

findable AG - Privacy Policy

1. Controller

Findable AG

Altstetterstrasse 191

8048 Zurich

Switzerland

Email: info@findable.ch

This Privacy Policy applies to:

- the website findable.ch
 - the website edufind.ch
 - all services and products of Findable AG
-

2. General Information

We take the protection of your personal data very seriously. This Privacy Policy explains how we process personal data when you:

- visit our websites
 - use our services
 - contact us
-

3. Data Collection on Our Websites

3.1 General Log Data

When accessing our websites, the following data is automatically collected:

- IP address
- Date and time of access
- Browser type and version
- Operating system
- Referrer URL
- Hostname of the accessing device

Purpose: Ensuring system security and optimising our services

Legal Basis: Legitimate interest (Art. 6(1)(f) GDPR / Art. 31(1) FADP)

3.2 Cookies & Consent Management

We use cookies and similar technologies.

Purposes:

- Technical operation of the website
- Usage analysis
- Marketing and reach measurement

Legal Basis: Your consent (Art. 6(1)(a) GDPR) or legitimate interest (Art. 6(1)(f) GDPR)

Your choices: On your first visit, you can select which categories of cookies you accept via the cookie banner.

3.3 Tracking and Analytics Tools

Google Analytics (edufind.ch & findable.ch)

- Provider: Google Ireland Limited
- Data transfer: USA (Standard Contractual Clauses)
- Purpose: Usage analysis
- Legal basis: Consent

Google Fonts (edufind.ch & findable.ch)

- Provider: Google Ireland Limited
- Data transfer: USA
- Purpose: Font display
- Legal basis: Legitimate interest

Hotjar (edufind.ch)

- Provider: Hotjar Ltd.
- Purpose: User behaviour analysis (e.g. clicks, mouse movements, scrolling)
- Legal basis: Consent (Art. 6(1)(a) GDPR)
- Data transfer: No third-country transfer (server location: EU)

PostHog (edufind.ch)

- Provider: PostHog Inc.

- Purpose: Product and usage analysis, UX optimisation
- Legal basis: Consent (Art. 6(1)(a) GDPR)
- Data transfer: USA (Standard Contractual Clauses)

3.4 Contact Forms and Email

When you contact us, we process:

- Name
- Address
- Email address
- Message content

Purpose: Responding to your enquiry

Legal basis: Pre-contractual measures or legitimate interest (Art. 6(1)(b)/(f) GDPR)

4. Data Processing in Contractual Relationships

When you use our services/products, we process:

- Contact details (name, address, email, phone)
- Contractual information
- Payment details
- Support communication

Purpose: Contract fulfilment, customer support, billing

Legal basis: Contract performance (Art. 6(1)(b) GDPR)

5. Processors and Recipients

We work with carefully selected service providers. Below is a summary of key services, their roles, and legal basis:

Web Hosting & Infrastructure

- AWS: Storage, networking, security
- Vercel: Hosting, CDN
- Elastic: Search index hosting

Email & Collaboration

- Google Workspace (Gmail, Drive, Calendar)
- Mailtrap

Analytics & Tracking

- Google Analytics & Google Fonts
- Hotjar
- PostHog

CRM & Business Tools

- HubSpot
- Notion
- Bexio
- OpenAI

We have data processing agreements with all providers pursuant to Art. 28 GDPR / Art. 9 FADP.

6. Data Transfers to Third Countries

Some services (e.g. Google Analytics, Google Fonts) may involve data transfers to the USA.

We use Standard Contractual Clauses to ensure an adequate level of protection.

Note: Despite careful selection and contractual safeguards, there remains a residual risk of US authorities accessing data.

7. Data Retention

We only retain personal data as long as necessary for the specified purposes.

Specifically:

- **Contract data:** for the duration of the contract plus applicable legal retention periods (e.g. 10 years under Swiss Code of Obligations)
 - **Marketing & newsletter data:** until consent is withdrawn
 - **Tracking & analytics data:** tool-dependent, max. 26 months
-

8. Your Rights

You have the following rights:

- Access to your data
- Rectification or deletion
- Restriction of processing
- Objection to processing
- Data portability
- Withdrawal of consent (with future effect)

Contact: info@findable.ch

9. Data Security

We implement technical and organisational measures to protect your data from loss, misuse, and unauthorised access.

10. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy. The current version is published on our websites.

Effective Date: July 2025