

Table of contents

A. Purpose.....	2
B. Responsibility	2
C. Our promise to customers	2
D. Data processing by BLS Schifffahrt.....	4
1. For what purposes do we process your personal data?	4
2. Which data are stored and to what end are they used?.....	4
2.1. When purchasing services.....	4
2.2nd For the use of our website.....	5
2.3rd For the use of our web store	5
2.4. BLS Steamboat app	6
2.5th When making contact via the contact form or email	6
2.6th When contacting our customer service via telephone	6
2.7th When contacting us as part of a social media campaign	6
2.8th When using our Interlaken West station.....	7
2.9th When contacted by BLS Schifffahrt for marketing purposes.....	7
2.10. In connection with market research.....	8
2.11th Participation in competitions, prize draws and similar events	8
3. Will your data be passed on to third parties?.....	8
4. Will your data be disclosed abroad?.....	9
5. How long will your data be stored?.....	9
6. Data security	10
7. Do we use online tracking and online advertising technology?	10
8. What are social plug-ins and how are they used?	12
9. Displaying adverts on our internet pages and in our apps	12
10. What rights do you have?	12
11. Changes to the data privacy statement	13
E. Updates.....	13

A. Purpose

This data privacy statement informs you about what we do with your data when you visit www.bls-schiff.ch, other websites we operate or use our apps (hereinafter collectively referred to as "website"), make use of our products or services, are otherwise associated with us in the scope of a contract, communicate with us, or have any other dealings with us. Where necessary, you will receive prompt written communication from us about additional processing activities not mentioned in this data privacy statement. In addition, we can inform you separately about the processing of your data, e.g., in declarations of consent, contractual conditions, additional data privacy statements, forms, and notes.

B. Responsibility

BLS Schifffahrt Ltd., Lachenweg 19, 3604 Thun, hereinafter referred to as "BLS Schifffahrt", is responsible in accordance with data protection law for the data processing described in this data privacy statement unless otherwise communicated in individual cases, e.g., in other privacy policies, forms, or contracts.

Furthermore, as a transport service provider, we are required by law to perform what is known as the "National Direct Service" (NDS). For this purpose, an exchange of certain data takes place among the transport service providers (TSPs) and public transport partners (see overview [here](#)) as well as third parties that sell public transport products, and these data are stored centrally in the databases operated jointly by all TSPs and public transport partners. Consequently, we are responsible for individual data processing together with these TSPs and tariff associations. You can reach us at the following for all your concerns relating to data protection and in order to exercise your rights in accordance with point 10:

BLS Ltd.
Legal / Data Protection
Genfergasse 11, 3001 Bern
datenschutz@bls.ch

In addition, we have appointed the following data protection representatives in the EU in accordance with Art. 27 GDPR:

Swiss Infosec (Deutschland) GmbH
Friedrichstrasse 123, 10117 Berlin

C. Our promise to customers

BLS Schifffahrt is a public transport operator in Switzerland. Public transport operators handle customer data on the basis of trust.

The protection of you personally and your privacy is an important concern for us as public transport operators. We guarantee that we will process your personal data in accordance with the applicable provisions of data protection law.

The public transport operators set an example for the trustworthy handling of your data with the following principles:

You make your own decisions about the processing of your personal data.

Within the legal framework, you can refuse and/or withdraw your consent to data processing or have your data deleted at any time. You always have the opportunity to travel anonymously, without the collection of your personal data.

We offer you added value when processing your data.

The public transport operators exclusively use your personal data to offer you added value along the mobility chain (e.g. tailored offers and information, support or compensation in the event of service disruption). Your data will be used exclusively for the development, delivery, optimisation and evaluation of our services or for the maintenance of the customer relationship.

Your data will not be sold.

Your data will only be disclosed to selected third parties listed in this data privacy statement and only for the explicitly stated purposes. Where we commission third parties with data processing, they will be obliged to adhere to our standards pertaining to data protection law.

We guarantee that your data will be secure and protected.

The public transport operators guarantee the conscientious handling of customer data and that your data will be secure and protected. We ensure that the necessary organisational and technical precautions for this are in place.

