

Privacy policy

Preamble

This website <https://www.kaeserberg.ch> (hereinafter: the Website) is managed by the Fondation Marc Antiglio « Les Chemins de fer du Kaeserberg » (hereinafter “CFK”).

Although great care has been taken to ensure the accuracy of the information published on this Website, it in no way commits the CFK, nor any other partner or service provider involved in its operation and content sharing. The information provided is for information purposes only, and no warranty is given as to its completeness, accuracy or timeliness. No rights can be derived from this information, and the user remains solely responsible for any risks associated with its use.

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Copyrights

All texts and visuals published on this site are subject to copyright. Their reproduction, in whole or in part, is strictly prohibited, unless authorized by the respective copyright holders.

Privacy Policy

This privacy policy (hereinafter referred to as the "Privacy Policy") applies to the processing of personal data in connection with the Website. By accessing the Website, you consent to the collection and processing of your personal data in accordance with this Privacy Policy.

Identity of the data controller

The CFK is responsible for processing the data collected via the Website. If you believe that your personal data has been used in a way that does not comply with this Privacy Policy or with applicable legislation, or if you have any questions regarding the processing of your personal data, please contact us at info@kaeserberg.ch.

Collection and use of personal data

We process your personal data in accordance with Swiss data protection legislation and take appropriate technical and organizational security measures to prevent unauthorized access, disclosure, modification, alteration or destruction of your personal data. Data processing is carried out using computers or IT tools and in compliance with the purposes indicated in this Privacy Policy.

This section describes the personal data we collect through the Website and the reasons why we do so:

a. In order to provide you with information and to contact you:

We collect the personal data you provide to us when using the Website, for example when you fill in a contact form or subscribe to our newsletter. This information includes your first and last name, your e-mail address, your company and your job title, if applicable.

Fields marked with an asterisk are mandatory. If you do not complete one or more of these fields, we will not be able to process your registration or contact. The other fields are optional; it is not compulsory to fill them in, but doing so helps us to communicate with you..

We will use the information collected to provide you with the information or documents requested. We may also use your personal data to contact you by e-mail to provide you with further information. If you do not wish to receive further information about our activities, you can ask us at any time to stop contacting you and to remove your personal data from our database using the contact form at the bottom of the page.

b. To send our newsletter:

Subject to your prior consent, we may use your personal data, in particular your contact details, as well as other information and data collected in accordance with this Privacy Policy, to send you our newsletter and other messages relating to the CFK.

c. To track the use of our Website :

"Cookies" are data files that we transfer to and store on your electronic device. We use different types of cookies, some of which may automatically process analytical data directly on your devices and/or transfer personal data to us.

When our website is accessed and used, the following data is stored: IP address, date, time, browser software numbering and information generally transmitted on the operating system, respectively on the browser software.

Google Analytics (Cookies): Cookies enable anonymized statistical evaluations to be carried out, in order to recognize trends that serve to improve the offer available on our website. You can disable this function via your browser by deactivating the cookie function.

We use Google Universal Analytics, a web analytics service provided by Google, Inc (Google). Google Universal Analytics uses cookies to help the website analyze how users use the site. These include IP address, geographical origin, date of visit, duration of visit, pages viewed and page linking. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. If IP anonymization is activated on this website, Google will first truncate your IP address in the member states of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to one of Google's servers in the USA for truncation. Google will use this information on behalf of the website provider for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website

activity and internet usage to the website provider. The IP address transmitted by your browser as part of Google Analytics will not be linked to other Google data. Google has also joined the "Privacy Shield" legal framework covering Swiss-US relations in terms of data protection. Finally, Google anonymizes your IP address before saving it.

