

## Privacy Policy

Last updated: 09.09.2023

Alena operates the website alpineli.ch. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information when you visit our Website, in compliance with European and Swiss data protection laws.

By accessing or using our Website, you consent to the practices described in this Privacy Policy. If you do not agree with our practices, please do not use our Website.

### Information We Collect

- 1. Information You Provide:** When you use our contact form or otherwise interact with the Website, you may provide us with personal information such as your name, email address, and any other information you choose to share.
- 2. Automatically Collected Information:** We may collect certain information automatically through cookies and similar tracking technologies. This information may include your IP address, browser type, operating system, referring URLs, pages viewed, and interactions with the Website.
- 3. Google Analytics 4:** We use Google Analytics 4 to collect and analyze data about how visitors use our Website. Google Analytics 4 may collect information such as your device type, operating system, browser, and browsing activity. For more information on how Google Analytics 4 collects and processes data, please review Google's Privacy Policy.

### How We Use Your Information

We use the collected information for the following purposes, as permitted by law:

1. To respond to your inquiries submitted through our contact form.
2. To improve and optimize the performance and user experience of our Website.
3. To analyze trends and gather demographic information through Google Analytics 4.
4. To comply with legal obligations and protect our rights and interests.

### Disclosure of Your Information

We may share your personal information with:

- 1. Service Providers:** We may share your information with third-party service providers who assist us in operating our Website and providing services to you.
- 2. Legal Compliance:** We may disclose your information to comply with applicable laws, regulations, legal processes, or government requests.
- 3. Business Transfers:** In the event of a merger, acquisition, sale, or other transfer of all or a portion of our assets, your information may be transferred as part of the transaction.

### Your Rights

Under European and Swiss data protection laws, you have specific rights regarding your personal information. You may have the right to access, rectify, erase, or restrict the processing of your data. You also have the right to object to the processing of your data and the right to data portability.

To exercise your rights or if you have any questions or concerns about your data, please contact us at [alena.erfjord@gmail.com](mailto:alena.erfjord@gmail.com).

## **Security**

We employ reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no data transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

## **Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated date. Your continued use of the Website after such changes constitutes your acceptance of the revised Privacy Policy.

## **Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact [alena.erfjord@gmail.com](mailto:alena.erfjord@gmail.com)