In the following, you will receive detailed information on how we handle your data.

D. Data processing by BLS Schifffahrt

1. For what purposes do we process your personal data?

We are aware that conscientious handling of your personal data is important to you. All data processing is only carried out for specific purposes. This could result from, for example, technical necessity, contractual requirements, legal provisions, prevailing interests, i.e. legitimate reasons, or your express consent. We collect, store and process personal data where this is necessary, for example, for initiating, managing and handling the customer relationship, communication with you, marketing purposes and relationship management, as well as for market research and the further development of services and products.

That way, some of your personal characteristics can be automatically evaluated for the purposes mentioned above ("profiling"), if we want to determine preference data, but also to identify misuse and security risks, perform statistical evaluations or for operational planning purposes. We can also create profiles for the same purposes. This means we can combine behavioural and preference data but also master and contract data and technical data assigned to you to better understand you as a person with your various interests and other characteristics. However, we can also create anonymous mobility profiles for you and – with your consent – personalised mobility profiles.

In certain situations, for reasons of efficiency and the uniformity of decision-making processes, it may be necessary that we automate discretionary decisions that affect you and have legal implications or possibly significant disadvantages ("automated individual decisions," such as the automatic acceptance of orders by our web store). In this case, we will inform you accordingly and ensure compliance with measures required by the applicable law.

For detailed information of which data are processed for which purposes, please read the following sections.

2. Which data are stored and to what end are they used?

2.1. When purchasing services

For contractual reasons, online orders and/or the purchase of certain services and products, we require personal information to provide our services and process the contractual relationship. An example is the purchase of a travel card or single ticket.

We collect the following data when you purchase personalised services – depending on the product or service:

- personal photo
- gender, name, email address of the purchaser and/or travelling person
- additional information such as postal address, date of birth
- telephone number
- method/means of payment
- consent to the GTCs

In order to process the contractual relationship, we also collect data relating to the services purchased by you ("service data"). These include – depending on the product or service – the following information:

- type of product or service purchased
- price
- place, date and time of purchase
- sales channel (internet, vending machine, at the counter etc.)
- travel date or duration of validity and departure time

- departure point, destination and itinerary

To ensure that we are always able to reach you by post, we match your address with a service provider and update it if necessary.

The legal basis for this data processing is the necessity for executing the contract.

Data that are generated by the purchase of services will be processed by BLS Schifffahrt, stored in a central database and processed for additional purposes, which include marketing and market research. Moreover, the data are used within the scope of ticket inspection in order to identify the owner of a personalised ticket and to avoid any misuse of said ticket. Data are also used for the provision of our after-sales service to identify and assist you in the event that you have any concerns or difficulties and to process any compensation claims. Finally, data are used to ensure fair distribution of the revenue generated by the sale of tickets among transport service providers and affiliates of the National Direct Service.

Our legitimate interest forms the legal basis for this data processing.

2.2nd For the use of our website

When visiting our website, the servers of our hosting provider temporarily save each access as log data. The following technical data is collected in this context:

- IP address of the requesting computer
- date and time of access
- web pages, from which the access takes place, where applicable with search word used
- name and URL of the data retrieved
- executed search queries (timetable, general search function on the website, products, etc.)
- the operating system of your computer (provided by the user agent)
- the browser you have used (provided by the user agent)
- device type in the event of access via mobile phone
- transmission protocol used

The collection and processing of these data contribute to system security and stability and error and performance analysis, which enables our hosting provider to optimise our internet offering. In addition, this enables us to configure our website in accordance with the specific target group, i.e., to provide targeted content or information that may be of interest to you.

The IP address, together with other data, will be evaluated for the purposes of clarification and defence in the event of attacks on the network infrastructure or other prohibited or improper use and, if necessary, used in criminal proceedings to identify and take civil and criminal action against the users in question.

Finally, when you visit our websites, we use cookies in addition to applications and tools that are based on the use of cookies. More detailed information can be found in the sections on cookies, tracking tools, advertising and social plug-ins within this data privacy statement.

