Data Privacy Policy

Young Enterprise Switzerland (YES)

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1. Data Privacy Policy

In this privacy policy, the association Young Enterprise Switzerland (hereinafter referred to as "YES") explains how personal data is collected and processed.

According to Article 13 of the Swiss Federal Constitution and the data protection provisions of the federal law (Data Protection Act, DPA), every person is entitled to the protection of their privacy and protection against the misuse of their personal data. As a service provider and operator of various platforms, YES takes the protection of personal data very seriously. YES treats personal data with the utmost confidentiality and in full compliance with legal data protection regulations.

1.1. Scope of the Privacy Policy

The data privacy policy of YES is based on the Swiss Data Protection Act (DPA). It pertains to the collection of personal data from individuals who use the services and offerings of YES as well as the infrastructures provided by YES (e.g., website, YES platform, YES Marketplace, easylearn, etc.).

1.2. Data Protection Officer

Responsible entity in the sense of the data privacy policy of YES:

Young Enterprise Switzerland (YES)
Elena Dalla Valle
Zürcherstrasse 39E
8952 Schlieren

Phone: +41 43 321 83 72
E-mail: elena.dallavalle@yes.swiss

In case of uncertainties or additional points, the data protection officer of YES shall be contacted.

2. Definition of Terms

Based on the Data Protection Act (DPA, Art. 5), YES defines the following terms:

- **Personal Data:** Any information relating to an identified or identifiable natural person (e.g., name, date of birth, e-mail address, etc.).
- **Data Subject:** A natural person whose personal data is processed.
- **Sensitive Personal Data:**
  - Data related to religious, ideological, political, or trade union views or activities
  - Data concerning health, private life, race or ethnicity
  - Genetic data
  - Biometric data that uniquely identifies a natural person
  - Data concerning administrative and criminal proceedings or sanctions
  - Data related to social welfare measures
- **Processing of Personal Data:** Any handling of personal data, regardless of the means and procedures used, including the collection, storage, retention, alteration, disclosure, archiving, deletion, or destruction of data.
- **Disclosure of Personal Data:** The transmission or making available of personal data.
- **Data Security Breach:** A security breach that results in personal data being unintentionally or unlawfully altered, lost, deleted, destroyed, or disclosed or made accessible to unauthorised persons.
- **Controller:** A private individual or federal body that alone or jointly with others determines the purposes and means of the processing.
- **Processor:** A private individual or federal body that processes personal data on behalf of the controller.

3. Data Provision by Data Subject

Within their relationship with YES and the data subject, individuals should provide the personal and organisational data necessary to initiate and carry out activities, programmes, services, competitions, or events, and the fulfilment of related obligations. There is no legal obligation for the data subjects to provide data to YES.

To ensure successful collaboration between YES and the data subject, certain personal data (see Section 4, "Types of Personal Data") must be collected and processed by YES. The provision of certain personal data is therefore essential. If the data subject refuses to provide personal data, YES may not be able to provide services to the data subject.

The provision of personal data to YES is the responsibility of the data subject. They must ensure that the transmission of personal data is done appropriately and through secure means. Consent to the processing of your personal data is given when using the services provided by YES or the use of digital infrastructures (e.g., contacting, registering on a platform, applications, etc.). From this point onwards, YES processes the personal data provided.

3.1. Provision of Data via Third-party Applications

Offers and services provided by YES can be enhanced by digital solutions from independent third-party providers (e.g. easylearn, payment processing, newsletter subscriptions, etc.). YES ensures that the applications provided comply with data protection regulations but has no control over the further processing of the personal data shared.

The provision of information via applications from independent third-party providers (e.g. Dropbox, email services, WhatsApp, etc.) is the responsibility of the data subject. YES recommends carefully reviewing the privacy policy and any terms of use of the respective provider before sharing personal data.

3.2. Provision of Data by Third Parties

When using the services and offers of YES, certain personal data may be communicated by a representative (e.g., teacher, contact person, guardian, etc.). The representative providing the personal data must ensure that this is done knowingly and with the consent of the data subject and that it complies with legal requirements. YES ensures that only personal data provided with the consent of the data subject is further processed.

Where permitted and legally justified, YES also obtains data from authorities and publicly accessible sources (e.g., debt enforcement registers, land registers, commercial registers, press, internet, etc.) to supplement its services and offerings.

