



Privacy Policy

At PST Promotion de Solutions Techniques Sàrl we are very committed to respecting the privacy and the protection of your personal data. This is why we have adopted the following Privacy Policy.

We are committed to protecting your rights and making sure that your personal data is duly protected. All data you provide to us is treated in accordance with all applicable legal requirements. We take the appropriate safety and organizational measures to protect data from any unauthorized access, use, and disclosure. We will never share or sell your personal data with a third party.

1. Scope of application and controller

Personal data is information that makes it possible to identify you either directly or indirectly. We process your personal data in a variety of ways, including when you purchase our products, when you subscribe to our services, when you contact us via email or use our contact form, or when a contract (mandate, company, other) connects us.

This Privacy Policy is valid for all data processed by PST Promotion de Solutions Techniques Sàrl.

Name and address of data controller:

PST Promotion de Solutions techniques Sàrl
c/o Mathias Gerst
Chemin de la Forestallaz 24C
1806 St-Légiez-La Chiésaz
Switzerland
mathias.gerst@PST-smartcity.ch
+41 (0)21 804 56 16

For any question or request relating to this Privacy Policy or the processing of your data, please contact us by letter or email at the following address:

PST Promotion de Solutions techniques Sàrl
Dataprotection Service
c/o Mathias Gerst
Chemin de la Forestallaz 24C
1806 St-Légiez-La Chiésaz
Switzerland
dataprotection@PST-smartcity.ch

The data that you provide to our 4um Platform are stored on a secure server in France. You are responsible for the security of data with respect to your own computer and other computing equipment. By providing our 4um Platform with content, you are aware and accept that any third party with the Application and who is located near the emitter will have access to the content.

We ask that you read the following articles for more information on the personal data we process and the aims and legal basis for this processing.

2. Processing of your data

i. When you purchase our products and/or subscribe to our services

The type of data processed includes the following: name, postal address, email address, telephone, age/date of birth, as well as any other personal data you voluntarily provide.

We process these data when you give us your consent or when you ask for products/services. When you communicate personal information on our site, we use them to create your customer account, provide you with a service, and optimize our offer. The treatments performed do not exceed the purpose of the treatment.

Any credit card information you use to obtain our paid services are not recorded in PST's databases, but directly Stripe. Data linked to delivery (first and last name, address, etc.) that you provide are transferred to FedEx Express Switzerland Sàrl, in Meyrin (Switzerland), our product delivery provider.

We do not share the data you have provided on our site to a third party, except in the following cases:

- a) By providing our 4um Platform with content, you are aware and accept that any third party with the Application and who is located near the emitter will have access to the content.
- b) if you give us your explicit consent;
- c) if a legal obligation or court ruling on transfer requires us to do so;
- d) if it is necessary for protecting the safety of other 4um users;
- e) when necessary to respect the Terms and Conditions or our rights.

It is possible at any time to export your data in a structured manner that is commonly used and machine-readable.

We store your data on a secure server in France until your subscription expires, your account is terminated, you ask us to delete it, you revoke your consent to storage, or until the purpose of the data storage has expired (for example, 5 years following your subscription enrolment).

In the event of cancellation, your data is deleted according to the following principles:

- Cancellation by you (T&C): After receiving and validating your cancellation request, we proceed to delete your account within 90 days. You can export your data in a structured manner. If you would like us to delete your data more quickly, you must make a written request by sending us a letter or email to: dataprotection@pst-smartcity.ch
- Cancellation by us (T&C): We will delete your data 90 days following the deactivation of your account. Over this 90-day time period, you will be able to export any data provided to the Platform in a structured fashion. After 90 days, all of your data will be deleted.

iv. When you contact us via e-mail or via the contact form

If you fill out our contact form and/or send us an email, the data you provide, including the contact data you indicate, will be stored with us in order to process your application. We do not pass this data on to any third party without your consent.

We store this data until you request that we delete it, until you revoke your consent to store it, or until the purpose of storing your data is completed (e.g., once your application is processed). In principle, general queries and comments about service issues, requests for information, etc. are kept for three years from the date of our last communication. Mandatory legal provisions — including retention schedules — remain reserved.

vi. When we have a contract with you or when we are in a pre-contractual relationship

If a contract has been established between us, we process various data about you for the following purposes:

- Manage the pre-contract and/or contractual relationship and serve you best;
- Track and manage your file
- Bill and/or pay services.

The types of information collected include the following data:

- Last name, first name, postal address, email, phone number;
- VAT no.
- Bank account numbers.

We collect this data either when you give it to us verbally or in writing, or via our website or other means. We only disclose this data to third parties when we are required by law or as part of legal action.

We store this data until you ask us to delete it, until you revoke your consent to storage, or until the purpose of the data storage has expired (for example, once the contract has been executed). Mandatory legal provisions remain reserved.

3. Our suppliers

In general, we select suppliers that offer excellent guarantees with respect to data protection and data security (certifications, etc.).

Our main suppliers are:

- Database management on the servers and host of the Site and Webshop: Sotero Sàrl, Villeneuve (Switzerland);
- Management of publishing content on servers and host of the Management Platform: OVH, SAS, France
- Payments via credit card on our website: Stripe
- Emails and related data: Microsoft365 (Microsoft Ireland Operations Limited for any question related to data protection);
- Phone: Swisscom AG, Ittingen (Switzerland);
- PayPal (Europe) LLP and Co., S.C.A., 22-24 Boulevard Royal L-2449, Luxembourg;
- FedEx Express Switzerland Sàrl, Meyrin (Switzerland).

We require our processing providers to meet strict requirements. In this context, some of these suppliers may have confidential access to some of your data, but the contract that binds us requires them to take appropriate measures to protect your data.

4. Data security

We have established the requisite organizational and technical measures to ensure the security of your data. The personal data we process is secure and access is limited to those who need it. For example, all data transiting through our website is secured according to current standards (HTTPS 256Bit Encryption).

To avoid any loss of data, your data is backed up daily and the back-up is stored for 4 weeks.

5. Vos droits

You have the following rights: a right of access, a right of correction, a right to erase, a right to limitation of processing, a right of opposition, a right to data portability, a right to make a claim to the supervising authorities.

To exercise your rights, please send us your request by signed letter, with a copy of proof of identity, to the following address: PST Promotion de Solutions Techniques Sàrl, c/o Mathias Gerst, Chemin de la Forestallaz 24C, 1806 St-Légiez-La Chiésaz, Switzerland. We will endeavor to respond within 30 days.

If data processing is based upon your consent, you may revoke it at any time, for the future, without indicating any reason whatsoever. In general, the request to revoke consent should be addressed to us through your profile page or by email to dataprotection@PST-smartcity.ch, in which case we will send you information on the procedure to follow.

6. Modifications

We reserve the right to amend this Privacy Policy.

The current version is available at: www.4um.swiss.

In the event of a variation between the different language versions of this Privacy Policy, the French version prevails.

Effective date: 24.09.2019 / v7-27012023-ENG