

## **1. Privacy Policy**

Version 1.9.2023

## **2. Responsible**

Responsible/layout: Kinesiologie-malone  
Holunderweg 27d  
CH-8050 Zürich

### **2.1 Privacy policy form my Kinesiologie-Malone Practice**

I, Ann Malone, Kinesiologie-Malone, Holunderweg 27d, 8050 Zürich hereby declare that I comply with the following rules according to the data protections law and the data protection ordinance.

The purpose of this privacy policy is to inform you, as my client, about my handling of your personal and sensitive data collected in my practice.

Only those data are processed that are related to the therapeutic treatment or that are relevant for information about any offers. These are exclusively data that I have recorded with your consent, that you have sent to me or that can be found in publicly accessible directories (telephone directory, etc.). This may include general personal data (name, address, telephone number, etc.), information about your health/the course of your illness, diagnoses that have already been made and, if applicable, other data that you have provided as a result of treatment (patient files).

This data is collected, stored and processed exclusively in your patient dossier (paper) or in the dossier required for administration, in particular in the app (Medicalinvoice) required for billing in accordance with tariff 590. In these two storage locations, all processing steps carried out on your data, including the responsible persons, can be traced.

I will only pass on your personal data to persons or areas of the practice that require it to fulfill contractual and legal obligations. These are informed about the applicable data protection rules and are obliged to comply with them.

Further persons or institutions (insurers etc.) will only be given access to your data or parts thereof with your explicit consent. Exceptions are judicial orders or the enforcement of justified claims on the part of the practice.

If your data is collected and processed physically, it will be stored in a lockable room or cabinet that is not accessible to unauthorized third parties. Electronically collected data is stored securely (firewall, password, etc.).

Unless cantonal or other legal regulations state otherwise, your data collected by me will be deleted twenty years after your last consultation in the practice.

Written communication between my practice and you will take place by mail or email.

As a current or former client\*, you may request a duplicate of all of your data collected by me in a common electronic format at any time. Only physically available data will be scanned for this purpose and sent to you in PDF or paper format. As a rule, the data will be handed over to you free of charge and within a maximum of 30 days.

Responsible for all questions related to the processing of your personal data and exercising your rights is the therapist responsible for you: Ann Malone Bachmann Praxis für Kinesiologie [www.kinesiologie-malone.ch](http://www.kinesiologie-malone.ch) Holunderweg 27d - 8050 Zürich - info@kinesiologie-malone.ch +41 (0)77 440 52 65

## **2.2 Privacy policy for my website**

### **2.2.1 Disclaimer-**

All information on my website has been carefully checked. I make every effort to ensure that the information I provide is up-to-date, correct and complete. Nevertheless, the occurrence of errors cannot be completely excluded, so I cannot guarantee the completeness, accuracy and timeliness of information, including journalistic-editorial nature. Liability claims regarding damage caused by the use of any information provided, including any kind of information which is incomplete or incorrect, will therefore be rejected.

The publisher may change or delete texts at his own discretion and without notice and is not obliged to update any contents of this website. The use of or access to this website is at the visitor's own risk.

The publisher, its clients or partners are not responsible for damages, such as direct, indirect, incidental, to be determined in advance or consequential damages, which are allegedly caused by the visit of this website and therefore assume no liability.

Liability claims regarding damage caused by the use of any information provided, including any kind of information which is incomplete or incorrect, will therefore be rejected. All offers are subject to change. The author expressly reserves the right to change, supplement or delete parts of the pages or the entire offer without prior notice, or to cease publication temporarily or permanently.

The publisher also assumes no responsibility or liability for the content and availability of third-party websites that can be accessed via external links on this website. The operators of the linked sites are solely responsible for their content. The publisher thus expressly distances itself from all third-party content that may be relevant under criminal or liability law or that may be contrary to public decency.

### **2.2.2 General Privacy policy**

Based on Article 13 of the Swiss Federal Constitution and the data protection regulations of the Swiss Confederation (Data Protection Act, DSG), every person has the right to protection of their privacy as well as protection against misuse of their personal data. The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the legal data protection regulations as well as this privacy policy. In cooperation with our hosting providers, we make every effort to protect the databases as well as possible against unauthorized access, loss, misuse or falsification. We would like to point out that data transmission on the Internet (e.g. communication by e-mail) can have security gaps. A complete protection of the data against access by third parties is not possible.

