

Privacy Policy for the Website of the Swiss Museum of Transport

1. General

This Privacy Policy explains the data processing that occurs when you visit this website and when you take actions suggested on the website, such as purchasing an entry ticket, registering for membership or signing up for the newsletter.

We reserve the right to change this privacy information from time to time to ensure that it always corresponds with factual and legal circumstances. Please review the provisions of our Privacy Policy regularly when you visit our website.

The processing of your data is subject to Swiss law and, in certain areas, the General Data Protection Regulation (GDPR) of the European Union.

2. Terms

The terminology used in the Swiss Data Protection Act and in the GDPR, which differs in some small respects, is used uniformly in this Privacy Policy. In specific cases, terms should be understood in accordance with the relevant statutory provisions.

In this Privacy Policy, we use the term "data" synonymously with "personal data".

3. Data controller

The data controller for the data processing described in this Privacy Policy is:

Swiss Museum of Transport
Haldenstrasse 44
6006 Lucerne
Switzerland

4. Contact information

If you have any data protection concerns or wish to exercise your rights as set out in section 12, you can reach us as follows:

Swiss Museum of Transport
Haldenstrasse 44
6006 Lucerne
Switzerland
datenschutz@verkehrshaus.ch

5. Data processing

When you visit our website, online identifiers, such as your IP address and cookies, are automatically captured.

When you get in contact with us – such as by filling out a contact form, contacting us by email or telephone, or leaving a comment or rating via functions made available on the website – we capture the data that you create and that which is exchanged between us, including the marginal data from these communications.

When you purchase a product in the webshop, we process all the data that you enter and which is necessary for contract processing, such as personal master data, contact details, and payment details.

We capture and use data on your behaviour and preferences to better tailor our products and services to your needs.

Finally, we receive – where permissible by law – data from publicly accessible sources, authorities and other third parties (e.g. social media, credit card companies, internet analysis services, etc.).

You can find details in the context of individual data processing activities.

6. Purposes of processing

We process your data for the following processes:

- Provision of the website
- Processing of contract(s)
- General communications with you
- Marketing and relationship management
- Improvement and development of our products and services
- Analysis and optimisation of website usage
- Security purposes
- Compliance with statutory and official provisions

You can find details in the context of individual data processing activities.

7. Basis for data processing

Your data is processed in accordance with the Swiss Data Protection Act and, in certain areas, the European Union's General Data Protection Regulation (GDPR). Where the GDPR also applies to a data processing activity, the legal basis is identified in the context of the individual data processing activity.

Where we process data based on consent, we will inform you separately in each case, citing the corresponding purposes. You can revoke your consent at any time with effect for the future. You can revoke your consent for tools used on this website directly using the consent management tool (cookie banner). For other data processing, you can give your consent for a corresponding data processing activity in accordance with the following details or by contacting us in writing. You can find the contact information in section 4.

8. Disclosure of data to third parties

Fehler! Verweisquelle konnte nicht gefunden werden.For the purposes set out in section 6, we also transfer your data to service providers such as IT providers, providers of ticketing and goods webshops, logistics companies, payment providers, agents, and providers of the tools named below.

In addition, we transfer data to public authorities where we have a legal obligation to do so.

9. Data transfer to other countries

When your data is transferred to third parties, it is possible that some of that data may be processed outside of Switzerland. Where the statutory data protection in the relevant recipient countries does not correspond with the level of data protection in Switzerland, we take appropriate measures to ensure that data can be transferred, such as by concluding standard European Union contractual clauses or through other options provided for by law, such as obtaining your consent.

10. Duration of data processing

Data is generally deleted as soon as the purpose for processing is fulfilled and any statutory retention obligations no longer apply.

11. Data security

We have taken technical and organisational measures to protect your data from loss, access, misuse or alteration; these are regularly reviewed and adapted in line with technological progress.

12. Your rights

As a data subject, you have the following rights in connection with the relevant processing of your data under data protection laws:

- The right to information about the data concerning you that we save and how we process it
- Right to rectification of your data
- Right to erasure or restriction of processing of your data
- Right to object to a data processing activity
- Right to data portability, i.e. to demand the provision of certain data in a common format, or its transfer to another controller
- Right to appeal to a supervisory authority

You can find contact details for the Federal Data Protection and Information Commissioner here:



[/www.edoeb.admin.ch/edoeb/en/home/adresse.html](https://www.edoeb.admin.ch/edoeb/en/home/adresse.html).

have any questions about data protection, please email us at [\[datenschutz@verkehrshaus.ch\]](mailto:datenschutz@verkehrshaus.ch).