Our legitimate interest forms the legal basis for this data processing.

We can make no guarantee for compliance with data protection regulations for external web pages that are linked to our website.

2.3rd For the use of our web store

The following information is collected in our web store in connection with orders:

- name, email address of the purchaser

- address (billing address)
- telephone number
- ordered product (article number, validity, class)
- travellers
- reference number
- order date
- means of payment

You can find additional data protection provisions in the data privacy statement of TREKKSOFT AG, Hauptstrasse 15, 3800 Matten, which you can view [here](#) as well as the data privacy statement of Idea Creation GmbH, Walchestrasse 15, 8006 Zürich, which you can view [here](#).

2.4. BLS Steamboat app

The BLS Steamboat virtual reality app contains extensive information about the steamboat and shipping. This information can be displayed in the app, regardless of location, but also via QR code directly on the Blümlisalp and Lötschberg steamboats. In addition, the app contains a virtual steamboat model and steam engine model that can be visualised in its current location using augmented reality and the mobile device.

The conditions on data protection for the acquisition and use of the BLS Steamboat app can be found in the GTCs of the BLS Steamboat app, Clause 7, which you can view under this link [here](#).

2.5th When making contact via the contact form or email

You have the opportunity to get in touch with our customer service via a contact form or email. The following personal data must be entered as a minimum when contacting us via the contact form:

- form of address, last name, first name
- Email address

We use these and other voluntarily supplied data (in particular the address, telephone number and company) to answer your query in the best possible, personalised manner. Moreover, we may use the information you provide to our customer service via contact form or email for internal analytical purposes or the improvement of our services. Any voluntary information on how you became aware of our offer will also be used for internal statistical purposes.

The legal basis of this data processing is our legitimate interest or, if your contact is aimed at the conclusion of a contract, the implementation of the pre-contractual measures requested by you.

2.6th When contacting our customer service via telephone

If you contact our customer service via telephone, your conversation may be recorded for training purposes and stored together with your telephone number and the time of the call. You will be informed of the recording of the conversation at the beginning of the call, where applicable.

The legal basis of this data processing is our legitimate interest or, if your contact is aimed at the conclusion of a contract, the implementation of the pre-contractual measures requested by you.

2.7th When contacting us as part of a social media campaign

If you use social media, BLS Schifffahrt may run advertising campaigns that are visible on your user profile based on your consent to the social media provider. You have the option of contacting BLS Schifffahrt in the course of these campaigns. If you contact us, we will use the following personal data that we received as part of your consent from the social media provider:

- form of address, last name, first name
- email address

We use this data exclusively to send you the information requested when you contacted us, and the legal basis of this data processing is the consent given when you contacted us.

2.8th When using our Interlaken West station

BLS Schifffahrt monitors the Interlaken West station using video cameras. This is based on Art. 55 of the Passenger Transport Act (PTA) and the implementation provisions in accordance with the Ordinance on CCTV Surveillance of Public Transport (PT-CCTVO). Video surveillance serves to protect customers, the operation and infrastructure.

The video surveillance records image signals that enable the identification of individuals. The recordings are centrally stored. All recordings are stored for a maximum of 10 days and then automatically deleted. Recordings are only backed up when incidents have been identified. Instructions to back up and the backing up of recordings themselves may only be initiated and/or carried out by clearly defined functions within BLS Schifffahrt.

Backed-up recordings containing personal data will, as a rule, be evaluated on the next working day; as an exception for operational or technical reasons, this may take place within two additional working days. Evaluations take place in the following cases:

- in the event of security and vandalism;
- based on the orders of authorities;
- upon requests for information from affected persons.

The evaluation will be exclusively carried out by the responsible authorised functions within BLS Schifffahrt.

Backed-up recordings will be stored in such a way as to protect them from unauthorised access. The recordings will be deleted 100 days after their creation at the latest unless disclosed in accordance with the following.

Recordings will only be disclosed to the following authorities:

- the prosecuting authorities of the Confederation and cantons;
- the authorities to whom BLS Schifffahrt reports or pursues legal claims.

