

Cookie Policy

Effective Date: January 01, 2026

We use cookies to improve efficiency and offer Users increasingly advanced functionalities of the website aniaschmidt.com (hereinafter referred to as the "Website") as well as content better tailored to the User. To ensure transparency, this Cookie Policy has been adopted, which sets out detailed rules for the use of cookies by the Website.

Data collected through cookies is gathered by **Beyond & GmbH**, with registered address at Maderstrasse 13, 5400 Baden, Switzerland, Commercial Register Number CHE-131.166.938 (hereinafter referred to as "we," "us," or the "Company").

If the data contained in cookies constitutes personal data, Beyond & GmbH shall be deemed the Data Controller, and the User is entitled to all rights contained in the Privacy Policy.

This Cookie Policy complies with:

- **Regulation (EU) 2016/679 (GDPR)** for users in the European Economic Area
- **Swiss Federal Act on Data Protection (FADP/nDSG)** for users in Switzerland
- **ePrivacy Directive** requirements regarding consent for non-essential cookies

A **User** is any person whose data is processed while using our Website and other related sites, communications, and services.

What Are Cookies?

Cookies are fragments of code that are text files corresponding to HTTP requests sent to our server. These files are saved by each browser from which the User visits our Website. Thanks to the information contained in cookies, we know how Users use our Website.

Cookies are used to:

- Ensure optimal service of the User's visit to the Website
- Enable faster and easier access to information
- Offer increasingly advanced Website functionalities and content tailored to the User

Stored information or access to it does not change the configuration of the User's device or installed software.

Information contained in cookies is considered personal data only in connection with other personal data available about a given User. We strive to collect only anonymous data via cookies, used to improve the comfort of using the Website and minimize advertising inconvenience.

Types and Purposes of Cookies

We use cookies and similar technologies to recognize the User during visits to our Website, remember preferences, and display relevant, tailored content. Thanks to cookies, the User's interactions with us are faster and more effective. Cookies also allow us to present tailored content without the need for surveys.

Cookie Categories

The Website uses two main types of cookies:

1. Session Cookies

Temporary files that remain on the User's device until leaving the Website or closing the browser. In such cases, information stored in session cookies is automatically deleted.

2. Permanent Cookies

Files that remain on the User's device for a period specified in the cookie parameters or until manually deleted by the User.

The Website also uses other available technologies allowing information to be stored in the browser's data storages (Session Storage, Local Storage) and places code snippets of analytical tools provided by third-party providers, which may store cookies in their domains.

Categories of Cookies Used on Our Website

1. Technical Cookies (Strictly Necessary)

Purpose: Necessary for the proper functioning of the Website. They relate to the functionality of our websites and allow us to improve the services offered.

- Ensure security and maintain a session when the User visits and logs into their account
- Ensure proper display of the page depending on the User's device
- Customize our services to the User's choices
- Remember whether the User consents to display certain content
- Enable core website functionality

Legal Basis: These cookies are essential for the Website to function and do not require consent under GDPR Article 6(1)(f) (legitimate interest) and Swiss FADP.

2. Analytical Cookies

Purpose: Allow us to recognize and count the number of Users visiting our Website, see how they navigate, and record which content they view and are interested in.

- Analyze website traffic statistics and check traffic sources (referrals)
- Detect various abuses, e.g., bot traffic, DDoS attacks
- Limit unwanted marketing activities

- Measure the effectiveness of marketing campaigns (e.g., Google Ads, affiliate programs, external websites)
- Settle accounts with Trusted Partners based on User activity (e.g., clicks)

This helps us determine how often pages and ads are visited and which areas are most popular, enabling us to improve our services and ensure Users find what they are looking for. They are also necessary for settlements with our Trusted Partners, measuring marketing effectiveness without identifying personal data.

Legal Basis: Your explicit consent (GDPR Article 6(1)(a), Swiss FADP Article 6(6)).

3. Marketing Cookies

Purpose: Used only when the User consents and only if our Website functionalities and advertising forms require it.

