

Rega Privacy Policy

1 General

Data protection is a matter of great importance to Rega. This Privacy Policy describes the scope, purpose and manner of Rega's processing of personal data.

When processing personal data Rega complies with applicable data protection laws.

All Rega employees are subject to non-disclosure obligations.

2 Processing of personal data

2.1 What are personal data

Personal data are information relating to an identified or identifiable natural person, such as title, name, surname, date of birth, address, email address, etc.

2.2 Orders in the online shop

When ordering goods in Rega's online shop, Rega stores the following personal data: name, surname, address, post code, town/city, and email address.

These data are used for the purpose of processing the contract. Rega forwards your data to a service provider in Switzerland who is tasked with processing the order and collecting payment for Rega.

Your data are erased at the latest 10 years after performance of the contract. Insofar as erasure is not technically possible, the data are archived and the access rights are restricted as much as possible.

2.3 Rescue

In connection with a rescue mission Rega collects the following personal data from you: surname, name, address, date of birth, social data, life circumstances and medical data.

In connection with a rescue mission Rega may also collect personal data (surname, name, contact information, relationship to injured person) of related, acquainted or other persons involved in the rescue.

Rega uses these personal data for the purpose of ensuring comprehensive medical care, to determine responsibility for costs, for invoicing and for maintaining your patient file.

Rega is obligated by law to retain personal data for 10 years, respectively 20 years pursuant to the Swiss Transplantation Act and the Swiss Therapeutic Products Act. Upon expiration of the statutory retention obligation your data will be erased.

Insofar as erasure is not technically possible, the data are archived and the access rights are restricted as much as possible.

2.4 Repatriation

In connection with repatriation Rega collects the following personal data from you: surname, name, address, date of birth, social data, life circumstances, insurance details, travel documents, location, destination, validity of patronage and medical data.

In connection with repatriation Rega may also collect personal data (surname, name, contact information, relationship to person being repatriated) of related or acquainted persons.

Rega uses these personal data for the purpose of organising and carrying out patient transports, assessing medical needs, medical consultations and providing medical care, for invoicing and for maintaining your patient file.

Rega is obligated by law to retain personal data for 10, respectively 20 years pursuant to the Swiss Transplantation Act and the Swiss Therapeutic Products Act. Upon expiration of the statutory retention obligation your data will be erased. Insofar as erasure is not technically possible, the data are archived and the access rights are restricted as much as possible.

2.5 Patronage

In connection with patronage Rega collects the following personal data: name, surname, address, email address and date of birth.

Rega uses these data for the purpose of patron management.

If you are no longer a patron of Rega, these data are erased upon expiration of the statutory retention period.

Insofar as erasure is not technically possible, the data are archived and the access rights are restricted as much as possible.

Otherwise the patronage provisions apply to patrons and you will find these at the following link <https://www.rega.ch/en/reg-a-patron/become-a-patron/conditions-of-patronage>.

2.6 Donations, inheritances and legacies

In connection with donations Rega collects surname, name, street and location in the event that you request a pre-printed payment slip on the website. You can also simply and directly support Rega in particular by using Eurocard/MasterCard, American Express or PostCard.

In connection with inheritances and legacies Rega collects surname, name, street, location, date of birth and date of death. Following distribution of the estate, the data of the deceased person are deactivated.

Rega uses these data for the purpose of processing the transaction.

Upon expiration of the statutory retention period the data are erased. Insofar as erasure is not technically possible, the data are archived and the access rights are restricted as much as possible.

2.7 Rega App

Information regarding the processing of your personal data in connection with the Rega App is available in the Rega App Privacy Policy and Terms of Use, which may be accessed within the App.

2.8 Contact enquiry via contact form or email

In the case of contact enquiries via email or contact form on the website the following personal data are collected: name, surname, street, postcode, location, email address and telephone number.

These data are used for the processing of the contact enquiry.

Upon expiration of the statutory retention period the data are erased. Insofar as erasure is not technically possible, the data are archived and the access rights are restricted as much as possible.

2.9 Newsletter

In connection with subscribing to the newsletter the following personal data are stored: surname, name, email address and also, as applicable, the patron number.

Rega uses these data only to deliver the newsletter you subscribed to.

If at any time you no longer wish to receive emails from Rega, you can unsubscribe using the corresponding link provided in every Rega newsletter. To the extent you use other Rega services (e.g., patronage or ordering in the online shop), your data will however remain in the Rega database for the provision of these services and will be used for processing the transactions.

2.10 Applications

Information on the processing of your personal data in the applications process is contained in the Privacy Policy for applicants which you will find at the following link

www.rega.ch/fileadmin/seiteninhalt/Arbeiten_bei_der_Rega/PDFs/Datenschutz_Bewerber_en.pdf.

3 Legal basis for the processing of personal data

Where Rega obtains the consent of the data subject to personal data processing operations (for example, for the delivery of a newsletter or the usage of Google Analytics), point (a) of Article 6(1) GDPR or Article 13 para. 1 Swiss Data Protection Act (DPA) serve as the legal basis.

