



PRIVACY POLICY

Version effective as of 19 September 2023

In this privacy policy (this “**Privacy Policy**”), we, Olsburgh Smile Foundation (hereinafter, we or us), explain how we collect and otherwise process personal data.

The term “personal data” or “data” refers to all information that relates to a specific or identifiable person.

If you provide us with the personal data of other persons (for example, family members, data of work colleagues), please make sure that these persons are aware of this Privacy Policy and only share their data with us if you are allowed to do so and if this personal data is correct.

This Privacy Policy is aligned with the EU General Data Protection Regulation (“**GDPR**”) and the Swiss Data Protection Act (“**DPA**”).

The terms used are not gender-specific.

1 Whom Can I Contact if I Have Questions About Data Privacy?

Olsburgh Smile Foundation, Avenue de l’Avant-Poste 4, 1005 Lausanne, Switzerland, is responsible for the data processing that we describe here unless otherwise specified in individual instances. If you have data privacy concerns, you can reach our data protection officer under Art. 10 DPA and 37 GDPR, respectively, at:

Postal address: Olsburgh Smile Foundation, Data privacy, Avenue de l’Avant-Poste 4, 1005 Lausanne, Switzerland

Email: carolyn.olsburgh@olslaw.ch

2 Which Data do we Collect and Process?

We process the personal data that we receive from participants to our events as well as from our partners in the course of the events we organize in collaboration with them, from our donors or from people interested in our work, or that we collect from users in the operation of our website(s), apps, or in the general operation of our Foundation.

The type of data we usually process is the names, addresses, gender, fields of interest and, if applicable, interests and other socio-demographic data (for marketing), data in connection with the use of the website (for example, IP address, MAC address of the smartphone or computer, information about your device and settings, cookies, date and time of visit, pages viewed and content, functions used, referring website, location information).

3 For What Purpose Do We Use Your Data?

We use the personal data we collect primarily to enter into and perform our work in the field of education and charity in orthodontics.

As part of this activity, we collect personal data mainly for transactions, registration to our events, operation of our events as well as in the framework of our fundraising activities.

We also process your and other person's data, to the extent permitted and as we deem appropriate, for the following purposes, in which we (and sometimes also third parties) have a legitimate interest:

- Offering and further developing our services;
- Advertising and marketing (including the organization of events), unless you have objected to the use of your data (if we send you advertisements based on your prior interest in our work, you can object to this at any time; we will then place you on a blocking list against further advertising mailings);
- Ensuring that our operations, in particular IT, our websites, apps, and other platforms, are running properly.

4 Cookies / Tracking and Other Techniques Regarding the Use of Our Website

We typically use "**cookies**" and **similar techniques** on our website, which allow for the identification of your browser or device. A cookie is a small text file that is sent to your computer and automatically saved by the web browser on your computer or mobile device when you visit our website(s) or install our app. If you revisit our website or use our app, we may recognize you, even if we do not know your identity. Besides cookies that are only used during a session and deleted after you visit the website ("**session cookies**"), we may use cookies to save user configurations and other information for a certain period (for example, two years) ("**permanent cookies**"). Notwithstanding the foregoing, you may configure your browser settings in a way that rejects cookies, only saves them for one session, or deletes them prematurely. Most browsers are preset to accept cookies. We use permanent cookies to save user configuration (for example, language, automated log-in), to understand how you use our services and content, and to show you customized offers and advertisements (which may also happen on websites of other companies; should your identity be known to us, such companies will not learn your identity from us; they will only know that the same user is visiting their website has previously visited a certain website). Certain cookies are sent to you from us, others from business partners with whom we collaborate. If you block cookies, certain

functions (for example, language settings, shopping basket, and ordering processes) may be no longer available to you.

Under applicable law, we may include visible and invisible image files in our **newsletters** and other **marketing e-mails**. If such image files are retrieved from our servers, we can determine whether and when you have opened the e-mail, so that we can measure and better understand how you use our offers and customize them. You may disable this in your e-mail program, which will usually be a default setting.