Disclosure will only take place where this is necessary for the proceedings. In the case of disclosure, the recordings shall be retained until the formal conclusion of the legal proceedings.

2.9th When contacted by BLS Schifffahrt for marketing purposes

Provided that you do not withhold your consent, we will use the following for marketing purposes: your customer data (in particular name, gender, date of birth, address, customer number, email address), your service data (in particular data about services used by you such as travel cards or single tickets) as well as your click behaviour on our web pages or in emails that you have received from us. With regard to the evaluation of click behaviour, please see the section on tracking tools.

We evaluate this data to further develop our offering in line with requirements and show or provide you with the most relevant information and offers (via email, letter, SMS, push notification in the app and personalised teasers on the web, in person at the counter). To this end, we use only the data that can be unequivocally assigned to you. In addition, we implement methods that predict your future potential purchasing behaviour on the basis of your current purchasing behaviour.

The legal basis for this processing is our legitimate interest. In certain cases, under strict provisions, contact may also be made by the SBB or another company affiliated with the National Direct Service. Please see also the reference in the section "General responsibility within public transport."

You are free to decline attempts made by us to contact you at any time. In this regard, the following options are at your disposal:

- Every email that you receive from us or another public transport company contains a link that you can click on to unsubscribe from further messages.
- Likewise, you can subscribe or unsubscribe via schiff@bls.ch.

Please also be aware of the information on your right to object with regard to the evaluation of click behaviour in the section on tracking tools.

2.10. In connection with market research

We regularly carry out market research to continuously improve the quality of our services and offers. Consequently, we may use your contact details to invite you to take part in surveys.

In general, all information provided by you in the context of BLS Schifffahrt market research is exclusively evaluated in an anonymised form. Participation in BLS Schifffahrt market research is voluntary. Conclusions about the identity of the participants are neither possible nor intended. By taking part in surveys, you are consenting to this use of data in each case.

If you would prefer not to receive such invitations, you can opt-out of receiving invitations to surveys via schiff@bls.ch.

The legal basis for this processing is our legitimate interest.

2.11th Participation in competitions, prize draws and similar events

If we organise competitions, prize draws and similar events, we will process personal data, such as your contact details and information about your participation, for the purpose of organising the competitions and prize draws and, where applicable, communicating with you in this regard. Further details can be found in the relevant conditions of participation.

3. Will your data be passed on to third parties?

We will pass on your personal data to third parties in Switzerland and abroad in connection with our contracts, the website, our products and services, our legal obligations or for the protection of our legitimate interests and the further listed purposes. The third parties include the following categories of recipients in particular:

- **Group companies:** You can find a list of group companies [here](#). Group companies may use the data in accordance with this data privacy statement for the same purposes as we do.
- **National Direct Service companies:** Furthermore, as a public transport company, we are required by law to perform certain transport services with other transport operators and affiliates ("National Direct Service"). To ensure that your journey can take place seamlessly, personal identification and contact information are shared and transmitted within the organisation known as the National Direct Service (NDS) for the following purposes. The NDS is an association of more than 240 transport service providers (TSPs) and public transport partners.
 - bringing you from A-B
 - ticket inspections
 - after-sales services
 - revenue sharing
 - single sign-on (SSO)
 - collective marketing (in limited frameworks). Insofar as an attempt is made to contact you to this end, this will be undertaken by BLS. An attempt to contact you by other TSPs and partners within the NDS will only take place in exceptional

cases and under strict provisions and only if evaluation of the data shows that a particular public transport offer could provide you added value as a customer. An exception to this rule is contact by SBB. SBB manages the marketing mandate for National Direct Service (NDS) services (e.g. GA travelcard and half fare) and may regularly contact you in this capacity.

