

PRIVACY NOTICE

Thank you for visiting and using our websites, our social media pages and our applications (“Sites”).

This Notice explains how and for what purposes we use the information collected about you through our Sites, offline programs and events related to the Society of Development of Verbier Val de Bagnes (SDVB) and Verbier/Val de Bagnes – La Tzoumaz Promotion SA, hereafter jointly referred to as “Verbier Tourisme”. It also describes how we use, disclose and protect your data.



You decide which personal data you would like to share with us.



Contact us at any time to find out what data we hold about you.



We share your data with our partners and affiliates in order to provide our services, secure your data or talk about us.



We have rules to keep your data safe and secure for as long as we need to process it.

1.SCOPE OF THIS PRIVACY NOTICE AND YOUR CONSENT

By using our Sites or by giving us your personal data, you accept the practices described in this Privacy Notice. If you do not agree to this Privacy Notice, please refrain from using or visiting our Sites or from providing personal data.

Verbier Tourisme reserves the right to make changes to this Privacy Notice at any time and which changes are effective from the moment they are published on the site. We will communicate to you any substantial changes which have been made. Please make sure that you read them on a regular basis.

2. WHAT PERSONAL DATA WE COLLECT ABOUT YOU

We only collect personal information that is necessary for a specific purpose or that you provide to us with your consent, based on your actions and behaviours or for a legitimate reason:

- Personal contact information such as name, last name, address and email address, phone number, gender, or location;
- Residence tax information such as name, last name, address, country of residence, date of birth, date of arrival, date of departure, number of adults and children staying with you, as well as their identities, type of residence and signature;
- Information and necessary measurements for your registration or the registration of the people accompanying you (adults and children) to the activities/animations such as date of birth, weight, height and physical condition;
- information relating to your queries;
- Payment information, credit card and billing address;
- Your comments including the photos, videos and stories you share with us;
- Your profiles on social networks;
- Your preferences regarding our services and the services of our partners visible on our Sites;

If personal data is transferred to third parties, e.g. to register them on the arrival form for tourist tax (BAE) or for an activity, you are responsible for the validity of this data and for passing it on to Verbier Tourisme. This data will be treated in the same way as any other personal data.

We also use cookies and other tracking technology which collect certain kinds of information when you are visiting our Sites, such as IP addresses or browsing preferences. You can find more information in our Cookie Notice.

We may collect personal data about you from third party data aggregators (e.g. Google), promotional partners, public sources and third-party social networking sites. Such information may include personal data as part of your profile on a third-party social network and which data you allow that third party to share with us, pursuant to their rules.

If you do not want a third party social networking site to attribute data collected through our sites to your account on that social network, you must log out of the relevant social networking site before visiting our sites.

3. WHY DO WE COLLECT PERSONAL DATA AND USE IT

We may collect and use your personal data for a number of purposes, including:

- Register and record your tourist tax in the database of the electronic arrival form (BAE) in accordance with the law;
- Manage your participation in our activities and those of our partners/providers based on your registrations;
- To respond to your queries or use it for contests you have entered;
- Contact you for marketing purposes, with your consent or on the basis of your participation in activities and events, in particular to obtain your opinion, take part in a survey or share similar information (promotional offers from Verbier Tourisme);
- to combine it with information we receive from others and which helps us to understand your needs and to provide you with better service (e.g: customizing the Sites and advertising targeted to your interests);
- for security and maintenance; for reporting; and for risk, dispute and record management.

4. WITH WHOM DO WE SHARE PERSONAL DATA

We may disclose your personal data for a specific purpose to third parties such as:

- Public entities having access to information about the tourist tax, such as the communes of Verbier/ Val de Bagnes/ La Tzoumaz;
- Service providers (e.g. IT hosting company or billing company);
- Commercial or logistical partners (e.g : the cable car society of Téléverbier, activity partners) ;
- Marketing and communication agencies;
- Authorities where required by law;

We require such third parties, who may be based outside the country from which you have accessed the Sites, to comply with all relevant data protection laws.