By using our website and consenting to the receipt of newsletters and other marketing e-mails you agree to our use of such techniques. If you object, you must configure your browser or e-mail program accordingly, or notify us as far as newsletters and e-mails are concerned.

5 Who Will My Data Be Shared With?

In the context of our business activities and in line with the purposes of the data processing set out in Section 3, we may transfer data to third parties, insofar as such a transfer is permitted and we deem it appropriate, for them to process data for us or, as the case may be their purposes. In particular, the following categories of recipients may be concerned:

- our service providers (such as banks or insurance, for instance), including processors (such as IT providers);
- partners in the framework of our activities;

together "**Recipients**".

If we pass on data to third parties, we comply with the relevant legal requirements and, in particular, conclude data processing agreements or similar agreements with the respective Recipients to protect your data.

6 Will My Data Be Transferred Abroad?

We may share data with persons, authorities, organizations, companies, or other entities abroad. In particular, we may transfer personal data to all countries in which we pursue our activities or organize events.

If a Recipient is located in a country without adequate statutory data protection, we require the Recipient contractually to comply with the applicable data protection (for this purpose, we use the revised standard contractual clauses of the European Commission, which are available here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?), unless the Recipient is already subject to a legally recognized set of rules to ensure data protection and we cannot rely on an exemption provision. An exception may apply in particular in the case of legal proceedings abroad, but also in cases of overriding public interests or if the performance of a contract requires such disclosure, if you have consented to it, or if it is a matter of data made generally available by you, the processing of which you have not objected to.

7 How Long Will My Data Be Retained?

We process and retain your data for as long as it is necessary for the fulfillment of the purposes pursued with the processing, i.e. as long as our Foundation operates and the data are required for our mailing lists and organization of events and you haven't notified us that you don't consent anymore to the use of your data. As soon as your data is no longer required for the above-mentioned purposes, it will be deleted or anonymized as a matter of principle and to the extent possible.

8 How Do We Protect Your Data?

We take appropriate technical and organizational security measures to protect your data from unauthorized access and misuse.

We already take the protection of personal data into account during the design or choice of hardware, software, or processes using appropriate technical and organizational measures. Furthermore, we ensure data protection-friendly default settings.

9 Am I Obligated to Provide my Data?

In the course of our relationship, you must provide those personal data that are necessary for the participation to our events or to our fundraising activities. Without this data, we will generally not be able to enter into or perform an agreement or relation with you (or the entity or person you represent).

10 Which Rights Do I Have?

You have the following rights:

- the right to request **information** from us as to whether and what data we process about you;
- the right to have us **correct** data if it is inaccurate;
- the right to request that we **delete** data;
- the right to request that we **provide** certain personal data in a commonly used electronic format or **transfer** it to another controller;
- the right to **withdraw** consent, insofar as our processing is based on your consent;
- the right to obtain, on request, **further information** necessary for the exercise of these rights.

Please note, however, that we reserve the right to assert the restrictions provided for by law on our part, for example, if we are required to retain or process certain data, have an overriding interest in doing so (to the extent that we are entitled to rely on this) or if we need it for the assertion of claims. If you incur costs, we will inform you in advance. We have already informed

you about the possibility of withdrawing your consent in Section 3. Please note that exercising these rights may conflict with contractual arrangements and may have consequences such as early termination of the agreement or costs.

The exercise of such rights usually requires that you prove your identity (for example, using a copy of your identity card, where your identity is otherwise not clear or cannot be verified). To exercise your rights, you may contact us at the address provided in Section 1.

Every data subject also has the right to enforce their claims in court or to file a complaint with the competent data protection authority. The competent data protection authority in Switzerland is the Federal Data Protection and Information Commissioner (<https://www.edoeb.admin.ch>).

11 Amendments to this Privacy Policy

We may amend this Privacy Policy at any time without prior notice. The current version published on our website shall apply.