In connection with the processing of personal data for the purposes of performing a contract, point (b) of Article 6(1) GDPR or Article 13 para. 2(a) DPA serve as the legal basis. This also applies for processing operations that are required to conduct pre-contractual steps.

Where processing of personal data is necessary to comply with a legal obligation to which Rega is subject (for example, to comply with statutory retention obligations), point (c) of Article 6(1) GDPR or Article 13 para. 1 DPA serve as the legal basis.

If the processing is necessary to protect a legitimate interest of Rega or a third party, point (f) of Article 6(1) GDPR or Article 13 para. 1 DPA serve as the legal basis for the processing. This concerns, for example, the following data processing:

- Marketing, unless you have objected to the use of your data for marketing purposes
- Establishing legal claims and defences in legal disputes
- Video surveillance to ensure physical safety and to preserve evidence
- Access controls to ensure physical safety and to preserve evidence

If it is reasonably suspected that an amount due likely will not be recovered, Rega forwards personal data to the competent cantonal social assistance authority for the purpose of a precautionary notification and, if non-recoverability is confirmed, in order to ensure that its costs are partially covered in accordance with the “Guidelines on contributions to partially cover non-recoverable costs of rescue missions charged to the public welfare budget (social assistance)” and the Swiss Federal Act on Responsibility for Providing Support to Persons in Need.

4 Automated decision-making

In establishing and maintaining business relationships, Rega does not use automated decision-making pursuant to Article 22 GDPR.

5 Transfer of personal data

Rega stores all data in electronic form on servers in Switzerland. For the efficient settlement of costs (e.g., confirmation of coverage in hospitals, cost coverage for return transport) Rega sends all personal as well as medical data relevant for processing the case and for assessing the payment

obligations of the various insurance organisations involved (e.g., health, accident or travel insurance) or of the authorities involved (e.g. social assistance in order to clarify who bears the costs or contributes to the costs in relation to claims that are suspected or confirmed as non-recoverable) to these various insurance organisations and authorities. The same applies for doctors, hospitals or emergency service partners and, as applicable, further agencies involved in the case domestically and abroad, which Rega calls on for the purposes of providing assistance. When assistance is provided, personal data are forwarded to the relevant country, which may in principle be any country in the world. If the receiving country does not have an adequate level of data protection, Rega bases its disclosure of personal data on points (c) and (e) of Article 6(1) GDPR (performance of a contract/protection of human life) and points (b) and (d) of Article 6(1) GDPR. Rega selects its service providers carefully and ensures contractually that these service providers only process your data in the way Rega would be permitted.

In order to clarify the issue of costs, Rega also forwards patron data to Alpine Rettung Schweiz (ARS), if a rescue was carried out by Alpine Rettung Schweiz.

6 Rights of data subjects

You have the right to obtain information concerning your data and to have it corrected or erased and, as applicable, the right to data portability. These rights exist to the extent no statutory retention obligations or other legitimate interests of Rega conflict with your request. You have the right at any time to withdraw a consent previously given to data processing.

You also have the right, where this applies to you, to lodge a complaint with the responsible data protection supervisory authority (Article 77 GDPR).

Requests for information, correction and erasure, as well as to withdraw consent may be sent to the address at Section 9. below.

7 Cookies, Analytical Tools and Social Media Plugins

Cookies

Rega uses cookies on this website. These are small text files that are stored on your device. Your browser accesses these files. The cookies used by the Rega web servers do not present a security risk for your computer system. Also they do not store any personal data or data relevant to security. The information retained in the cookies can only be retrieved by the sender of the cookies, not by third parties.

Rega also points out that the website can also be visited with the cookies deactivated, although in this case certain convenience functions are not available. You can find out from the producer of the browser used how to deactivate the storage of cookies permanently, temporarily or upon corresponding browser request.

The legal basis for the processing of personal data using cookies required for technical reasons is point (f) of Article 6(1) GDPR or Article 13 para. 1 DPA. The legal basis for the processing of personal data using cookies for analytical purposes is consent by the user pursuant to point (a) of Article 6(1) GDPR or Article 13 para. 1 DPA.

Web analysis

Subject to your consent, Rega uses Google Analytics on its website, which is operated by Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA, in order to analyse and

optimise website usage. For this purpose, Google uses cookies that enable it to analyse website usage. *Inter alia* the following usage data is collected when you visit the website:

- the pages viewed;
- your browsing activity on the website (e.g. clicks, scrolling and length of stay);
- technical information such as the browser type and version, end device or screen resolution;
- the address (URL) of the website from which you accessed the Rega website;
- orders placed in the Rega shop;
- the achievement of website targets such as e.g. patronages established or contact enquiries;
- the IP address of your end device;
- your approximate location (country and city).

These data are transferred to a Google server in the USA. When handling these data, Google complies with the privacy requirements set forth in the “EU-US Privacy Shield” agreement.