13. Individual data processing activities

13.1.Provision of the website and tools used

When you visit our website, the following data is captured:

- IP address, in shortened form to prevent unambiguous identification
- Date of access
- Time of access
- Duration of access
- Country from which you access
- Browser type
- Referrer URL
-
- Computer operating system
- Name of the access provider
- Referring and exit pages

We also use cookies, tools and other technologies on our website.

Cookies are small files that are stored on your browser when you visit the website. We use "session cookies", which are automatically deleted at the end of your visit to the website. Other cookies remain stored on your end device until they are deleted.

Cookies are used to maintain the security of this website, for measuring system efficiency, and to enable an optimal user experience. Cookies may also be used to track your movements and actions on this website.

Through the consent management tool (cookie banner), you can configure the settings for cookies and all other tools used on this website yourself. You can also find information about the respective data processing activities via the consent management tool.

13.2.Newsletter

To send our newsletter, we use the e-marketing suite of the Wilken Software Group, Hörvelsinger Weg 29-31, 89081 Ulm, Germany.

Registration for the newsletter requires an email address. Title, first name and surname may be entered on a voluntary basis. There is a double opt-in process for registration. Users can deregister at any time by clicking the deregister link included in each email or sending a message to [\[datenschutz@verkehrshaus.ch\]](mailto:datenschutz@verkehrshaus.ch).

The emails are sent with graphics that allow individual measurement of things such as delivery rate, opening rate and click rate. Emails also contain links that allow personal analysis. This analysis is carried out to ensure the quality of the newsletter and to better respond to the interests of readers.

The data centre that Wilken uses is located in Germany.

In the context of security measures, we also use the reCAPTCHA function to determine that entries are made by humans and not by "bots". The provider of reCAPTCHA is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

You can find detailed information as well as the privacy policy provisions here: <https://policies.google.com/privacy>

We process your data based on your consent (Art. 6(1)(a) GDPR) and on the basis of our legitimate interests (Art. 6(1)(f) GDPR).

13.3. Webshops

You can purchase the tickets and products that we offer in our webshop either with a user account or as a guest. We process the data entered for the purpose of fulfilling the order. You can maintain your captured data yourself in your user account. To process orders for tickets and products purchased in the webshop, we transfer information to the available payment providers and, where applicable, to logistics companies. We process your data to perform a contract (Art. 6(1)(b) GDPR).

13.4. Social networks (social media)

We maintain an online presence within social networks to communicate with users who are active there, to share information about ourselves, and to offer products. You can reach each social media platform via links on the website. You can find detailed information and the privacy policy provisions of each social media platform as follows:

Facebook

You can find detailed information as well as the privacy policy provisions here:
<https://www.facebook.com/policy.php>

Instagram

You can find detailed information as well as the privacy policy provisions here:
https://privacycenter.instagram.com/policy/?entry_point=ig_help_center_data_policy_redirect

YouTube

You can find detailed information as well as the privacy policy provisions here:
<https://policies.google.com/privacy>

X (formerly Twitter)

You can find detailed information as well as the privacy policy provisions here:
<https://twitter.com/en/privacy>

LinkedIn

You can find detailed information as well as the privacy policy provisions here:
<https://www.linkedin.com/legal/privacy-policy>

TikTok

You can find detailed information as well as the privacy policy provisions here:
<https://www.tiktok.com/legal/page/us/privacy-policy/en>

13.5. Forms

When you fill out a form on our website (e.g. contact or feedback form), we process the data you supply to us where this is required for the fulfilment of the processing purpose or completion of the relevant task. In general, all fields are voluntary. Mandatory fields are only designated as such where the corresponding details are required for us to fulfil our statutory obligation or resolve your concern. We process your data for the performance of a contract (Art. 6(1)(b) GDPR) and on the basis of our legitimate interests (Art. 6(1)(f) GDPR).

13.6. Membership

We offer various forms of membership. We use the personal data that is mandatory for membership as well as the data you provide on a voluntary basis to provide the benefits offered and to communicate with you. We process your data to perform a contract (Art. 6(1)(b) GDPR).

13.7. Job applications

We inform job applicants, before they submit their applications and upon confirmation of receipt, that we use their data solely for the recruitment process and then delete it.

Luceme, 29 August 2023, version 1.0