4. Types of Personal Data

The collection of personal data depends on the context in which the requested service is involved. In general, YES only collects personal data that has been communicated by the data subject or that has been gathered during the collaboration. The following categories of personal data may be collected:

- **Participants:** Contact details (name, e-mail, telephone number, etc.), demographic data (e.g., gender, date of birth, language, address, etc.), school and class affiliation, additional contacts (e.g., teacher, legal representative, etc.), image & video material, signature of the data subject, signature of the legal representative, any allergens, participation in programmes of YES and events, issued certificates, etc.
- **Contributors (Partners, Members, Volunteers, Alumni, etc.):** Contact details (name, e-mail, telephone number, address, etc.), demographic data (e.g., gender, date of birth, language, etc.), company, workplace address, role, potentially party affiliation, involvement in programmes and events, etc.
- **Users of Digital Platforms (e.g., Website, YES Platform, etc.):** Technical data (e.g., IP addresses, date and time of access, device details, etc.), forms (e.g., surveys, contact forms, applications, etc.), and other data communicated via input fields.
- **Others (e.g. interested parties, applicants, etc.):** Contact details (e.g. name, email, etc.), documents (e.g. applications, files, etc.), and additional information provided during contact or in the course of collaboration.

5. Purpose of Data Collection and Processing

YES processes personal data exclusively for specific, clearly defined purposes and always on a legally recognised basis.

5.1. Purpose of Data Processing

YES uses the collected personal data primarily to manage and further develop its service offerings, to ensure the quality of the programmes and to comply with legal obligations in Switzerland and abroad. Personal data may also be collected when contact is made in order to fulfil requests (e.g. support requests, information, applications, etc.).

The personal data provided is processed for a specific purpose and relates primarily to the following:

- Care and Management of Participants, Employees, Partners, and Other Stakeholders
- Care, Execution, and Development of Programme Offerings and Services
- Statistics and Controlling: Conducting possible analyses of programmes using the available personal data
- Communication of Information regarding the offers and services of YES with data subjects (e.g., annual report, newsletter, e-mail marketing, social media)
- Provision of Information to stakeholders (e.g., YES Alumni Council, partners, etc.) and, if necessary, third independent parties (event participants, media, etc.) to ensure the success of the programmes.
- Assertion of Legal Claims and Compliance with Legal Requirements

5.2. Fundamentals of Data Processing

Where a legal basis is required, YES processes personal data in particular on the basis of:

- **Performance of a contract or pre-contractual measures:** Processing is necessary in order to provide or prepare YES's services, programmes and offers (e.g. registration for a programme, running a competition, handling support enquiries).
- **Consent:** Where YES processes personal data for purposes beyond the performance of a contract (e.g. marketing communications, newsletters), this is done on the basis of the data subject's consent.
- **Legal obligations:** YES is obliged to retain or provide certain personal data in order to comply with legal requirements (e.g. accounting obligations, obligations to provide information to the authorities).
- **Overriding interests:** In certain cases, YES processes personal data on the basis of overriding private or public interests, provided this is compatible with the purpose of the data collection and proportionate (e.g. IT security, operation of the platforms, impact measurement and research, and the assertion or defence of legal claims).

5.3. Newsletter and Marketing

YES may inform individuals who have subscribed to a newsletter or other marketing communications, or who have given their consent as part of an existing relationship with YES, about events, offers, programmes or news from YES.
Individuals may opt against receiving marketing communications at any time, for example via the unsubscribe link in the relevant message or by sending an email to info@yes.swiss.

6. Retention and Deletion of Personal Data

YES processes and stores personal data in accordance with statutory retention and documentation obligations, as long as it is necessary for fulfilling contractual and legal obligations, for processing the intended purposes, or for the entire duration of the relationship with the data subject. For the purposes of long-term impact measurement and research, personal data relating to participation in an educational programme is retained for up to a maximum of 10 years.

Should a claim arise against YES, it is possible that personal data will be retained by YES for the entire duration of the proceedings. Furthermore, YES is entitled to retain personal data if legally required to do so or if legitimate interests demand it (e.g., for evidence or documentation purposes).

