

Privacy Policy

Information on the collection of personal data at Active Communication AG

Active Communication AG (AC) dedicates its utmost attention to data protection.

This information is intended to show you how we process your personal data at AC and inform you of your rights grounded in data protection law.

The Privacy Policy for the website www.activecommunication.ch provides you with information about data collected via the website

1. Who is responsible for the data processing and who can I contact?

Data processing is the responsibility of:

Active Communication AG
Sumpfstrasse 28
CH-6312 Steinhausen

The data protection officer can be contacted at:

Swiss Paraplegic Group
Data protection officer
Guido A. Zäch Strasse 1
CH-6207 Nottwil
E-mail: datenschutz@paraplegie.ch

2. What sources do we use?

We process all of your personal data which we receive from you in the context of the customer relationship or which we receive from the Paraplegic Centre about you with your consent.

We also receive data from you via our online shop and when you subscribe to our newsletter.

We also receive information from you via the form. Your first name, surname and e-mail address are mandatory. You also have the option of specifying your institution, location and telephone number.

As part of an application procedure for a position, you make your personal data available to the company via your application for the purpose of job searching. Your data is processed by us or the HR department of the Swiss Paraplegic Centre and stored and processed on the systems of our software partner Haufe-umantis AG.

3. Which data is collected?

We collect the following information via the online shop: first name, surname, address and e-mail address.

For the AC newsletter, we need your title, first name, surname and e-mail address. You also have the option of providing your company name.

In the context of the customer relationship, we collect data relating to your needs as a customer. This could be data about your health, wishes and special details relevant to our work.

Within the course of an application procedure for a position, the data from the application documents such as your cover letter, CV, professional, educational and training qualifications as well as work references are collected.

4. Why do we process your data (purpose of processing)?

We process your personal data in accordance with data protection law. We use the data exclusively to process current or future transactions with you.

The data collected for an application is stored in the above applicant database and is only stored, evaluated, processed or passed on within the company within the context of your application. It can only be accessed by

employees of SPC's HR department and the people at AC responsible for the selection process. Your data will never be passed on to another person or company or used for other purposes.

5. Who receives my data?

Within the AC, those bodies that need your data to fulfil our contractual and legal obligations will have access to it. Service providers and vicarious agents can receive data for these purposes if they observe professional secrecy.

The company obliges AC employees to keep confidential all facts and evaluations they have gained knowledge of as part of their work. We do not pass on information about you without your consent.

The HR department at the SPC may assume responsibility for personnel management at AC. Applicant data is processed by the SPC HR department and stored and processed on the systems of our software partner Haufe-umantis AG. Secure transfer is ensured with 128-bit encryption.

6. Is data transferred to a third country?

Data is never transferred to places outside of Switzerland (so-called third countries) without your consent.

7. How long is my data stored for?

We process and store your personal data for as long as it is required for the fulfilment of our contractual and legal obligations. It is worth noting in this respect that our relationships to you as a customer are a continuing obligation which are intended to last for years.

In the field of patient treatment, we are also legally obliged to store your documents for 20 years.

If the data is no longer necessary for the fulfilment of contractual or legal obligations, it will be erased on a regular basis.

If you are employed at AC, your applicant data will be included in your employee file.

If you applied but were turned down, your information will be erased shortly after the application procedure has come to an end. You are not informed of the data's erasure. If you would like to keep your file, we will discuss it with you.

Video recordings of the campus will be automatically deleted after 60 days at the latest. It is only possible to store the videos for longer if this is done so in connection with an assertion of claims.

8. What are my data protection rights?

As a data subject, you have the right to information, inspection, rectification and erasure (not applicable to patient data which must also be retained in the public interest) as well as to the restriction of processing. You may revoke consent you have given for data processing at any time. Please note that the withdrawal of consent is only effective for the future. Processing executed before the withdrawal is not affected thereby.

The rights of the data subject can be asserted in an informal manner. A request is to be addressed to:

Swiss Paraplegic Group
Data protection officer
Guido A. Zäch Strasse 1
CH-6207 Nottwil
E-mail: datenschutz@paraplegie.ch

9. Erasure of data

The data we store will be erased as soon as it is no longer required for its purpose and the erasure is not in conflict with any legal retention obligations. If the user's data is not erased because it is necessary for other purposes permitted by law, its processing will be restricted. This means that the data is blocked and not used for other purposes. This applies, for example, to user data which must be stored for reasons under trade or tax law.

10. To what extent is automated decision-making carried out?

The SPG does not carry out any fully automated decision-making based on the information we have.

11. Is profiling carried out?

No profiling is carried out with the data collected via this website.

12. Security measures

We take organisational, contractual and technical security measures according to the state of the art to ensure compliance with the provisions of data protection laws and thus protect any data we process from accidental or intentional manipulation, loss, destruction or access by third parties.

13. Changes to the Privacy Policy

Changes to this Privacy Policy may be necessary as part of the further development of our websites and the implementation of new technologies. We therefore recommend that you reread this Privacy Policy from time to time.

AC, June 2025