

Privacy policy Aesthetic Art

We are subject to Swiss data protection law and any applicable foreign data protection law, in particular that of the European Union (EU) with the General Data Protection Regulation (GDPR). The European Commission recognises that Swiss data protection law ensures adequate data protection.

Contact address

Responsibility for the processing of personal data:

Aesthetic Art GmbH
Arbenzstrasse 1
8008 Zurich
info@aestheticart.ch

We point out if there are other persons responsible for the processing of personal data in individual cases.

Terms

Personal data is any information relating to an identified or identifiable natural person. A data subject is a person about whom personal data is processed.

Processing includes any handling of personal data, regardless of the means and procedures used, the storage, disclosure, acquisition, collection, deletion, storage, modification, destruction, and use of personal data.

Legal bases

We process personal data in accordance with Swiss data protection law, such as in particular the Federal Data Protection Act (FADP) and the Ordinance on Data Protection (FADP).

We process personal data - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - in accordance with at least one of the following legal bases:

Art. 6 para. 1 lit. b DSGVO for the necessary processing of personal data for the fulfilment of a contract with the data subject as well as for the implementation of pre-contractual measures.

Art. 6 para. 1 lit. f DSGVO for the necessary processing of personal data in order to protect the legitimate interests of us or of third parties, unless the fundamental freedoms and rights and interests of the data subject prevail. Legitimate interests are our interest in being able to carry out our activities and operations permanently, in a user-friendly, secure, and reliable manner and to communicate about them, the guarantee of information security, protection against misuse, the enforcement of our own legal claims and compliance with Swiss law.

Art. 6 para. 1 lit. c DSGVO for the necessary processing of personal data to comply with a legal obligation to which we are subject under any applicable law of Member States in the European Economic Area (EEA).

Art. 6 para. 1 lit. e DSGVO for the necessary processing of personal data for the performance of a task which is in the public interest.

Art. 6 para. 1 lit. a DSGVO for the processing of personal data with the consent of the data subject.

Article 6(1)(d) of the GDPR for the necessary processing of personal data to protect the vital interests of the data subject or another natural person.

Type, scope, and purpose

As a rule, we process personal data only after obtaining the consent of the data subject. Unless the data processing is permitted for other legal reasons, such as for the performance of a contract with the data subject and for pre-contractual measures, to safeguard our prevailing legitimate interests, when the data processing is obvious due to the given circumstances or is carried out after prior information.

Scope of data processing:

Storage of client information for scheduling and progress of services.

Documentation of the treatments carried out and their results.

Using client contact details for appointment reminders and notifications of offers and special.

Promotions (with the explicit consent of the client).

Ensuring compliance with all relevant health and hygiene regulations.

Purpose of data processing:

Making appointments and administration.

Improving the quality and efficiency of the services provided.

Customer communication and support.

Marketing activities, newsletters.

Documentation of treatment processes and results.

To provide services and activities in a sustainable, user-friendly, safe, and reliable manner.

Data retention period

We process personal data for the duration that is required for the respective purpose(s) or by law. Personal data whose processing is no longer required is anonymised or deleted.

Third party services

We use third party services in order to be able to carry out our activities and operations in a permanent, user-friendly, secure and reliable manner. Complete protection of data against access by third parties is not possible. With such services, we can, among other things, embed functions and content into our website. In the case of such embedding, the services used record the Internet Protocol (IP) addresses of the users at least temporarily for technically compelling reasons. For necessary security-related, statistical and technical purposes, third parties whose services we use may process data in connection with our activities and operations on an aggregated, anonymised basis.

Data protection claims and appeals

We guarantee data subjects all rights under applicable data protection laws. These rights include in particular:

Right to information: Data subjects have the right to know whether we process personal data about them. If this is the case, they will receive information about the personal data processed, including the purpose of the processing, the retention period, any transfer of data to other countries and the origin of the data. This information is necessary to exercise their data protection rights and to ensure transparency.

Right to rectification and restriction: Data subjects can have inaccurate or incomplete personal data corrected and have the processing of their data restricted.

Right to erasure and objection: Data subjects may request the erasure of their personal data ("right to be forgotten") and object to future processing of their data.

Right to data portability: Data subjects have the right to challenge or have their personal data transferred to another data controller. We reserve the right to delay, restrict or refuse the exercise of these rights in accordance with applicable law. In some circumstances, certain conditions may apply to the exercise of these data protection rights.

