



Privacy Policy

1. Introduction

YachtCruise.ch GmbH is the operator of the website www.yachtcruise.ch and is therefore responsible for the collection, processing, and use of your personal data, ensuring compliance with applicable laws.

Your trust is important to us. We take data protection seriously and ensure the necessary security measures. We comply with the legal provisions of the Federal Act on Data Protection (FADP), the Data Protection Ordinance (DPO), and where applicable the General Data Protection Regulation (GDPR) of the European Union.

The use of our website is generally possible without providing personal data. If personal data (such as name, address, or email address) is collected on our pages, this is done, wherever possible, on a voluntary basis.

If an individual wishes to use specific services of our company via our website, additional processing of personal data may be required. In cases where no legal basis exists for such additional data processing, we will obtain your consent before proceeding.

As the data controller and processor, YachtCruise.ch has implemented numerous technical and organizational measures to most comprehensive protection possible for the personal data processed via this website that is hosted on Wix.com platform. Wix.com provides us with the online platform that allows us to offer our services to you. Your data are stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall. However, internet-based data transmissions may inherently have security vulnerabilities, making absolute protection impossible. For this reason, every affected person is free to transmit personal data to us through alternative means, such as in writing or by telephone.

To inform you about which personal data we collect from you and for what purposes we use it, please review the following information.

2. Data Controller

The responsible entity for processing personal data is:

YachtCruise.ch GmbH

Jan Schweizer
Lausenerstrasse 27



4410 Liestal
Schweiz

If you have any questions regarding the processing of your personal data, you may contact us using the details provided above.

3. Information We Collect

When visiting the website

When you access our website <https://yachtcruise.ch> which is hosted on Wix.com platform, your browser automatically sends certain information to the server of Wix. The following data is recorded:

- The IP address of the requesting computer
- The date and time of access
- The name and URL of the accessed file
- The website from which the access originated
- The operating system and browser used
- The country from which access was made and the browser's language settings
- The name of your internet service provider
- When using the search function, preferred dates, where you want to charter the yacht and the number of guest entries are also checked.
- Additionally, we may use software tools via Wix.com platform to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

This data is collected and processed to enhance the user experience, facilitate the use of our website (connection setup), ensure system security and stability, optimize our online services, and for internal statistical purposes. The IP address is primarily used to determine the visitor's country of origin for language pre-settings and is also analyzed in cases of attacks on our network infrastructure and for statistical evaluation.

Additionally, during your visit to our website, we use pixels and cookies to display personalized advertisements and enable the use of web analytics services.

When using the search function

When using our website's search function, visitors can enter details such as:



- Preferred Date – The date they wish to travel.
- Travel Destination – The location they want to visit.
- Number of Guests – The number of people for the trip.

To enhance user experience and ensure smooth functionality, this data is temporarily stored in the visitor's browser through cookies. The search data remains stored in the visitor's browser and is not transmitted to our servers. This allows the search function to remember previously entered details for convenience, preventing the need to re-enter the same information during the browsing session. Please read the cookies policy for more information.

When Using Yacht Charter Request Form

Our website provides a Yacht Charter Request Form, allowing you to contact us directly. When submitting an inquiry, we collect the following information:

- First Name
- Last Name
- Email Address
- Telephone Number
- Preferred Destination
- Preferred Travel Dates
- Number of Guests
- Budget Range
- Yacht Type
- Additional Requirements

The information you provide is used exclusively to process your request and offer tailored yacht charter options that match your preferences. Your data is stored securely on Wix.com platforms and forwarded via email to info@yachtcruise.ch, where it is managed through Gmail and Outlook.

When using the customer yacht charter preparation form

Once your yacht charter is confirmed, we require the following details to ensure proper preparation and compliance with local regulations:



- First Name
- Last Name
- Passport Number
- Date of Birth
- Nationality
- Address

This information is collected to comply with local maritime regulations and to obtain a transit log from the Chamber of Maritime Commerce. The transit log is a mandatory port registration document required for commercial vessels or foreign-flagged vessels. For yachts operated by charter companies, the transit log must be updated with every new charter agreement. Only passengers listed in the transit log are permitted on board, as this is a requirement for the vessel's third-party liability insurance.

Your data is securely stored on Wix.com platforms and forwarded via email to info@yachtcruise.ch, where it is managed through Gmail and Outlook. We compile the collected information into a Google document, which is then shared securely via a private Google Drive link with the local yacht charter agency and the yacht owner, with whom we have data security agreements in place. The local yacht charter agency and/or yacht owner use this data solely to register you in the transit log with the Chamber of Maritime Commerce. Once completed, the transit log, including your personal details, is provided to the yacht's captain for official record-keeping and compliance.