- **Service providers:** We work with service providers in Switzerland and abroad who process data about you on our behalf or in joint responsibility with us, or who receive data about you for which they are solely responsible (e.g. IT providers, shipping companies (such as Swiss Post), address management service providers, marketing service providers, including providers of tracking tools, social plug-ins and advertising, as well as market research service providers, security companies, banks, insurers or among the service providers consulted for the website). Our central service providers in the area of IT and customer management are Microsoft Ireland Operation Limited and Zendesk, Inc. San Francisco, USA.
- **Contractual partners:** Recipients also include contractual partners with whom we cooperate in the following areas and to whom we consequently pass on data about you:
 - issuers of season passes
 - Leisure partners in connection with the use of joint offers
 - service providers in connection with the arrangement of travel or in the event of cross-border travel
- **Authorities:** We may forward personal data to government departments, courts or other authorities in Switzerland and abroad if we are legally obliged or authorised to do so or if we deem this necessary in the protection of our legitimate interests. The authorities are solely responsible for any processing of the data about you that they receive from us.

4. Will your data be disclosed abroad?

As explained in Clause 3, we also disclose your data to other organisations. These organisations are not exclusively based in Switzerland. Consequently, your data may be processed in both Europe and in a third country.

If a recipient is situated in a country without appropriate legal data protection, we contractually require the recipient to adhere to applicable data protection standards (to this end we use the revised standard contractual clauses of the European Commission, which can be viewed [here](#)), insofar as the recipient is not already subject to a legally recognised set of regulations for ensuring data protection and we cannot rely on an exemption clause. An exception may apply in particular in the case of legal proceedings abroad, but also in cases of overriding public interests or if the processing of a contract requires such disclosure, if you have consented to the disclosure, or if it is a matter of data that you have made generally accessible and to the processing of which you have not objected.

5. How long will your data be stored?

We only store your personal data for as long as is required:

- to perform the services that you have requested or to which you have given your consent to the extent that is laid out in this data privacy statement;
- in order to use the tracking services mentioned in this data privacy statement within the scope of our legitimate interest.

Contractual data is stored by us for a longer duration, since this is required by legal data retention obligations. Retention obligations that oblige us to retain data are based on accounting regulations and tax law regulations. Further processing of the data will be restricted if and to the extent to which the data is no longer needed to carry out services for you. This means that the data may then only be used to comply with our retention obligations.

6. Data security

To protect your personal data that we have stored, we operate suitable technical and organisational security measures against manipulation, partial or total loss and unauthorised access by third parties. Our security measures are subject to continuous improvement in line with technological developments. We, likewise, take internal data protection very seriously. Our employees and external service providers commissioned by us are obliged to maintain confidentiality and comply with data protection regulations. We take reasonable precautions to protect your data. However, the transmission of information via the internet and other means is always subject to certain security risks, and we can offer no guarantee for the security of information that is transmitted in this way.

7. Do we use online tracking and online advertising technology?

We use a variety of technologies on our website that enable us and third parties commissioned by us to recognise you when you use our site and, in some circumstances, track you across multiple visits. We inform you about these technologies in this section.

In essence, our aim here is to distinguish accesses by you (via your system) from accesses by other users to ensure that we can guarantee the functionality of the website, carry out evaluations and personalise user experiences. In doing so, we do not wish to infer your identity to the extent that we or third parties commissioned by us can identify you through combination with registration data. Even without registration data, however, the technologies used are configured in such a way that you are recognised as an individual visitor each time you access the site, for example, through the allocation of a specific recognition number ("cookie") to you and/or your browser by our server (or the servers of third parties).

These are managed using the following consent management tools:

Piwik PRO GmbH, Kurfürstendamm 21, 10719 Berlin

You can configure your browser in such a way that certain cookies or alternative technologies are blocked, tricked or existing cookies are deleted. You can also enhance your browser with software that will prevent tracking by certain third parties. You will find further information about this on the help pages of your browser (usually under the keyword "data protection") or on the website of third parties that we have listed below.