Personal data stored digitally or physically will exist as long as the aforementioned requirements and obligations are met. YES ensures through technical and organisational measures that personal data cannot be accessed by unauthorised persons (access control, access regulation, and user control). If there is a reason for deletion, the relevant personal data will be routinely anonymised or deleted.

7. Measures to Ensure Data Protection Compliance

YES adheres to principles that ensure data security (confidentiality, availability, integrity, and traceability). YES takes various technical and organisational measures to ensure data protection compliance when handling personal data.

7.1. Internal and External Communication

Information and personal data are communicated through designated applications (e.g., Outlook, platforms, etc.). YES ensures that communication is encrypted accordingly (e.g., TLS encryption, SSL encryption). However, in electronic communication, YES has no control over how the communication tools of the data subject are used. The data subject must ensure that appropriate security measures are taken.

7.2. Secure Operation of Platforms

To ensure the secure operation of the YES platforms (website, platforms, etc.), regular backups of servers, databases, applications, etc., are carried out, and updates and upgrades are implemented. Furthermore, measures are taken to ensure secure communication between the applications and the user through appropriate encryption techniques (e.g., SSL) and to obfuscate sensitive data (e.g., passwords).

7.3. Internal Policies

Through routine user controls, YES ensures that only authorised persons have access to stored information and that data protection compliance is always maintained. Additionally, continuous internal security audits, backups, training sessions, etc., are conducted to ensure that within the organisation personal data is handled securely.

The physical storage of documents and information containing personal data is the responsibility of the controller. This person ensures that personal data is not accessible to unauthorised persons and is stored securely.

7.4. Data Protection-Compliant Collaboration with Recipients of Personal Data

Collaboration with various stakeholders requires that they adhere to data protection regulations and treat all communicated personal data strictly confidential. YES ensures that the required standards are met and that any partners, service providers, contractors, and other third-party providers comply with Swiss data protection regulations.

8. Recipients of Personal Data

YES may transfer certain personal data to independent third parties that support or complement the service offering of YES. The communication of such data is conducted as necessary for the successful execution of activities and is limited to the minimum required.

8.1. Partners of YES

YES reserves the right to communicate purpose-specific information and personal data (e.g., name, contact details, gender, age, school, participation in programmes, etc.) to partners. Partners use the communicated information to support or complement the services of YES (e.g., awarding prizes, contacting individuals, reporting, etc.). The partners of YES are required to comply with current data protection regulations and treat personal data with strict confidentiality, unless otherwise agreed with the data subject.

8.2. Umbrella Organisations JA Worldwide and JA Europe

YES communicates certain personal data (e.g., name, gender, participation in programmes, etc.) for reporting purposes (e.g., programme participants, competition winners) to the umbrella organisations JA Worldwide (https://www.jaworldwide.org) and JA Europe (https://www.jaeurope.org). The umbrella organisations of YES process this personal data in accordance with the provisions of the General Data Protection Regulation (GDPR) and thereby extend the programmes of YES.

8.3. Service Providers and Contractors

Service providers may, under certain circumstances, have access to personal data in order to be able to fulfil their contractual relationship (e.g., platform development). Service providers and contractors are contractually obliged to comply with current data protection regulations and to treat personal data with strict confidentiality. They are only allowed to process data for pre-defined purposes and may not use it for their own purposes or disclose it to third parties.

8.4. Independent Third-Party Providers

Independent third-party providers can enhance the programmes and services of YES. YES only shares personal data necessary for the effective use of the requested application (e.g. email address, name, etc.) and provided by the data subject (e.g. through easylearn registration, newsletter sign-up, ticket purchase, etc.). YES ensures that cooperation with independent third-party providers complies with legal requirements, guarantees legal conformity, and is kept to a minimum.

8.5. Public

In certain circumstances, specific personal data provided to YES or collected during participation may be made publicly accessible. In all cases, an assessment of appropriateness is carried out. The communication of such information is reduced to the minimum necessary. Examples of the publication of personal data include:

- **Annual Report and Programme Materials:** Name, age, school, awards, and possibly image and video materials, etc.
- **Press Releases:** Name, age, school, participation details, awards, and possibly image and video materials, etc.
- **Publication on the Website of YES:** Name, school, participation details, awards, and possibly image and video materials, etc.
- **YES Platform Profile:** User profile based on input forms (e.g. name, age, school, etc.), participation records, and awards, etc.

