

Privacy Policy

Your privacy matters

Our Pledge

We look forward to your use of our products and services and do our best to keep your personal data strictly confidential. We believe that you should understand why and how we collect, store and process the information that is transmitted when using our application. The details are described in the paragraphs below.

1. Legal basis

Based on Article 13 of the Swiss Federal Constitution every person is entitled to protection of their privacy and to protection against misuse of their personal data.

This Privacy Policy is based on and in accordance with data protection regulations of the Swiss Data Protection Act (DSG) and European Union General Data Protection Regulation (GDPR). See ["Applicable Laws"](#) in the Definitions below.

artsnext¹ ("We"/"Us") provides this policy to inform our users/patrons ("You") of the ways in which we do and do not use the information you provide/transmit when accessing and using the VUC^it mobile applications, websites, platforms, and services (hereinafter, collectively, "VUC^it").

Consent

This Privacy Policy (the "Agreement") constitutes a contract between You and Us. The first use of VUC^it mobile application requires the explicit acceptance of this Agreement.

On our websites and platforms consent may be explicit or implied from your behavior or actions, e.g. by filling in forms or clicking buttons.

Coverage

This Agreement applies to all Personal Information collected, processed, and stored in the context of Your use of the App.

Exception for external content

We may present you links to third-party content in our App but despite careful content control we cannot assume any responsibility for this content. Any information voluntarily provided or transmitted by accessing

¹ artsnext GmbH, Zypresenstrasse 76, 8004 Zürich, Switzerland

external information is not covered under this policy. In this case we are not initiating the transmission of this information and have not selected or changed the addressee of the transmitted information or the transmitted information itself.

2. What data do we collect?

Account and Contact Information

To access VUC^it you must register an account with Us, to do so we require certain Contact Data like your name and email address.

User Preference and Profile

During the onboarding we request general information such as age group, sex and key interests to create a basic profile. In addition you may, but are not required to, provide voluntary information such as profile picture, and specific information about your personal and occupational situation.

Usage Information

We collect usage information like your progress, the actions you take, the information you store or the information you transmit through the various channels related to the App.

Service Data

When you access or use the App we may collect and process other information such as the type of operating system, the IP address, device identifier and other properties of the device you are using. To this end we may engage cookies and event tracking and similar technologies.

3. Use of your Personal Information

Processing of this information is necessary for the purposes of providing VUC^it to You, supporting the operation of the VUC^it, facilitating the delivery of requested services, enabling maintenance and updates VUC^it (under Article 6(1)(b) of the GDPR), and for purposes justified by our legitimate interests in providing content of interest to you and improving our services (in accordance with Article 6(1)(f) of the GDPR (the "balancing-of-interest rule")).

We only process your Personal Information to the extent necessary to achieve the purposes for which it has been collected.

Under no circumstance will we sell your contact information to third parties.

We use your Personal Information to provide, operate, maintain and improve VUC^it:

- To identify you in order to protect and manage the access to your personal information
- Answer your questions or requests for information or handle your complaints
- To provide you with meaningful content
- To recommend you learning experience
- To ensure effective presentation for your device we need service data
- To carry out our obligations arising from any agreements entered into between You and Us
- To allow you to participate in interactive features of the services, when you choose to do so
- To notify you about updates or changes to service features and content
- To send you technical notices, updates, and security alerts
- To compile KPIs to improve the performance and experience of VUC^it
- To facilitate sharing on social networks
- To identify, fix, and troubleshoot bugs and service errors, and to provide updates;
- To resolve disputes, investigate and help curb fraud and illegal behavior, comply with the law, and enforce our agreements and policies
- To communication reasons related to VUC^it and related matters
- To manage VUC^it and send You confirmations and important information about Your account, products, purchases, subscriptions, and warranties

In addition we may ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

4. Storage of your information

Acceptable Use

We store your Personal Information solely for the purposes explained in the section [Use of your Personal Information](#) above.

Retention

We keep your Personal Information for no longer than is necessary for the purposes of performing the Agreement unless further storage is required in order to establish, exercise, or defend a legal claim or to comply with [applicable law](#), including accounting rules.

Safeguarding

We ensure that our people and the employees of our affiliates and subcontractors involved in the performance of the Agreement comply with the provisions of the Agreement.

And we implement reasonable technical and organizational measures to protect your Personal Information against any accidental or unlawful destruction, accidental loss, or unauthorized alteration, communication, or access.

5. Transfer of Personal data

In this section we explain in which circumstances, with whom and under what conditions we may share your information

Service Providers

We may share Personal Information about you with third party agents and contractors that perform services on our behalf. We do this for the following purposes:

- For the provision of VUC^it to you we use external service providers such as Google Cloud²
- For the maintenance and ongoing development we involve external development partners
- For analytical purposes we use tracking tools such as Mixpanel (<https://mixpanel.com>)³

We will provide information to such service providers solely for their provision of specific assignments for us and consistent with this Privacy Policy, and for no other purposes.

Such service providers have agreed to process such information only as instructed, only for the specific purposes, and have promised to maintain an adequate level of protection of the Personal Information in accordance with all [Applicable Laws](#) and/or through agreements with us.