Cookies are sorted into the following categories:

- **Necessary cookies:** Some cookies are necessary for the functioning of the website as a whole or for specific functions. They ensure that, for example, you are able to switch between pages without losing data you have input into a form. They also ensure that you stay logged in. These cookies are temporary. If you block them, it is possible that the website will not function. Other cookies are necessary to ensure that the server can store decisions or inputs made by you during a session (i.e. a visit to the website) for next time, if you select this function (e.g. selected language, given consent, automatic login function, etc.). These cookies have an expiry date of up to 12 months.
- **Analytics cookies:** We use cookies to optimise our website and the corresponding offers and better align them with the needs of users and to record and analyse how our website has been used (under certain circumstances after the session has ended). To this end, we use third-party analytics services. We have listed these below. We require your consent before we use such cookies. Analytics cookies have an expiry date of up to 10 years.
- **Marketing cookies:** We and our advertising partners have an interest in ensuring advertisements are displayed according to the target group, i.e. only showing adverts – to the greatest possible extent – to those we would like to approach. We have listed our contractual advertising partners below. To this end, we and our contractual advertising partners use cookies – with your consent –

with which viewed content or concluded contracts can be recorded. This enables us and our contractual advertising partners to show adverts on our website that we assume that will be of interest to you but also on other websites that show adverts from us and/or our contractual advertising partners. Depending on the situation, these cookies have an expiry date of several days to 12 months.

- **A/B testing and personalisation:** The data are used in order to adapt our website to your personal needs and show you more relevant content.

You can withdraw your consent to these cookie settings at any time on our website down in the footer area on the right side under "Cookie settings".

Currently, we are using the offers of the following service providers and contractual advertising partners (insofar as they use data from you and/or cookies stored on your computer for advertising purposes):

- **Piwik PRO Analytics Suite:** Piwik PRO GmbH (headquartered in Germany) is the provider of the service Piwik PRO Analytics Suite that focuses on the user's private sphere and data security and is tailored to the needs of organisations in the private and public sector. The tool contains the modules "Analytics", "Tag Manager" and "Consent Manager" and is fully compliant with GDPR. User behaviour on the website is tracked with Piwik PRO Analytics (sessions, number of page views, entry and exit pages, custom conversions such as purchases, session duration, etc.). The reports generated on the basis of the user behaviour serve as a basis for us to improve the user experience on our website.
- **ClickDimensions:** ClickDimensions is a marketing automation solution specially developed for Microsoft Dynamics. ClickDimensions is seamlessly integrated into Microsoft Dynamics 365 CRM. Microsoft Ireland Operations Limited (headquartered in Ireland) is the provider of the service and functions as the order processor. Microsoft Ireland Operations Limited relies on ClickDimensions LLC (headquartered in the USA) as its order processor for this purpose. ClickDimensions enables the analysis, planning, organisation, implementation and control of marketing measures. The primary functionality of ClickDimensions lies in email marketing. By using ClickDimensions, emails can be created, sent and tracked. After a marketing email has been sent, information is available in real-time that allows conclusions to be drawn about which recipients have, for example, visited a website and what they were interested in.

You can find further information [here](#).

- **Web Beacon:** We use the email marketing services of third parties when sending emails. Consequently, our emails may contain what is known as a web beacon (tracking pixel) or similar technological tools. A web beacon is an invisible graphic the size of a single pixel that is linked to the user ID of the respective email subscriber.

For each newsletter/email sent, there is information on the address file used, the content, the subject and the number of emails sent. In addition, it is possible to see which addresses have yet to receive the email, to which addresses the email was sent, and to which addresses the email failed to send. In addition, the opening rate, including information on which addresses have opened the email and which addresses have unsubscribed from the distribution list are discerned.

The utilisation of appropriate services enables the evaluation of the information listed above. In addition, click behaviour can also be recorded and evaluated. We use these data for statistical purposes and optimising the content of our messages. This enables us to better align the information and offers in our emails with the individual interests of the respective recipients. The web beacon is deleted when you delete the email.

If you would like to prevent the use of the web beacon in our emails, please configure your email program in such a way that no HTML is displayed in messages, if this is not already the default setting. You can find example instructions for how to do this [here](#).

