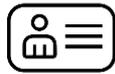


## Privacy Notice

**Last Amended: 21 September 2021**



General Data



Financial Data



Provided Data



Received Data



Marketing



Data Transfers



Worldwide

The Family Business Network International («FBN International»; «we») helps business-owning families to network and share experiences about the distinctive challenges and opportunities they face. To that end, we build on and maintain relationships of trust among FBN International, its local FBN member associations, and its members. Data protection and data security, too, are matters of trust. Therefore, we process your personal data (also referred to as personally identifiable information) responsibly, in accordance with the applicable laws, and as described in this Privacy Notice.

### Content of this Privacy Notice

In this Privacy Notice, we explain how we collect and process your personal data when you visit [fbn-i.org](http://fbn-i.org) («Website»), use the FBN CONNECT member platform, register for or participate in our events, or contact us to inquire about our services.

### Controller of the data processing

FBN International is the controller of the data processing described in this Privacy Notice. If you have any questions or would like to exercise your statutory data protection rights, please contact us at [privacy@fbn-i.org](mailto:privacy@fbn-i.org) or write to: FBN International, Chemin de Bellerive 23, P.O. Box 915 1001 Lausanne Switzerland.

Please note that your Local Membership Association is the controller in relation to the processing of your personal data in connection with your membership in the Local Membership Association or participation in activities of your Local Membership Association. Please revert to the privacy notices of your Local Membership Association for further information on their processing of your personal data.

### Personal data we process when we communicate with you or provide our services

We collect and process the information you provide to us if you,

- contact us via email, by phone, or by using the contact form provided on the Website,
- Apply to join FBN International as member through a local Member Association or through FBN World,
- register to use the FBN CONNECT member relations platform, or
- register for an event organized by FBN International or local Member Association.

This regularly includes personal data, such as your first name, last name, (business or personal) email address, telephone number and information about your role in the business or organization you work for or represent.

If you order paid services, register for paid events, or in order to allow your local Member Association to invoice the membership fees, we also request financial data relating to you as an individual or to your business, e.g. your preferred payment method and billing address.

As part of a membership application, we will also ask you to describe your business and provide supplementary information such as the year in which the business was founded and the number of employees. This typically is not information that individually identifies you as a natural person, but rather your business. Even if this is not considered personal data in most jurisdictions, we store and use this information responsibly and in good faith, as if it were personal data.

Once you become a member, some of this information is displayed in our member only portal (FBN CONNECT), on which we create a profile for you and grant you access to the portal. The following are required fields we ask you to complete in order for us to maintain your membership in the FBN International community:

- Name
- Family business
- Country of family business
- Member Association
- Title and organization
- Community FBN
- Generation
- Country of residence
- City of residence
- Industry
- Gender
- Member since

In addition, you may complete the following optional fields:

- Email
- Phone number
- Year of birth
- Address
- Speaker
- Social media
  - Facebook
  - LinkedIn
  - Skype
  - Instagram

You have the option to choose some this personal and family business information to be displayed to others in our member portal.

We also process personal data that we receive from third parties, including from other Member Associations or from other business members. This regularly includes personal data received in correspondence or meetings with these members or with partners of FBN International, such as your name or information about your role at your company.

### **Attending an event organized by FBN International or a local Member Association**

FBN International and its local Member Associations organize events for networking, education and training. If you register for a program or event organized by FBN International, we or (on our behalf) our partners will ask for information we need to manage your participation in the event.

This will regularly include your contact details such as your first name, name, address, email address and phone number, your profession, the business you work for or represent, your payment information as well as your role at the event (e.g. speaker or attendee). You also have the opportunity to indicate individual

requirements, e.g. those referring to diet or mobility, so that we can do our best to accommodate them. Furthermore, we or (on our behalf) our partners may produce photographs, videos or audio recordings from the event in order to inform about FBN International and our events in the best possible way. You may tell us or our partners prior to the event if you do not wish to be photographed or recorded.

Note that FBN International is a network of regional and local FBN member associations. In addition to global events organized by FBN International, each member association organizes and coordinates its own events. Some of these events may also be announced and promoted on FBN International's Website. Please note that the respective FBN member association that organizes the event and not FBN International is the controller in relation to the processing of your personal data in connection with your registration for and participation in such local or regional events. Please refer to the respective member association's privacy notice.

## **Making available and using our Website and the FBN CONNECT platform**

### *Informative use*

You can find out about FBN International and our range of services on the Website without telling us who you are. As with any connection to a web server, the server on which we provide the Website and the FBN CONNECT platform automatically logs and stores certain technical data. This includes the IP address, the date and time of access and other information that your browser sends when you access a website or online platform (e.g. browser name and version, operating system, preferred language).

### *Use of the FBN CONNECT platform*

We operate the FBN CONNECT, a platform where members can find events, resources and other members, which facilitates the exchange of know-how and sharing of experiences about the distinctive challenges and opportunities our member businesses face. When you register as a user on the FBN CONNECT platform, we collect the information you provide to us. This includes general personal data such as name and contact details as well as personal data that you or other users enter, upload, generate, store and process when using the FBN CONNECT platform.