Third parties

We may share Personal Information about you with third parties when required by [Applicable Law](#), rule, regulation, or legal process; or in the process of negotiations of any mergers and acquisitions, sale of company assets, financing or acquisition of all or a portion of our business by another company where Personal Information submitted to us may be transferred to the acquiring entity.

Courts, law enforcement agencies, and legal authorities

We may share Personal Information about you when ordered or requested to do so by courts or other legal authorities, or as required in order for us to abide by [Applicable Laws](#), to defend against legal claims, or to protect our rights, our property, or the safety of You, Us, artsnext GmbH, VUC^it, the users, and the public.

² <https://cloud.google.com/security/gdpr>

³ <https://mixpanel.com/legal/privacy-shield-frameworks/>

Other End Users

We may share Personal Information about you with other users in order to provide certain functionality of VUC^it such as sharing with the community or buddies when you choose to use these features.

6. International Data Transfers

We may transfer and share your information to third parties (including service providers operating on our behalf, see Section [Transfer of Personal data](#)) which can be located in countries other than Switzerland, Liechtenstein or the European Union ("EU") and which may not have the same level of data protection laws.

When we engage in such an international data transfer we carefully evaluate the entity taking into consideration the principles The EU-U.S. and Swiss-U.S. Privacy Shield Frameworks (see Privacy Shield at www.privacyshield.gov) and the European Commission's Standard Contractual Clauses (SCCs).

We believe this process offers sufficient safeguards with respect to the protection of the privacy of your data and your fundamental rights and freedoms according to the [Applicable Laws](#).

7. Security

Information security is important to us. We take reasonable steps to secure your Personal Information and we maintain physical, administrative, technical safeguards to protect confidentiality, security, and integrity.

We encrypt all communication between the app and the backend with transport layer security (TLS).

Please note that we may provide links to external content that is operated and hosted by third parties who may have their own information collection practices. These contents are governed by their own privacy policies, which may be substantially different from ours.

Any improper collection or misuse of content or information provided in VUC^it is a violation and should be reported to us at privacy@vucit.com.

8. Your Rights

Transparency

On request, we will inform you whether and which clearly personal data about you are stored (Article 15 GDPR).

Information

You have the right to receive the personal data relating to you in a structured, common and machine-readable format or to request the transfer to another person responsible (Art. 20 GDPR).

Erasure

You can request the deletion of your personal data from us, provided that the legal prerequisites exist (Art. 17 GDPR). Regardless of this, your personal data will be automatically deleted by us if the purpose of the data collection has been omitted or the data processing has been unlawful.

Revocation

And in accordance with Art. 7 (3) GDPR, you have the right to revoke your once given consent to us at any time. As a result we are no longer allowed to continue the data processing and you will no longer be able to use the App.

If you have questions regarding how we collect, use, and share your Personal Information, you may contact us at any time by emailing us at privacy@vucit.com.

9. Changes to Our Privacy Policy

This Agreement applies to all information collected by us or provided to us on and after the Effective Date. This Agreement is subject to change and we will make any changes to our Privacy Policy at our discretion. We will notify you of material changes by posting them in the mobile application, and/or on our websites. You are encouraged to check back and review the Privacy Policy from time to time so that you will always know what information is collected, how it is used, and to whom it is disclosed. Your continued use of VUC^it and any service subject to this Agreement will signify your acceptance of any changes to this Agreement.

10. Contact Information

If you have any questions, complaints, or comments regarding our Privacy Policy, please contact us at:

artsnext GmbH

VUC^it

Zypressenstrasse 76

8004 Zürich

Switzerland

privacy@vucit.com

Phone Number: +41 44 508 25 64

ANNEX A - Definitions

“Applicable laws”

Means the Swiss Data Protection Act (“Datenschutzgesetz”) and any applicable law or regulation, and/or any legislation in force which implements the European Union Directive 95/46/EC , Directive 2002/58/EC and General Data Protection Regulation (“GDPR”) 2016/679 of April 27th, 2016, that applies to the collection, processing, and transfer of Personal Information by VUC^it under this Privacy Policy.

“Personal Information”

Means any information capable of being associated with or relating to an identified or identifiable natural person (“Data Subject”), as defined in Art. 4, GDPR.

"Contact Data"

refers to a subset of personal Information like any names, phone numbers, e-mail addresses, payment information, and any other data that can be used to contact a natural person.

"Service Data"

Means Personal Information (that is not Contact Data) generated, accessed, processed, used, or stored as a consequence of a natural person using or interacting with a product or service.

"Third Country"

Means a country that is: (i) not Switzerland; (ii) outside of the European Economic Area; and (iii) not the subject of a formal decision by the European Commission, made pursuant to Section 25(6) of the European Union Directive 95/46/EC or under Article 45 (1) of the General Data Protection Regulation 2016/679, stating that that country’s local legislation ensures an equivalent level of protection for Personal Data.

"Service Provider"

Means a business to which we disclose Personal Information for a business purpose pursuant to a written contract, and that is prohibited by contract from retaining, using, or disclosing the Personal Information for any purpose other than for the specific purpose of performing the services specified in the contract, or as otherwise permitted by law.