Deletion of data: Deletion of personal data may be refused in part or in full in certain circumstances due to legal obligations to retain data.

In exceptional cases, we may charge fees for exercising these rights.

We may suspend, restrict or refuse the exercise of the rights of data subjects to the extent permitted by law. We can draw the attention of data subjects to any requirements that must be met in order to exercise their rights under data protection law. For example, we may refuse to provide information in whole or in part with reference to business secrets or the protection of other persons. We may also, for example, refuse to delete personal data in whole or in part with reference to statutory retention obligations. We may exceptionally provide for costs for the exercise of rights. We inform data subjects in advance of any costs. We are obliged to take appropriate measures to identify data subjects who request information or assert other rights. Data subjects are obliged to cooperate.

Cookies and tracking

The website uses cookies. Cookies - both our own cookies (first-party cookies) and cookies from third parties. (Third party cookies) - are data that are stored in the browser. Such stored data need not be limited to traditional cookies in text form. You can deactivate or delete cookies in your browser settings. Please note, however, that this may result in our website no longer being fully available. We use different types of cookies, including technically necessary cookies, analysis cookies and marketing cookies.

Data collection and use

We collect information that you provide directly to us, such as your name, contact details (email address, telephone number) and information required to make an appointment or use our services. We use your information to: Make appointments and provide services. Inform you of updates or offers where you have consented to this. Improve our website and services. To comply with legal requirements and obligations. We use reasonable security measures to protect your information.

Social medias

We are present on social media platforms and other online platforms to communicate with interested persons and to inform them about our activities and operations. (Instagram and Facebook) In connection with such platforms, personal data may also be processed outside of Switzerland and the European Economic Area (EEA).

The General Terms and Conditions (GTC) and Terms of Use as well as data protection declarations and other provisions of the individual operators of such platforms also apply in each case. These provisions inform about the rights of data subjects directly vis-à-vis the respective platform.

Advertising

We use the possibility of displaying targeted advertising for our activities and operations on third parties such as social media platforms and search engines.

With such advertising, we would like to reach people who are already interested in our activities and operations or who might be interested in them. To do so, we may provide relevant information, including personal information, to third parties that enable such advertising. We can also determine whether our advertising is successful, i.e., whether it leads to visits to our website. Third parties with whom we advertise and where you are registered as a user may be able to assign the use of our online offer to your profile there.

We use in particular:

Google ads: Search engine advertising; Provider: Google; Google Ads-specific claims: Advertising based on, inter alia, search queries, using different domain names - in particular doubleclick.net, googleadservices.com and googlesyndication.com - for Google Ads, "Advertising" (Google), "Why do I see a certain ad?".

Instagram ads: Social media advertising; provider: Meta Platforms Ireland Limited (Ireland) and other Meta companies (including in the USA); data protection information: remarketing and targeting, in particular with Facebook Pixel and Custom Audiences including Lookalike Audiences, data protection statement (Instagram), data protection statement (Facebook), "advertising preferences" (Instagram) (user registration required), "advertising preferences" (Facebook) (user registration required).

LinkedIn ads: Social media advertising; Provider: LinkedIn Corporation (USA) / LinkedIn Ireland Unlimited Company (Ireland); Data protection information: Remarketing and targeting in particular with the LinkedIn Insight Tag, "Data protection", Privacy policy, Cookie policy, Objection to personalised.

Website

This website was created using the Wix platform. The website contains a uniform font: orig_century_gothic.

Map material

We use third party services to embed maps into our website and CRM systems. In particular, we use: Google Maps including Google Maps Platform: map service; provider: Google; Google Maps-specific information.

Payment

We offer our valued customers several convenient payment methods to make your experience as pleasant as possible. We accept the following payment methods:

Cash, Twint, EC Card- Our payment terminals are secure and state of the art to protect your card details.

Protecting your payment information is our top priority. We take comprehensive security measures to ensure that your payment information is protected throughout the payment process.

Changes to our privacy policy

We may occasionally update this privacy policy. Check our website regularly to stay informed of changes.

Contact

If you have any questions or concerns about the privacy policy, you can contact us by phone at +41 44 422 55 88 or by email at info@aestheticart.ch.

Thank you for reading our privacy policy. We greatly appreciate your trust in us.
Yours sincerely,

Your Aesthetic Art Team