

PRIVACY POLICY

Last updated: October 2025

At AB Swiss Premium SA and its brand Swiss Premium Properties, we value your privacy and want you to feel confident when using our website, www.swisspremiumproperties.com, or when contacting us to learn more about our real estate services. This policy explains what personal data we collect, why we collect it, how long we keep it, who we share it with, and your rights under the Swiss Federal Act on Data Protection (LPD) and the European General Data Protection Regulation (GDPR).

Who we are

AB Swiss Premium SA, based in Switzerland, is responsible for the data collected through our website and in the course of our real estate activities. Whenever we mention “we” or “us” in this policy, we are referring to our company and its real estate services. For any questions about your data, you can contact us at properties@swisspremium.com.

What information we collect

When you interact with us, we may ask for details such as your name, email address, phone number, nationality, postal address, and information about your property interests. If you request services, we may also collect documents such as identification or financial information necessary to provide our services.

We also gather information on how you use our website, including your IP address, browser type, pages visited, and time spent on the site. This helps us improve our website and services. Tools such as **HubSpot**, **CasaOne**, and UTM tracking may be used to generate these insights. We do not collect sensitive health information.

How we use your data

We use your personal data to:

- Respond to inquiries and provide real estate services.
- Process contracts, property searches, or transactions.
- Maintain records for administrative and legal purposes.
- Communicate with you about services and properties, if you have consented.
- Analyse website usage to improve our online experience and service quality.

Legal grounds for processing

We process your data based on one of the following legal grounds:

- Performance of a contract or steps taken at your request before entering into a contract.
- Your consent, for example, to receive newsletters or marketing updates.
- Our legitimate interests, such as improving our services and understanding website traffic, provided these do not override your rights.
- Compliance with legal obligations.

Sharing your information

To provide our services, we may share your data with trusted third parties, including:

- Service providers such as **HubSpot**, **CasaOne**, and payment or administrative partners.
- Professional partners like real estate agents, legal firms, or banks when relevant to your request.
- Social media platforms such as LinkedIn, Instagram, Facebook, TikTok, and X for engagement purposes.

If your data is transferred outside Switzerland or the EU, we ensure appropriate safeguards such as Standard Contractual Clauses or adequacy decisions are in place.

How long we keep your data

We retain personal data only as long as necessary:

- Inquiries from non-clients: up to three years.
- Contracts and related documents: ten years (per Swiss law).
- Usage data from our website: shorter periods unless required for analytics or security.

Children's information

Our services are primarily for adults, but minors may contact us with parental or guardian consent. In such cases, we ensure that parental permission is obtained before processing any personal data.

Your rights

You have the right to:

- Access your personal data.
- Correct inaccurate data.
- Request deletion or restriction of your data.
- Object to certain types of processing.
- Withdraw consent at any time.
- Receive your data in a portable format.
- Lodge a complaint with Swiss or EU data protection authorities.

To exercise your rights, contact us at properties@swisspremium.com.

Security

We implement appropriate technical and organisational measures to protect your information, including encrypted storage, secure transfers, and restricted access. While no system is completely secure, we strive to safeguard your data.

Cookies and tracking

We do not use cookies for marketing purposes. Tracking is limited to analytics to understand website usage and improve functionality. This data is not used for advertising or personal identification.

Updates to this policy

We may update this Privacy Policy from time to time to reflect changes in services, technology, or legal requirements. Updates will be published on this page with a revised “last updated” date.

Contact us

For any questions about this Privacy Policy or our data practices, please contact:

AB Swiss Premium SA

Email: properties@swisspremium.com

Website: www.swisspremiumproperties.com