By using my website, you agree to the collection, processing and use of data according to the following description. My website can generally be visited without registration. In the process, data such as accessed pages or names of the accessed file, date and time are stored on the server for statistical purposes, without this data being directly related to your person. Personal data, in particular name, address or e-mail address are collected as far as possible on a voluntary basis. Without your consent, the data will not be passed on to third parties.

### **2.2.3 Privacy policy for Server-Log-Files**

Access data

The website operator or page provider collects data about accesses to the page and stores them as "server log files". The following data is logged in this way:

- Visited website
- Time at the time of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

The collected data is only used for statistical analysis and to improve the website. However, the website operator reserves the right to subsequently check the server log files if there are concrete indications of illegal use.

### **2.2.4 Privacy policy for contact form**

If you send us inquiries via the contact form, your data from the inquiry form including the contact data you provided there will be stored by us for the purpose of processing the inquiry and in case of follow-up questions. We do not pass on this data without your consent.

### **2.2.5 Privacy policy for Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. In the event that IP anonymization is activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area.

Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

#### **2.2.6 Privacy policy for Google maps**

Google Maps This website uses the offer of Google Maps. This allows us to display interactive maps directly on the website and enable you to use the map function comfortably. By visiting the website, Google receives the information that you have called up the corresponding sub-page of our website. This happens regardless of whether Google provides a user account through which you are logged in or whether there is no user account. If you are logged in to Google, your data will be directly assigned to your account. If you do not want the assignment to your profile at Google, you must log out before activating the button. Google stores your data as usage profiles and uses them for the purposes of advertising, market research and/or demand-oriented design of its website. Such an evaluation is carried out in particular (also for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, whereby you must contact Google to exercise this right. For more information on the purpose and scope of data collection and processing by Google, as well as further information on your rights in this regard and settings options for protecting your privacy, please visit: [https://policies.google.com/privacy?hl=en\\_ch](https://policies.google.com/privacy?hl=en_ch)

#### **2.2.7 Privacy policy for Recaptcha**

Google reCAPTCHA This website uses the reCAPTCHA service of Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland "Google"). The query is used to

distinguish whether the input is made by a human or by automated, machine processing. The query includes the transmission of the IP address and possibly other data required by Google for the reCAPTCHA service to Google. For this purpose, your input is transmitted to Google and used there. However, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of this service. The IP address transmitted by your browser as part of reCaptcha will not be merged with other data from Google. Your data may also be transferred to the USA in the process. For data transfers to the USA, there is an adequacy decision of the European Commission, the "Privacy Shield". Google participates in the "Privacy Shield" and has submitted to the requirements. By pressing the query, you consent to the processing of your data. The processing is based on Art. 6 (1) lit. a DSGVO with your consent. You can revoke your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until revocation. For more information on Google reCAPTCHA and the associated data protection provisions, please visit:  
<https://policies.google.com/privacy?hl=en>

### **2.2.8 Privacy policy for Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google Ireland Limited. If the controller of the data processing on this website is located outside the European Economic Area or Switzerland, the data processing of Google Analytics is carried out by Google LLC. Google LLC and Google Ireland Limited are hereinafter referred to as "Google". The statistics obtained enable us to improve our offer and make it more interesting for you as a user. This website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID. If you have a Google user account, you can deactivate the cross-device analysis of your usage in the settings there under "My data", "Personal data".

The legal basis for the use of Google Analytics is Art. 6 para. 1 p. 1 lit. f DS-GVO. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on

website activity and providing other services relating to website activity and internet usage to the website operator.

For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EUUS Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. Google Analytics uses cookies. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: [Disable Google Analytics](#)

In addition, you can also prevent the use of Google Analytics by clicking on this link: [Disable Google Analytics](#). This will save a so-called opt-out cookie on your data carrier, which prevents the processing of personal data by Google Analytics. Please note that when you delete all cookies on your terminal device, these opt-out cookies will also be deleted, i.e. you must set the opt-out cookies again if you wish to continue to prevent this form of data collection. The opt-out cookies are set per browser and computer/end device and must therefore be activated separately for each browser, computer or other end device.

If you have any questions about the processing of your personal data or about exercising your rights under data protection law, you can contact me at the following address:  
[info@kinesiologie-malone.ch](mailto:info@kinesiologie-malone.ch).

**Up-to-date and changes** I reserve the right to update and adapt this privacy policy at any time without prior notice. The current version published on my website applies. By using my website, you agree to these terms and the corresponding processing of your personal data.

Ann Malone Bachmann Praxis für Kinesiologie [www.kinesiologie-malone.ch](http://www.kinesiologie-malone.ch)

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Version. 1.September 2023