8.6. Data Transfer and Transmission Abroad

Personal data will only be transferred to other independent recipients abroad with the consent of the data subject, if there is a legal basis, or if there is a major public interest.

YES's technical infrastructure, including the automated sending of system emails (e.g. confirmations, certificates, password resets), is partly operated by a data processor based in France; the data is processed within the EU. According to Annex 1 of the Ordinance on Data Protection, France has an adequate level of data protection. The processing is carried out on the basis of a data processing agreement.

9. Usage Analysis of Provided Platforms

To continuously improve the services of YES and ensure the regular operation of digital platforms, various tools are used to track user behaviour.

9.1. Third-Party Cookies

Through the use of third-party cookies (so-called "performance cookies") by YES, data on the use of the infrastructure provided (e.g. Website, platform, etc.) can be collected and tracked anonymously. Cookies allow, among other things, the analysis of user traffic and usage (e.g. length of stay, links visited, etc.). Cookies are used to operate and optimise YES's digital offerings and to continuously improve its offerings and services.

On the YES Website (yes.swiss), third-party cookies are only set after the Data Subject has consented to the relevant category in the cookie banner. The selection made can be changed at any time via the cookie settings.

On the YES platform (plattform.yes.swiss), the Data Subject is informed of the use of cookies by means of a banner on first access. The Data Subject can prevent cookies from being set at any time via their browser settings or delete cookies that have already been set. In this case, certain functions of the platform may be restricted.

YES uses the following third-party cookies:

- **Google Analytics** (Google Ireland Limited): Web analytics tool that uses cookies to collect information about how users interact with YES's digital offerings. Cookies set: "_ga" (distinguishing users, storage period 13 months) and "_ga_*" (session status per offering, storage period 13 months). (Website and platform)
- **YouTube** (Google Ireland Limited): YouTube videos are embedded on some pages. When a page is accessed or a video is played, YouTube sets its own cookies, including "__Secure-YEC", which are used for video playback and reach measurement. (Website, category "Marketing")
- **Meta Pixel / Facebook** (Meta Platforms Ireland Limited): The Meta Pixel records visits and interactions on YES's offerings in order to measure the effectiveness of advertising measures and to show users relevant content on Facebook and Instagram. Cookies set: "_fbp" (storage period 3 months) and, if the Data Subject reaches the offering via a Facebook advertisement, "_fbc" (storage period 3 months). (Website, category "Marketing")

When using these mentioned services, personal data may be transferred to the USA. YES's contractual partners are Google Ireland Limited and Meta Platforms Ireland Limited; processing is partly carried out by their parent companies Google LLC and Meta Platforms Inc. in the USA. Both companies are certified under the Swiss-U.S. Data Privacy Framework; standard contractual clauses are also in place.

9.2. System Cookies

The offerings provided by YES place cookies in the browser of the Data Subject. These cookies ensure that the Website and platform of YES can be used. These cookies are a prerequisite ("essential") for being able to use the offerings without restriction.

- **"cc_cookie":** Stores the selection made by the Data Subject in the cookie banner of the Website (consented categories, consent ID, time of consent and selected language) so that the selection is taken into account on a repeat visit (storage period 6 months). (Website)
- **"banner_closed":** The banner that opens automatically on every visit to the Website (see header) was closed (storage period: session). (Website)
- **"user_language":** Stores the language selected by the Data Subject so that the Website continues to be displayed in that language during further use (storage period: session). (Website)
- **"XSRF-TOKEN":** Security cookie to prevent cross-site request forgery attacks (storage period 2 hours). (platform)
- **"yes_platform_*_session":** Stores the current session of the Data Subject using the YES platform. The system thus recognises the user and can process their data and information accordingly (storage period 2 hours). (platform)
- **"_2fa_remember":** Stores that the Data Subject has already logged in on this device using two-factor authentication, so that the second factor does not have to be requested at every login (storage period 30 days). (platform)

9.3. Blocking Cookies

Each user has the option at any time to block the use of cookies through their browser. However, this may prevent the correct functioning and usage of the provided platforms. Here is a brief guide:

- **Google Chrome:** Click on the menu icon in the upper right corner of the browser and select "Settings." Choose "Privacy and Security" and then click on "Cookies and other site data." Cookies can be blocked or allowed, and exceptions can be added.
- **Safari:** Click on "Safari" in the menu bar and select "Settings." Click on "Privacy" and then "Cookies and website data." Cookies can be blocked or allowed, and exceptions can be added.
- **Microsoft Edge:** Click on the menu icon in the upper right corner of the browser and select "Settings." Choose "Cookies and site permissions" and then click on "Manage and delete cookies and site data." Cookies can be blocked or allowed, and exceptions can be added.

