The German version of the Privacy Policy is legally binding. The English version is for convenience only. Translated with DeepL:

# Privacy Policy

The Fondation Zurich University of the Arts (Fondation ZHdK) appreciates your visit to our website for the exhibition and auction "Attitude" and your interest in our offerings. As data protection is an important concern for us, we would like to inform you about how we process and protect your personal data that is collected when you visit and use our website. In doing so, we comply with the Swiss Federal Data Protection Act (DSG) and the European General Data Protection Regulation (DSGVO).

## 1. Consent

By using the website of the Fondation ZHdK and our offers, you accept this data protection declaration and also consent to the functions explained therein.

## 2. Legal grounds for processing personal data

Personal data are details and information that relate to an identified or identifiable person. This includes your contact details such as name, telephone number, address or e-mail address that you provide to us, or your IP address.

We process personal data within the scope of our legitimate interest in providing you with information and offers, on the basis of legal or contractual obligations or in accordance with your consent.

## 3. Storage of personal data

We store personal data for as long as it:

- are necessary for the purposes for which they are collected or exist for our legitimate interest,
- are necessary for the fulfilment of our legal or contractual obligations
- or until you withdraw your consent.

Afterwards, the personal data will be deleted. However, if there are concrete indications of an illegal act or an attack on the network infrastructure, the deletion of the data can be postponed until clarification.

## 4. Access data

Each time you access our website, the following information about the access is automatically collected:

- IP address of the requesting computer or mobile device from which website was called up (referrer)
- Date and time of the web visit
- contents retrieved
- data volume transferred
- Browser used
- Operating system used

This information is stored as log files on the servers of the Fondation ZHdK in Switzerland (Zurich and Winterthur) for the purpose of technical processes and statistical evaluations of access. The evaluations serve solely to improve the Fondation ZHdK's online services and the technology behind them (see section 8). In order to protect the security of your data during transmission, we use the most up-to-date technical encryption procedure (currently via HTTPS with the integration of an SSL certificate).

## 5. Auction

To participate in the auction we need the following personal data from you:

- E-mail address
- First name and surname
- Company (if company)
- Address
- Telephone number
- For the collection of the art object: identity card (ID or passport) with first name, surname, date of birth, place of origin, gender, height, nationality, validity dates of ID, issuing authority.

This personal data will be used exclusively for the execution and processing of the auction and for accounting purposes. By voluntarily entering and transmitting your personal data, you consent to the processing, storage and use for the above-mentioned purpose.

For the collection and storage of your bids we use the services of Kyberna AG, Fürst-Franz-Josef-Strasse 5, 9490 Vaduz, Liechtenstein. The data you enter for the purpose of participating in the auction will be stored on the servers of Hosttech in Wädenswil (ZH) and transmitted to the Fondation ZHdK and ZHdK. After the end of the auction, the personal data will be deleted by Kyberna AG.

The Fondation ZHdK and ZHdK delete the personal data after the auction has been completed. Exceptions are the invoices and payment receipts, which may contain the above-mentioned personal data of buyers and are kept for as long as necessary for accounting purposes.

For the duration of the auction and its settlement, the highest bidders have no right to have their data deleted.

## 6. Contact

If you contact us by e-mail, you agree that we may store your e-mail address, IP address and any other personal data you may have provided for the purpose of processing the enquiry and for possible follow-up questions. The personal data will only be used for as long as it is needed for the aforementioned purpose. It will not be passed on to third parties without your consent.

## 7. Services from third parties

### a) Hosting addition

To our internal servers, we host our website at Snowflake Production GmbH, Birmensdorferstrasse 94, 8003 Zurich, Switzerland. At Snowflake, standard web server log files containing the following information are created for each access to the website: IP address, date and time including time zone, browser request including origin of the request (referrer), operating system used including user interface and version, browser used including language and version, amount of data transferred. The log files are used to identify technical problems as well as to ensure security and for statistical evaluation of the use of our website. The data is stored on servers in Switzerland. Further information:

https://www.snowflake.ch/datenschutzerklaerung

### b) Linked websites

links on the Attitude website lead to websites of third parties. The use of these linked websites is at the user's own responsibility and in compliance with their privacy policy. The Fondation ZHdK accepts no responsibility for the accuracy, completeness and legality of the content and offers contained therein.

## 8. Rights of the website visitors

Website visitors have the right to request information at any time about the personal data stored about them and how it is used, as well as the right to correct, transfer, block or delete this data. If consent to the use of personal data has been given, this can be revoked at any time.

If you have any requests for information, wish to exercise any of the above rights or have any suggestions regarding security and data protection, you can write to the ZHdK Foundation:

Foundation Zurich University of the Arts (ZHdK)

Christina Wallat, Managing Director

Phone +41 43 446 20 70

christina.wallat@zhdk.ch

## 9. Data security and confidentiality

Appropriate technical and organisational security measures are taken to protect the stored personal data against manipulation, loss and unauthorised access by third parties, and these measures are continuously improved. However, the transmission of information via the Internet and other electronic means is always subject to certain security risks and the ZHdK cannot guarantee the security of information transmitted in this way.

The employees of the ZHdK, our web agency Snowflake Productions GmbH (Zurich) and the service providers commissioned by us have undertaken to maintain confidentiality and to comply with the provisions of data protection law in accordance with the employment decree (with the obligation of official secrecy) or in accordance with the service contract.

## 10. Changes to this privacy policy

This privacy policy may be changed with immediate effect and without notice as the website evolves and new technologies and legislation are implemented.

Website visitors have the right to request information at any time about the personal data stored about them and how it is used, as well as the right to correct, transfer, block or delete this data. If consent to the use of personal data has been given, this can be revoked at any time.

If you have any requests for information, wish to exercise any of the above rights or have any suggestions regarding security and data protection, you can write to the ZHdK Foundation:

Foundation Zurich University of the Arts (ZHdK)

Christina Wallat, Managing Director

Phone +41 43 446 20 70

christina.wallat@zhdk.ch

Last updated: November 7, 2025