5. HOW DO WE STORE, SECURE AND RETAIN DATA

We take all reasonable technical and organisational measures to protect the personal data we hold against loss, unauthorised access or disclosure and against other misuse. Your personal data will not be sold or disclosed to any other third parties except as provided for in the Privacy Notice.

When the personal data that we collect is no longer required for the given purpose, or for legal requirements, we destroy or delete it. For example, we undertake not to retain your personal data if you should show no interest in our services three years after your last contact with us.

6. YOUR RIGHTS

You can request access to the personal data we hold about you by contacting us at promotion@verbiertourisme.ch. You have the right to tell us if you would like to withdraw your consent, correct, update or delete your personal data in our records. To assist us in dealing with your request, please provide your full name and details.

You may opt-out at any time from marketing communications by following the 'opt-out' options provided or by contacting us at promotion@verbiertourisme.ch. You may also limit the use of tracking technologies such as the use of cookies by setting browser to warn you before accepting them, or you can simply set it to refuse them.

7. CONTACT

Verbier/Val de Bagnes – La Tzoumaz Promotion SA and the Society of Development of Verbier Val de Bagnes, based in Switzerland are co-responsible for the processing of your personal data collected under our Privacy Notice. Please contact us by phone at +41 27 775 38 88, per e-mail at info@verbier.ch or per post at Route de Verbier Station 61, 1936 Verbier.

COOKIE NOTICE

A cookie is a small piece of information which is sent to the hard drive of your device by a web server so that some information about your browsing activity can be collected.

We use the term “cookie’ for any technology that is collecting information from your device, such as information about your use of our apps and websites, about your device such as the device ID, IP address and browser type, demographic data and if applicable the URL of the linking page.

We also use web beacons or pixel tags to allow us to count visitors who have viewed our pages or read our promotional e-mail messages/newsletters. They are not used to access your personal information without your consent.

Necessary Cookies are used to

- Remember information you have entered when you navigate on our Site
- Identify you as being logged in to our Site
- Remember the goods and services you ordered when you get to the checkout page

Performance cookies are used to

- Provide statistics on how our Site is used
- See how effective our adverts are
- Detect any errors that occur
- Test different designs of our Site

Functionality cookies are used to

- Remember settings you have applied such as layout, language, or preferences
- Show you when you are logged in to our Site
- Share information with partners to provide a service on our Site.

Targeting cookies are linked to services provided by third parties, such as 'Like' buttons and 'Share' buttons. We use them to

- Link to social networks like Facebook, which may subsequently use information about your visit to target advertising to you on other websites
- Provide advertising agencies with information on your visit so that they can present you with adverts that you may be interested in.

Here is a list of our cookies installed on the Site www.verbier.ch

Name	Purpose	Type of Cookie
Google Analytics	This tool collects information that allows us to understand the interactions with our Web site, to refine this experience by improving the site, and to better understand our visitors. You have the option to block or remove it by changing your browser settings or by installing the Google Analytics Opt-out Browser Add-on.	Performance

Name	Purpose	Type of Cookie
	If you wish to unsubscribe from Google Analytics, you can use the following link: https://tools.google.com/dlpage/gaoptout	
Google Adwords	Google Adwords is Google's advertising platform. We use it to advertise our content and/or services to a qualified audience. You can obtain more information about the use of Google cookies here: https://policies.google.com/technologies/types	Performance
Experience Shop	Experience Shop Experience Shop is a platform for booking activities online to control the number of registrants per service. It is fully integrated to the www.verbier.ch website.	Performance
Electronic arrival form	The website www.verbier.ch , offers an electronic arrival form provided by Feratel, it allows to manage the regulatory aspect of managing arrivals at the destination and the management of tourist taxes. You can get more details about the privacy policy here : https://webclient4.deskline.net/CH2/fr/home/cookies	Regulatory

You can block our use of cookies by activating the settings in your browser (find out more on www.howtogeek.com/119458/htg-explains-whats-a-browser-cookie/).

We reserve the right to make any changes and corrections to this Cookies Notice. Please refer to this page from time to time to review these and any new additional information.