On top of the above information, we also collect further information in the same form.

- Dietary Preferences or Restrictions: Do you have any special dietary requirements or foods you prefer to avoid?
- Shoe Size (for Snorkeling Equipment)
- Special Occasions: Do you have a wedding anniversary, birthday, or any other special date you would like to celebrate on the yacht? Would you like us to arrange something special for the occasion?
- Additional Requests: Do you have any other specific wishes or preferences for your trip?

The information you provide is used exclusively to process your request and offer tailored yacht charter options that match your preferences.



Newsletter Subscription

You have the option to subscribe to YachtCruise.ch email newsletter. By subscribing, you consent to receiving the newsletter.

You can unsubscribe at any time via the link provided at the end of each newsletter. Alternatively, you may send an unsubscribe request to info@yachtcruise.ch.

Use of Photos, Videos, and Customer Feedback for Social Media & Marketing

We value your experience and may request your explicit consent to share photos, videos, or customer feedback from your yacht charter journey for promotional purposes. With your approval, we may publish your images, videos, and testimonials on our website, social media platforms (e.g., Instagram, Facebook, LinkedIn), and marketing materials to showcase our yacht charter experiences.

How We Handle Your Media Content & Feedback:

- Your content (photos, videos, or feedback) will only be shared if you provide explicit written consent.
- We may use your first name, trip details (e.g., destination), and feedback to highlight your experience, but we will never disclose sensitive personal information.
- You may withdraw your consent at any time by contacting us at info@yachtcruise.ch. Upon withdrawal, we will remove your content from our platforms as soon as possible.
- Your feedback may be used anonymously (e.g., displayed as a general review) if you prefer not to be identified.
- We will not sell, distribute, or use your media or feedback for any purpose other than those specified here.

4. How We Collect Your Data

We collect personal data in the following ways:

- **Direct interactions:** When you fill out forms on our website, subscribe to our newsletter, or communicate with us via email.



- **Automated technologies:** As you interact with our website, we automatically collect technical data through cookies and analytics tools.
- **Third-party sources:** Data from service providers such as Wix, payment processors, and social media platforms.

5. Purpose and Legal Basis for Processing

As outlined in Article 3, the purposes of data collection and processing are defined for each specific use case. Below is a summary of the key purposes for which we collect and process both personal and non-personal data:

- Ensuring seamless access, security, and stability of our website.
- Providing and managing our services, including yacht bookings, payments, and customer support.
- Responding to inquiries and communicating with users through notifications and updates.
- Facilitating and managing our services, including yacht bookings, cabin charters, and yacht-related experiences.
- Fulfilling contractual obligations, such as processing reservations, handling payments, and delivering requested services.
- Offering customer support, responding to inquiries, and providing technical assistance.
- Enhancing user experience by analyzing system performance and website functionality.
- Generating statistical insights to improve services and prevent fraud.
- Complying with legal obligations, such as tax regulations and travel security requirements.
- With your consent, sending marketing materials, newsletters, and special offers.



6. Data Sharing and Third-Party Disclosure

We do not sell or rent personal data. However, we may share information with:

- Service providers: Yacht charter agencies, yacht owners, yacht operators, IT service providers, and payment processors.
- Regulatory authorities: If required by law or necessary for compliance.
- Analytics and tracking tools: Google Analytics, Wix analytics, and advertising networks (if applicable).
- International partners and local offices: Your personal data may be shared with our partners and local offices in Turkey, Greece, and Croatia to facilitate your bookings and related services. We ensure these transfers comply with applicable data protection regulations and that your data is handled securely.

7. International Data Transfers

If personal data is transferred outside Switzerland or the EEA, including to partners in Turkey, Greece, and Croatia, we ensure compliance with the Swiss Federal Act on Data Protection (FADP) by implementing Standard Contractual Clauses (SCCs) or other legally recognized safeguards to maintain data security and confidentiality.

8. Data Retention

We store your personal data only for as long as necessary to fulfill the purposes outlined in this policy. Retention periods include:

- Submitted Forms, related Google Documents and Outlook data: Retained for 12 months
- Booking data: Retained for 10 years (legal and accounting compliance).
- Marketing data: Retained until consent is withdrawn.
- Support inquiries: Retained for up to 5 years.

9. Cookies

Cookies help enhance your browsing experience by making our website easier, more efficient, and more relevant to your interests. These are small data files that your



browser automatically stores on your device when you visit our website. Cookies do not harm your device or transmit personal data to us.

