

Privacy Policy

Last update 29.05.2022

1. Introduction

1.1. Scope, validity, modifications

This Privacy Policy explains how Blockchain Presence AG, 8044 Zürich, Switzerland (henceforth "BCP") uses the personal data it collects from its users when they view and use its platform and/or website. BCP takes the privacy of its users very seriously and treats their personal data confidentially and in accordance with applicable Swiss law. BCP is constantly improving its services which means it might have to update its Privacy Policy accordingly in the future. Users are responsible for regularly reviewing this Privacy Policy. Continued use of the platform and/or the website after such changes shall constitute users' consent to such changes.

By using or accessing BCP's platform and/or website, users agree that BCP collects, uses, and shares information and data according to this Privacy Policy.

1.2. Definitions

For detailed definitions of particular terms used in this Privacy Policy (e.g., "platform", "member", "user", etc.) please refer to BCP's "Terms of Use" (www.blockchainpresence.net).

2. What data does BCP collect?

BCP collects the following data from users when accessing the website or platform:

- Data collected for purposes of running Google Analytics: network location, IP address, time of visit, pages visited, time spent on each page of the webpage, browser, device information, etc.
- Data collected with cookies: items viewed, preferred settings and themes, and so on (*more on cookies in Section (7)*).

BCP collects (in addition to the above-mentioned) the following data from users when signing up for BCP's newsletter or filling out the contact form:

- Account data: email address
- Data from contact form: name and message



3. How will BCP use collected data?

BCP collects data so that it can:

- Process members' orders and manage user accounts
- Communicate with users
- Respond to user inquiries/offer support to users to solve any potential issues they might have with the requested service
- Facilitate transactions through BCP's services
- Check the users' identity
- Provide access to BCP's website to users and services without errors
- Analyze how users interact with BCP's platform to improve it accordingly
- Analyze patterns on how, where, and when users view BCP's platform to adapt its marketing practices accordingly
- Protect BCP's services as part of its efforts to keep the services safe and secure, including fraud monitoring and fraud prevention

4. How does BCP store Data?

BCP securely stores users' data on servers operated by the specialized provider STRATO (Germany). The data is standardly stored on the servers, to which only authorized employees have access to. Users' passwords are always encrypted, meaning that BCP will never be able to see them or have access to them.

5. User's Privacy Rights

Every user is entitled to the following rights:

- The right of access: the right to request copies of the personal data that is collected (a small fee may be charged for this service)
- The right of rectification: the right to request the correction of any information the user believes to be inaccurate, and/or complete the information that may be incomplete
- The right of erasure: the right to request that BCP erases a user's personal data under certain conditions
- The right to restrict processing: the right to request that BCP restrict the processing of the user's personal data under certain conditions
- The right to object to processing: the right to object to BCP's processing of the user's personal data under certain conditions
- The right of data portability: the right to request the transfer of the data that has been collected directly to the user under certain conditions
- The right to be informed: Depending on the circumstances, any user has a right to know:
 - o whether BCP collects and uses their personal information
 - o the categories of personal information that BCP collects



- the purposes for which the collected personal information is used
- whether BCP sells the user's personal information to third parties
- the categories of personal information that BCP sells or discloses for a business purpose
- the categories of third parties to whom the personal information was sold or disclosed for a business purpose
- the business or commercial purpose for collecting or selling personal information
- The right to withdraw consent under certain conditions
- The right of non-discrimination for the exercise of a consumer's privacy rights: BCP will not discriminate against the user if it exercises its privacy rights

«Under certain conditions» refers to situations when:

- BCP might not be able to fulfill user's requests because of its contractual or applicable law obligations
- BCP might not fulfill user's requests in order to safeguard its interests, conditional on their fundamental freedom, rights, and interests not being unreasonably affected

If a user makes a request, BCP has one month to respond. If the user would like to exercise any of these rights, they must contact BCP at: info@blockchainpresence.net.

6. Retention of personal data

BCP will keep user data collected using cookies or on its website for one year after a user's last access to BCP's platform.

In case users have subscribed to BCP's newsletter, the contact information is kept to forward emails until users unsubscribe from the newsletter. Users can unsubscribe at any time with a written request to: info@blockchainpresence.net. Once the user unsubscribes from BCP's services, BCP will delete all contact information.

Data collected within a contractual relationship, i.e., from members, is kept by BCP for 10 years in accordance with Swiss law.

7. Cookies

Cookies are text files automatically stored on website visitors' devices to collect standard internet log data and visitors' behavior data. When users view BCP's website, BCP may collect information automatically through cookies. Users can set their internet browser not to accept cookies (see [all about cookies](#)). However, in some cases, some of BCP's website and platform features may not function properly as a result.



7.1 How does BCP use cookies?

BCP uses cookies to improve the user experience on its website and platform, including:

- Keeping members signed in
- Analyzing how users view BCP's Website
- For service development purposes
- To set up an electronic communication process to BCP's website and platform
- To provide certain software functions
- To provide BCP's services without technical issues

7.2 What type of cookies does BCP use?

- Functionality cookies: BCP uses these cookies so that it recognizes users on its website and remembers previously selected preferences. These include the language they prefer and the location they connect from.
- Advertising cookies: BCP uses these cookies to collect information about users' visits to its website, the content they viewed, the links they followed, and information about their Internet browser, device, and IP address.

There are also cookies from third parties that could collect data from the devices used to view BCP's Website. Google may collect data through Google Analytics cookies stored on the device used and YouTube may also collect data through cookies.

8. Third parties

The website may provide links to third-party websites and/or make use of third-party services. Additionally, the platform and/or the website may allow users to interact directly with third-party services without leaving the platform and/or the website. Users and members shall be aware that the use of, and any interaction with, such third-party websites and services are not governed by this Privacy Policy.

9. Security of personal data

Personal data is important and is of high priority to BCP, therefore BCP applies all reasonable diligence to keep it secure.



10. Contact information

Blockchain Presence AG
Fritz-Fleiner-Weg 15
8044 Zürich
Switzerland

Email: info@blockchainpresence.net