Google uses this information in order to assess your usage of the website, to compile reports for the website operator concerning website activities and to provide additional services related to usage of the website and the internet. Google may also transfer this information to third parties under certain circumstances if required to do so by law or where such third parties process these data on behalf of Google. Google will not under any circumstances cross-reference your IP address with other data held by Google. You can prevent cookies from being installed through the appropriate settings on your browser software; please however note that, should you do so, you may not be able to use all functions of this website in full. By using this website, you are deemed to have consented to the processing of the data collected in relation to you by Google in the manner described above and for the purpose described above. Please note with regard to the collection of IP addresses by Google Analytics that we use Google Analytics with the extension “_anonymizeIp()”. Where this is used, IP addresses are only processed after being abbreviated in order to prevent any direct link being made to a specific person.

Based on this information, Rega receives analyses from Google. Google Analytics also enables data, meetings and interactions through multiple end devices to be allocated to a pseudonymised user ID, and thus to analyse website usage through multiple devices. The Privacy Policy of Google Inc. also applies, and prevails over this Privacy Policy in the event of any discrepancy. Further information concerning the Privacy Policy of Google Inc. may be found at <https://policies.google.com/privacy?hl=en>

You can prevent Google Analytics from being used by installing an add-on in your browser. You also have the option of revoking any consent granted to the relevant providers or of objecting to processing by them via Google e.g. at <https://adssettings.google.com>.

Rega uses pixels or transparent GIF files in order to support online advertising. These GIF files are provided by our advert management partner Admeira. The cookie is saved by Admeira. The information collected using cookies is anonymous and does not enable any specific person to be identified. It does not contain your name, address, telephone number or email address. You can find further information concerning Admeira here: <https://admeira.ch/datenschutz>

Social plugins

This website also uses Twitter buttons. These are operated by Twitter Inc. (795 Folsom St., Suite 600, San Francisco, CA 94107, USA). On visiting our website, a direct connection is made between your browser and the Twitter servers. We therefore have no influence over the nature and scope of the data that the plugin sends to the Twitter Inc. servers. According to Twitter Inc. only your IP address is collected and stored in this process.

Information on handling of personal data by Twitter Inc. can be found here:

<https://twitter.com/privacy?lang=en>

Rega also uses Facebook social plugins on its website, which are operated by Facebook Inc. (1 Hacker Way, Menlo Park, California 94025, USA). Their integration can be recognized by the Facebook logo or in the terms “like” and “share” in the Facebook colours (blue and white).

The plugin informs Facebook Inc. that you have visited our website. In this context, it is possible that your IP address will be stored. If you are logged into your Facebook account during your visit to this website, the information specified in it is linked with your Facebook account. If you use the functions of the plugin – for instance by sharing or “liking” a contribution – the corresponding information is similarly transmitted to Facebook Inc.

If you wish to prevent Facebook. Inc. from connecting these data with your Facebook account, please log out of Facebook before visiting this website.

Information on all Facebook plugins can be found at the following link:

<https://developers.facebook.com/docs/plugins/>

Rega uses Instagram social plugins on its website, which are operated by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA (“Instagram”). The plugins are identified with an Instagram logo, for example, in the form of an “Instagram camera”. You will find an overview of the Instagram plugins and their appearance here:

<http://blog.instagram.com/post/36222022872/introducing-instagram-badges>

If you open a page on our website that contains such a plugin, your browser will make a direct connection to the Instagram servers. The content of the plugins is sent directly by Instagram to your browser and integrated into the site. Through this integration Instagram receives the information that your browser has opened the corresponding page on our website even if you do not have an Instagram profile or are not logged into Instagram at the time. This information (including your IP address) is transmitted by your browser directly to an Instagram server in the USA and stored there.

If you are logged into Instagram, Instagram can directly associate the visit to our website with your Instagram account. If you interact with the plugins, for example, by clicking on the “Instagram” button, this information is also transmitted directly to an Instagram server and stored there.

Furthermore, the information is published on your Instagram account and displayed there to your contacts. For more information about the purpose and scope of the data collection and the further processing and use of the data by Instagram as well as your related rights and settings options for the protection of your privacy, please consult the Instagram data protection notice:

<https://help.instagram.com/155833707900388/>

If you do not want Instagram to associate the data collected on our website directly with your Instagram account, you must log out of Instagram before visiting our website. You can also prevent the downloading of the Instagram Plugins completely by using add-ons for your browser, e.g., using the script blocker “NoScript” (<http://noscript.net/>).

8 Technical and organisational measures

Rega undertakes all reasonable and appropriate technical/organisational steps to ensure the security of the personal data.

9 Contact details for Data Protection Officer

If you have any questions, you may contact Rega at the following address:
Swiss Air-Rescue Association, Data Protection Officer, P.O. Box 1414, 8058 Zurich-Airport,
Switzerland

10 Contact details for EU Representative

Our representative in the EU is: VGS Datenschutzpartner UG, Am Kaiserkai 69, 20457 Hamburg,
Germany.

11 Amendments

Rega may amend this Privacy Policy at any time without prior notice. The relevant current version published on the website www.rega.ch shall apply.