### *Web analytics*

We use web analytics to evaluate the use of the Website and to obtain information for its optimization. The web analytics service we use – Google Analytics – is a web analytics service provided by Google LLC. Google uses cookies to evaluate the use of the website, to create reports about it and to provide other web analysis services for us. We use Google Analytics only with IP anonymization enabled. This means that your IP address is shortened before it is transferred to servers of Google in the U.S. We cannot identify you based on the data collected via Google Analytics. You can prevent Google Analytics from using your data by downloading a browser add-on to disable Google Analytics. The web analytics service we use collects and stores user data using cookies.

### *Note on the use of cookies*

We use cookies, tags and similar technologies on the Website to provide you with the best possible user experience and to help us improve the Website. Cookies are text files that are downloaded to your computer or mobile device when you visit a website or use an app.

Some of the cookies we use are necessary in order to make available certain features of the Website (namely the integration of YouTube videos). Furthermore, we use cookies to analyze the use of the website with Google Analytics and to obtain information for the optimization of the website. More about Google Analytics and your choices in this regard can be found above. Also, you will find out more about our use of cookies if you interact with our cookie preferences tool implemented on the Website.

You can set your browser not to accept cookies or to ask each time before storing a cookie. You can also delete cookies on your device by using the corresponding function of your browser. In addition, you have the option to inform us of your preferences regarding the acceptance of cookies via the cookie preference tool used on the website.

## **Use and optimization of our member communications**

If you are interested in receiving communications about or communities or other FBN activities, we utilize the information you provided to us via FBN CONNECT.

We use analytics services to measure and analyze the use of our member communications. The analytics services collect and analyze usage data such as the number of member communication recipients who have opened the communications or clicked on certain articles. We receive evaluations based on this data. These allow us to optimize our communications and provide you with content that interests you.

If you click on the opt-out link at the end of the communications, we will no longer measure and analyze your use of the communications you opt out of in the future. You can let us know at any time that you would like to stop receiving our communications in the future, except for a number of mandatory institutional communications that are required in the context of your continued membership in FBN International and your local member association. To do so, please activate the unsubscribe link at the end of the communications.

## **For what purposes we process your personal data and on which basis**

We process your personal data primarily to inform about our services, and to provide, document and bill our services (including our membership services and events) in accordance with our contractual and legal obligations.

We also process your personal data for the following additional purposes:

- answering your inquiries and communicating with you
- making available the website
- making available the FBN CONNECT platform
- customizing our services and contents to your interests
- facilitating networking amongst members
- marketing and informing about our events and other developments at FBN International
- complying with legal obligations
- enforcing legal claims.

We have a legitimate interest in the data processing described here that corresponds to the mentioned purposes. Some processing is also necessary for us to comply with our contractual or legal obligations (e.g. data retention obligations). On this basis, we process your personal data if and to the extent applicable data protection law requires a legal basis or justification for the lawfulness of the data processing in general or for specific processing activities.

## **How we store and protect your personal data**

We store your personal data only to the extent and for as long as necessary to fulfill the purposes described in this Privacy Notice or to comply with legal obligations.

In the interest of the integrity and confidentiality of personal data, we take appropriate technical and organizational measures. In particular, we implement physical and logical access controls and procedures for the regular review, assessment and evaluation of the effectiveness of the measures in accordance with our risk assessment.

## **With whom we share your personal data**

In order to achieve the purposes described in this Privacy Notice, it may be necessary for us to disclose your personal data to other companies that decide themselves how to use the data. The categories of recipients are as follows:

- Local FBN member associations
- FBN members

- Representatives of FBN members
- Content partners who are co-hosting events to which you have registered
- Our external service providers for the purpose of event registration and our FBN CONNECT development and hosting partners
- Authorities and courts (where applicable)

### **Place of processing**

FBN International itself processes your personal data primarily within Switzerland and the EU. At the same time, FBN International cooperates with FBN member associations and has members in countries worldwide (including in North America, Asia-Pacific, Middle East, Europe and Latin America). In order to achieve some of the purposes described above, it may be necessary for us to process your personal data in countries in these regions outside Switzerland or the EU, or to transfer it to such countries. We transfer data to countries without adequate data protection on the basis of standard data protection clauses or legal exceptions (necessity for performance of a contract).

### **Your rights in relation to your personal data**

You have the following rights with regard to personal data relating to you:

- the right to obtain information about what personal data we hold about you and how we process it
- the right to obtain a copy of your personal data in a commonly used format
- the right to have your personal data rectified
- the right to have your personal data deleted
- the right to object to the processing of your personal data

Please note that these rights are subject to conditions and exceptions. Where legally permitted to do so, we may refuse your request to exercise these rights. For example, we may refuse your request to delete your personal data where retaining the personal data is necessary for us to manage your continued membership.

You further have the right to lodge a complaint with the competent data protection authority.