10. Rights & Obligations of the Data Subject

10.1. Rights of the Data Subject

Under applicable data protection law, data subjects have the right to access, rectify, or delete their personal data, as well as the right to restrict data processing and to object to the processing of their data by YES. Data subjects also have the right to request the transfer of their personal data to another entity (so-called data portability). Furthermore, they have the right to object to the disclosure of their data to other recipients such as partners, parent organisations, service providers, etc.

To exercise their rights, data subjects may send a written request to the data protection officer. The exercise of such rights generally requires the data subjects to clearly prove their identity and for there to be a legal basis for doing so, or for YES not to have a legitimate interest in retaining the data. Every data subject also has the right to enforce their claims in court[1] or file a complaint with the relevant data protection authority.

Data subjects should consider that YES reserves the right to enforce legally stipulated restrictions, such as when YES is obligated to retain or process certain data, has a prevailing interest in doing so (insofar as YES can claim such an interest), or requires the data for the enforcement of claims. Data subjects should also be aware that exercising the aforementioned rights may conflict with existing contractual agreements, potentially leading to consequences such as early termination of the contract, restrictions on the service offers of YES, or cost implications. In such cases, the data subject will be informed in advance.

10.2. Obligations of the Privacy Policy

The data subject must ensure that the handling of their personal data and any other type of provision of personal data is appropriate to the offers and services of YES and complies with data protection regulations. It is the data subject's responsibility to ensure that the communication of personal data occurs appropriately using secure tools. YES disclaims any liability arising from the improper handling of personal data by the data subject.

The data subject is fundamentally responsible for storing their data as well as documents issued by YES (e.g., certificates, participation confirmations, etc.) or any information communicated in relation to YES securely. YES disclaims any liability in the event of data or information loss by the data subject.

Should personal data be unlawfully disclosed or made public, the controller must be notified immediately so that appropriate steps can be taken to minimise damage and, if necessary, to pursue legal action.

[1] https://www.edoeb.admin.ch/edoeb/en/home.html

11. Changes to the Privacy Policy

YES reserves the right to make adjustments and changes to the privacy policy at any time without prior notice. Adjustments and changes will be made transparently and clearly marked. The current version of the privacy policy can always be found on the website of YES. The binding version of the privacy policy is the German-language version, which is available at yes.swiss.

11.1. History

ID	Release	Link
1	22.10.2026	Current version
2	14.08.2026	https://yes.swiss/documents/Allgemein/Datenschutzerkl%C3%A4rung-YES/Datenschutzerkl%C3%A4rung-YES_archiv/Data-Privacy-Policy-YES-Aug26.pdf
3	06.05.2026	https://yes.swiss/documents/Allgemein/Datenschutzerkl%C3%A4rung-YES/Datenschutzerkl%C3%A4rung-YES_archiv/Data-Privacy-Policy-YES-05.2026.pdf
4	26.11.2024	https://yes.swiss/documents/Allgemein/Datenschutzerkl%C3%A4rung-YES/Datenschutzerkl%C3%A4rung-YES_archiv/Data-Privacy-Policy-YES.pdf
5	03.09.2024	https://yes.swiss/documents/Allgemein/Datenschutzerklärung-YES/Datenschutzerklärung-YES_archiv/Data-Privacy-Policy-YES_03.09.2024.pdf
6	01.09.2023	https://yes.swiss/documents/Allgemein/Datenschutzerklärung-YES/Datenschutzerklärung-YES_archiv/Data-Privacy-Policy-YES_01.09.2023.pdf
7	Older version	https://yes.swiss/documents/Allgemein/Datenschutzerklärung-YES/Datenschutzerklärung-YES_archiv/Data-Privacy-Policy-YES-09.2021.pdf