

General

Data protection is a matter of trust – and your trust is important to us. We respect your privacy. Swisscom Broadcast Ltd, c/o Swisscom Ltd, Alte Tiefenastrasse 6, Worblaufen, 3050 Bern (hereinafter referred to as 'Swisscom' or 'we'), attaches much importance to the handling of personal data in a responsible and legally compliant way.

With Zoon Corporate Event Management (hereinafter referred to as 'Zoon'), we offer our 'customers' a platform for the digitalisation of event processes. On behalf of our customers, we store and transmit personal data in Zoon for event purposes.

EU data protection legislation makes a distinction between companies that process personal data for their own purposes (hereinafter referred to as 'controllers') and companies that process personal data on behalf of other companies (hereinafter referred to as 'processors'). At Zoon Corporate Event Management, Swisscom is the processor and our customers are the controllers.

This online general privacy policy (hereinafter referred to as the 'policy') describes the way we process personal data about you as a Zoon 'end user' when you visit a Zoon event website.

By using Zoon event websites, you agree to this online general privacy policy and consent to our personal data processing activities in accordance with applicable data protection legislation and the provisions set out below.

1 Processing data for service provision and contract processing

Swisscom collects, stores and processes subscribers' personal data insofar as this is necessary for managing the respective customer relationship, providing its services, processing orders and contracts, invoicing, responding to questions and concerns, assisting with technical matters, and evaluating and improving Swisscom goods, services and functions and developing new ones. Personal data comprises all data and information that relates to an identified or identifiable person.

Swisscom collects, stores and processes technical data as part of your use of our information, communication and technology services. Technical usage data can be processed on a personal basis for the following purposes:

- Insofar as this is necessary for the security and functionality of our technical infrastructure, the guarantee of service and in particular the quality of performance and the further development of services.
- If it is listed below in this policy or if you have agreed to the use of a service.

2 Use by our customers

Our customers use Zoon to create event websites where users can learn more about the respective event, register, interact and make bookings. Swisscom has no control over the content of these websites or the type of information that our customers collect or manage through the use of Zoon. This data belongs to our customers and is used, disclosed and protected by them in accordance with their own privacy policies as set down in their registration or booking process. This general privacy policy does not apply to such data. We process our customers' data in line with customer instructions and according to the contracts concluded with our customers, insofar as this is necessary for the provision and optimisation of the use purpose permissible according to this general privacy policy and permitted by law. We store this information on Swisscom's servers, but we have no control over how this data is collected or managed. We have no direct relationship with those that provide personal data to our customers. Swisscom confirms that you as a user have the right to access your personal data. Our customers control the data that they collect about you through Zoon, and are responsible for its rectification, erasure and updating. We can help our customers to inform their subscribers about the collection, processing and use of their data. We accept no liability for our customers' use of data collected by them through Zoon.

Swisscom collects data in line with its customers' instructions and has no direct relationship with the persons whose personal data is processed. If you are a customer of one of our customers and no longer wish to be contacted by them through Zoon, please contact the customer directly. We may transfer personal data to companies that assist us in providing our service.

3 Data processing for event purposes

The data is collected by subscribers or our customers themselves or transferred from the primary systems – such as CRM systems – via interfaces. We retain the data only for as long as is necessary for the traceability of transfer or for compliance with the statutory retention periods or contractual agreements with our customers.

We process the data for the purposes contractually agreed with the customer and only in such a way as our customers may do themselves. We process your personal data for event purposes, such as general subscriber communication and event organisation, access, interaction and evaluation.

3.1 Data collected for event purposes

Data provided by you in the context of use of Zoon:

- Identification and contact data, such as your surname, first name, role, employee, gender, age, date of birth, nationality, address, phone number, email address, customer number, occupation.
- Event data related to your booking/subscription, such as the event name, date of the event, time of

the event, location of the event, booking options selected, travel to the event, interests selected, food preferences.

- Online data such as time the event website was accessed; name of the web pages accessed; IP address of your computer or mobile device; address of the web page from which you accessed our website; information in forms, clicks on the website content, method of use of our services and usage data relating to the Zoon application for mobile devices.
- If you provide us with credit card information, we only use it to verify your ability to pay and to collect the relevant amount from you. An external service provider processes the credit card payments. This service provider is not permitted to store, keep or use the data you provide, except for the sole purpose of processing the credit card payment for us.

4 Data processing abroad by third parties

As part of its service provision, Swisscom also depends on products and services from manufacturers and suppliers abroad, which can access personal data or telecommunications data on Swisscom's systems from abroad or process the same in their location outside Switzerland as part of their contract fulfilment – for example, provision of maintenance services.

Locations of foreign suppliers and service providers may be in the US or other countries where the applicable data protection laws offer a lower level of protection than in Switzerland. In this case, we contractually ensure adequate protection according to the laws in force in Switzerland; for example, by concluding what are known as 'EU model clauses'. These are a series of contractual clauses introduced by the European Commission to provide adequate protection for personal data in cross-border transfers.

5 Cookies

This website uses cookies, which are small text files that enable storage of specific, user-related information on the user's terminal device while they are using the website. Cookies allow us to determine in particular the frequency of use and number of users of pages, to analyse page use behaviour and to make our site more customer-friendly. Cookies remain stored at the end of a browser session and can be called back up when you revisit the site. If you do not want this to happen, you should set your internet browser to refuse to accept cookies.

6 Your rights in relation to your personal data

You have the right to receive free, written information about the personal data we process about you at any time. Send us your request for information in writing, enclosing a copy of your identity card or passport, to our postal address.

7 Contact

If you have any questions or concerns, contact us as follows:

- By email: zoon.support@swisscom.com
- By phone: +41 (0)800 22 40 40
- By post: Swisscom Broadcast Ltd., Swisscom Event & Media Solutions, Zoon, Binzstrasse 7, 8045 Zurich, Switzerland

8 How can we amend this policy?

We reserve the right to amend this policy at any time. The version published on our website applies. With the use of Zoon Corporate Event Management, you agree to the currently valid policy.

Last updated: August 2019