However, we are not responsible for any technical problems, interruptions or loss of data that may occur on the part of the hosting provider.

The hosting provider may create technical logs and log files to monitor the use of the website and identify security problems. This information is kept confidential and is only used to improve the technical performance and security of the website.

Please note that the hosting provider may have access to personal data collected in connection with the use of the website. We take steps to protect your data but ask you to read our privacy policy for further information.

Status: 11 August 2023