You can prevent the use of cookies by selecting the appropriate settings on your browser; however, please note that in this case you may not be able to use all the functions of this Website. In addition, you can prevent the collection and processing by Google of data generated by cookies and relating to your visit to the Website (including your IP address) by downloading and installing the browser plug-in which you can find by opening the following link: <http://tools.google.com/dlpage/gaoptoutVous>. You can also disable or review the use of your cookies by Google at the following link: <https://myadcenter.google.com/?hl=fr&sasb=true>

Google Tag Manager :

We use Google Tag Manager on our website. This service enables you to manage the website's tags via an interface. Tags are small pieces of code on a website that are used, among other things, to measure visitor traffic and behavior, to measure the impact of online advertising and social channels, to use remarketing and targeting, and to test and optimize the Website. Google Tag Manager uses only tags. Google Tag Manager follows a set of trigger rules that determine when these tags should be used on a website. When a user visits the website, the tags are triggered according to the configuration and the corresponding cookies are loaded in the user's browser. Google Tag Manager, however, does not access this data. By using Google Tag Manager, your use of our website will be more efficient and faster, because by managing the right tags, our website will be faster. If Google Tag Manager has been disabled at domain or cookie level, it will remain disabled for all tracking tags, if implemented with Google Tag Manager.

d. To comply with our legal obligations :

We may process your personal data in order to comply with our legal obligations. This will be the case in particular if we have obligations to disclose certain information to the authorities or to retain such information for tax or accounting purposes or in connection with pending or potential legal proceedings. The categories of personal data collected and the retention period will depend on the applicable legal provisions.

e. For the shop :

We collect your surname, first name, postal address, e-mail address, telephone number, so that we can send you your order and contact you in the event of a problem.

Recipients

As a general rule, we process your personal data internally. However, we may disclose your personal data to our IT service providers, as part of the operation of the Website, or to the authorities when we are obliged to disclose personal data in accordance with any applicable regulations. We may allow you to use services offered by third parties from our Website, in particular through Facebook,

LinkedIn, Twitter and YouTube social plug-ins, in which case these third-party providers may access your personal data in connection with the Website. They may install cookies for sharing content on social networks or for compiling consultation statistics.

This website includes links to third-party websites. By clicking on these links, you leave this Website. These third-party sites may then process personal data about you (IP address, cookies, etc.). If you click on such a link, you agree to leave a record of your actions with this platform. You are invited to check the rules applied by the site concerned to the management of cookies. Please note that this Privacy Policy does not apply to the practices of any company or individual that we do not control, or to any other website that may be linked to it. You should carefully review the privacy policies of any other services you visit from our site to learn more about their data protection practices. In such contexts, the collection and use of your personal data is governed by that other party's privacy policy. We cannot be held responsible for their data processing practices.

International transfers

We store your personal data via U.S.-based hosting services whose servers are located in different countries. In principle, we do not transfer or make your personal data accessible in other countries. Insofar as your personal data must be transferred or become accessible in another country due to the technical or operational infrastructure of the suppliers we have chosen, we will ensure that such transfer or access complies with Swiss data protection law and will put in place the appropriate safeguards required (for example by relying on the standard clauses adopted by the European Commission). You can contact us for any further information in this regard at info@kaeserberg.ch.

Your rights

Unless otherwise provided by law, you have the right to know at any time whether we are processing your personal data. You can contact us using the form at the bottom of the page to find out what personal data we hold about you, check its accuracy and request that it be completed, deleted, updated or corrected. By using this Website, in particular by providing contact information or subscribing to our newsletter, you consent to the processing of your personal data in accordance with this Privacy Policy. Your data is stored in our own address database (CRM), which is created by a local service provider. You may withdraw this consent at any time. The foregoing does not restrict any other rights you may have under applicable data protection legislation in certain circumstances.

Applicable law and competent courts

Swiss law applies to any relationship with this Web site. In the event of a dispute, the place of jurisdiction is Fribourg, Switzerland..

Changes

We reserve the right to modify this Privacy Policy at any time, in order to adapt it to any new commercial or technological practice or to any legal change. If necessary - but only in the event of a material change - we will inform you by any appropriate means (including by e-mail, if you have subscribed to our newsletter, or on the Website, for example by means of banners, pop-ups or other notification mechanisms).

Fondation Marc Antiglio

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