8. What are social plug-ins and how are they used?

We may operate pages and other online presences ("fan pages," "channels," "profiles," etc.) on social networks and other third-party platforms and collect data about you as described in Clause 2 and below. We receive these data from you and the platforms if you come into contact with us via our online presence (e.g., if you communicate with us, comment on our content, or visit our pages). At the same time, the platforms evaluate your use of our online presences and connect these data with additional data known about you to the platform (e.g., about your behaviour and preferences). They also process these data for their own purposes, for which they are solely responsible, in particular for marketing and market research purposes (e.g. to personalise adverts) and to configure their platforms (e.g. which content they show to you).

We receive data about you if you communicate with us via online presences or view our content on the corresponding platforms, visit our online presences or are active within them (e.g. publishing content, leaving comments). These platforms also collect data from or about you including technical data, registration data, communication data, behavioural data, and preference data, among others. These platforms regularly statistically evaluate the ways in which you interact with us, how you use our online presences, our content or other parts of the platform (what you look at, comment on, "like", forward, etc.) and connect these data with additional information about you (e.g. information about your age and gender and other demographic information). In this way, they also create profiles about you and statistics on the use of our online presences. They use these data and profiles to present our or other adverts and other content to you on the platform in a personalised way and to control the behaviour of the platform but also for market and user research and to provide us and other parties with information about you and the use of our online presence. We can partially control the evaluations that these platforms create with regard to the use of our online presences.

We process these data for the purposes described in Section 2, in particular for communication, marketing purposes and market research. We may forward content published by you (e.g. comments on an announcement) ourselves (e.g. in our advertising on the platform or elsewhere). We or the operators of the platforms may also delete or restrict content originating from or shown to you in accordance with usage guidelines (e.g. inappropriate comments).

Please see the data privacy statements of the platforms for further information on processing done by the operators of the platforms. There you will also see in which countries these platforms process your data, which rights to information, deletion and other rights you have as a data subject and how you can exercise these or receive further information. Currently, we use the following platforms:

- Facebook: We operate a [Facebook page](#). For users based in Europe, the responsible entity for operating the platform is Facebook Ireland Ltd., Dublin, Ireland. Their data privacy statement can be found [here](#) .
- Instagram: We have an [Instagram page](#). For users based in Europe, the responsible entity for operating the platform is Facebook Ireland Ltd., Dublin, Ireland. Their data privacy statement can be found [here](#) .
- YouTube: We have a [YouTube channel: BLS Schifffahrt](#). For users based in Europe, the responsible entity for operating the platform is Google Ireland Ltd., Dublin, Ireland. Their data privacy statement can be found [here](#) .

9. Displaying adverts on our internet pages and in our apps

We do not use third party providers (ad servers) to place and use personalised adverts on our web pages and in our apps.

10. What rights do you have?

With regard to your personal data, you have the following rights:

- You can request information about your stored personal data.
- You can request a correction, completion, restriction of use, or deletion of your personal data. The use of data will be restricted as opposed to deleting the data outright if there are legal obstacles to deletion (for example, legal obligations to retain data).
- You may request that we provide certain personal data in a commonly used electronic format or transfer it to another controller.
- If you have set up a customer account, you can delete this or request that it be deleted.
- You can decline the use of your data for marketing and market research purposes.
- You can withdraw your consent at any time with effect for the future.
- In the case of automated, individual decisions, you have the right to express your point of view and request that the decision in question be reviewed by a natural person.

If you wish to exercise the above-mentioned rights against us or one of our group companies, please contact us in writing or send us an email; our contact information can be found in Section B. In order for us to rule out any potential misuse, we must identify you (e.g. with a copy of your ID, if this is not possible via any other method).

If you do not agree with our handling of your rights or data protection, please communicate this to us. In particular, if you are located in the EEA, in the United Kingdom or in Switzerland, you also have the right to complain to the data protection supervisory authority within your country.

You can find a list of the authorities within the EEA [here](#).

You can reach the supervisory authority of the United Kingdom [here](#).

You can reach the supervisory authority of Switzerland [here](#).

11. Changes to the data privacy statement

Changes to this data privacy statement may be necessary from time to time. BLS Schifffahrt reserves the right to amend this data privacy statement at any time with effect from a future date. The version published on this website is the currently applicable version.

E. Updates

Last updated: November 2022