



Data protection notice for the use of myPUBLISH

1. Data controller; principles and purpose of data collection

As the responsible data controller, Switzerland Tourism ("ST"), Tödistrasse 7, 8027 Zurich, Switzerland, shall protect your privacy on the basis of the Swiss Federal Act on Data Protection and the EU General Data Protection Regulation as well as by means of extensive technical measures to safeguard against unauthorised access. As part of myPUBLISH, ST shall process your data to determine what images are downloaded and how often, as well as track which users share which content with whom and when. The collection of your personal data is based on your given consent pursuant to Art. 6 (1) (a) GDPR.

Detailed information on how we handle and protect personal data can be found in our privacy policy at <https://www.myswitzerland.com/en-ch/privacy.html>.

2. Scope of data processing

As part of myPUBLISH, we shall collect and store the following data for the purposes described above: log data, username, e-mail, first name, last name, company, your IP address, deleted uploads, uploads, lightbox history, lightboxasset download history, downloads, collection downloads and single downloads. In addition to the purposes outlined above, the data shall also be collected to safeguard our legitimate interests in the event of legal proceedings.

You may revoke your consent at any time with future effect. Your data will be stored only for the period necessary for the purposes above, unless you request that it be deleted earlier from our systems. Please note that earlier deletion may not be possible if ST is required by law to retain the data in question over a longer period.

3. Transfer of data to third parties

The personal data collected through myPUBLISH shall be stored in our central CRM database on a server in Switzerland.

We shall only pass on your personal data if you have expressly consented to this, if there is a legal obligation to do so or if this is required in order to enforce our rights, in particular in order to enforce claims resulting from the relationship between you and Switzerland Tourism.

Furthermore, we shall only pass on your data to third parties if this is required within the scope of use of myPUBLISH. If this requirement is met, your data may also be passed on to third parties abroad. If third parties based outside of the EU should be granted access to the data, ST shall ensure an adequate level of data protection.

4. Your rights

If you have any questions related to data protection or the assertion of your right to information, correction, deletion, objection and transferability with respect to your data, or to revoke your consent, please contact the responsible data protection authority or info@myswitzerland.com.