We use cookies to personalize content, improve functionality, and tailor advertising to your preferences. The use of cookies does not lead to the collection of new personal data. Most browsers automatically accept cookies, but you can configure your browser to block or notify you about new cookies. Please note that disabling cookies may limit some website functionalities.

10. Tracking Tools

We use tracking tools to analyze user behavior and continuously improve our website based on user preferences. These tools create pseudonymized user profiles and store small text files (cookies) on your device.

a) Google Tag Manager

Google Tag Manager is a solution that allows us to manage so-called website tags via a central interface, enabling the integration of Google Analytics and other Google marketing services into our online offering. The Tag Manager itself, which implements the tags, does not process any personal data of users.

Data may be transferred to Google servers in the USA. Regarding the processing of users' personal data, please refer to the following information on Google services.

b) Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", which are text files stored on your computer that enable an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. The IP address transmitted by your browser as part of Google Analytics is not merged with other Google data.

Additionally, we have implemented the "anonymizeIP" function on this website. This ensures that your IP address is masked, meaning all data is collected anonymously. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there.

On behalf of the operator of this website, Google uses this data to analyze website usage, compile website activity reports, and provide other internet-related services.



You can prevent the storage of cookies by adjusting your browser settings. However, please note that if you do so, you may not be able to use all the functions of this website to their full extent.

Additionally, you can prevent Google from collecting and processing data related to your website usage (including your IP address) by downloading and installing the Google Analytics Opt-Out Browser Plugin:

[Google Analytics Opt-Out](#)

For mobile devices, you can opt out by clicking this link (insert opt-out link), which will set an opt-out cookie preventing future tracking. This cookie applies only to this browser and this website. If you delete cookies, you will need to reapply the opt-out setting.

For more details on how Google processes user data, refer to:

[Google Analytics Privacy Policy](#)

We also use Google Analytics to evaluate data from DoubleClick cookies and Google AdWords for statistical purposes. If you prefer not to participate, you can disable this feature via the Google Ads Preferences Manager:

[Google Ads Settings](#)

This website uses Google Universal Analytics, which enables us to analyze user activity across multiple devices (e.g., switching from a laptop to a tablet). This is done using a pseudonymous User-ID, assigned when you register or log into your account.

However, no personal data is transferred to Google. Even though Universal Analytics extends Google Analytics' capabilities, it does not override existing privacy protections such as IP masking or the browser add-on opt-out.

b) Google AdWords Conversion Tracking

We use the online advertising program Google AdWords and, as part of Google AdWords, Conversion Tracking. Google Conversion Tracking is an analytics service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

When you click on a Google ad, a Conversion Tracking cookie is placed on your device. These cookies expire after 30 days, do not contain personal data, and are therefore not used for personal identification. If you visit certain pages on our website while the cookie is still active, Google and we can recognize that you clicked on the ad and were redirected



to our website. Each Google AdWords customer receives a unique cookie, preventing the tracking of cookies across multiple AdWords customers' websites.

The information collected via the Conversion Cookie is used to create conversion statistics for AdWords customers who have opted for Conversion Tracking. These statistics include the total number of users who clicked on an ad and were redirected to a page with a Conversion Tracking tag. However, no personal information that allows users to be personally identified is shared.

If you do not wish to participate in tracking, you can opt out by adjusting your browser settings to disable cookie storage. In this case, you will not be included in the Conversion Tracking statistics.

For more information on Google Conversion Tracking and data privacy, please visit:

[Google Ads Policy](#)

[Google Privacy Policy](#)

10. Social Media Plugins

Our website includes social media plugins that are disabled by default. These do not send data unless activated. Clicking a social media button activates the plugin, establishing a direct connection between your browser and the social network's servers. The plugin's content is then directly transmitted from the network to your browser and embedded into our website.

You can deactivate the plugin at any time. For more details, refer to the privacy policies of Facebook, Twitter, and Google.

10. Your Rights

As a data subject, you have the following rights:

- Right to access: Request a copy of your personal data.
- Right to rectification: Correct inaccurate or incomplete data.
- Right to erasure: Request deletion of your personal data.
- Right to restrict processing: Limit how we process your data.
- Right to data portability: Request transfer of your data to another service.



- Right to object: Object to data processing for direct marketing.
- Right to withdraw consent: Opt out of marketing communications at any time.

To exercise your rights, please contact us at info@yachtcruise.ch.

11. Changes to this Privacy Policy

We may update this Privacy Policy periodically to comply with legal changes or operational needs. The latest version will be available on our website.