- Display ads that are relevant and interesting to a specific User
- Enable profiling and personalized advertising displayed both on external websites and on our Website according to User preferences
- Target advertising based on data held by the Website, including User behavior within the Website

Legal Basis: Your explicit consent (GDPR Article 6(1)(a), Swiss FADP Article 6(6)).

Third-Party Services and Cookies

When visiting the Website, the User may refuse the use of analytical and marketing cookies. In such cases, we will not be able to conduct detailed statistics or tailor ads based on information collected. However, general ads may still be displayed both on our Website and on other websites.

Google Services

For online advertising and tools such as Google reCAPTCHA (spam protection), we use technologies provided by Google. Please note whether you consent to these tools, including ad profiling online.

You can check and manage your privacy and security settings in your Google account at: <https://myaccount.google.com/privacycheckup>

More information on Google's Privacy Policy and technologies is available at: <https://policies.google.com/privacy>

Data Transfers: Google services may transfer data to the United States. Such transfers are based on standard contractual clauses approved by the European Commission and Swiss Federal Data Protection Authority.

Meta (Facebook)

We may use Meta (Facebook) technologies for marketing purposes and social media integration.

Information on Meta Facebook privacy policies and settings is available at:
<https://www.facebook.com/privacy/explanation>

Data Transfers: Meta may transfer data to the United States based on standard contractual clauses.

Calendly

We use **Calendly** (Calendly LLC, USA) to schedule strategic calls and appointments. When you use our booking link, Calendly may set cookies and process your contact data (name, email, meeting preferences).

Purpose: Appointment scheduling, calendar integration, automated reminders

Data Transfers: Data may be transferred to the United States. Calendly relies on standard contractual clauses for GDPR compliance.

More information: <https://calendly.com/privacy>

Cookie Table

More detailed information about the cookies we use, storage time, and the current list of third-party providers whose technologies are used on our Website can be found in the **Cookie Table** (available in your cookie consent banner settings).

Managing and Disabling Cookies

Web browsers by default allow cookies to be stored. If the User does not want to receive cookies, they can change the browser settings on their computer or other device used to access our Website.

Important: Continued use of our Website without changing the settings means the User consents to receiving technical cookies necessary for the proper functioning of the Website.

Most browsers have a function that allows the User to view and delete cookies, including cookies from our Website. However, note that disabling cookies may prevent full and correct use of our Website.

If the User uses different devices to access and browse our Website (e.g., computer, smartphone, tablet), they should ensure each browser on each device is adjusted to their cookie preferences.

The method of disabling cookies depends on the browser. Below are instructions for popular browsers:

Google Chrome

1. In the top right corner of the Chrome browser bar, select the three vertical dots
2. Go to "Privacy and Security" and click "Cookies and other site data"
3. In the "Cookies and Site Data" section you can change the following settings:
 - Block all cookies

- Block third-party cookies
 - Clear cookies when you close all windows
4. More info: [Chrome Support](#)

Mozilla Firefox

1. In the top right corner of the Firefox window, click "Open Menu" (three horizontal lines) and select "Settings"
2. From the "Privacy and Security" section select "Cookies and Site Data"
3. Select the appropriate level of security or configure your own by choosing which elements and scripts to block:
 - Block all cookies
 - Block cookies from unvisited websites
 - Block all third-party cookies
4. More info: [Firefox Support](#)

Safari

1. Choose Safari > Preferences, click "Privacy"
2. Perform any of the following:
 - Block all cookies
 - Prevent cross-site tracking
3. More info: [Safari Support](#)

Opera

1. In the top right corner of the Opera browser bar, select the three horizontal lines
2. Click "Go to full browser settings"
3. In the "Privacy and Security" section click "Cookies and other site data"
4. You can change:
 - Block all cookies
 - Block third-party cookies
5. More info: [Opera Support](#)

Microsoft Edge

1. In the top right corner of the Edge browser bar, select the three horizontal dots
2. Click "Settings"
3. In the "Cookies and Site Permissions" section click "Manage and delete cookies and site data"
4. You can:
 - Block all cookies

- Block third-party cookies
5. More info: [Edge Support](#)
-

Your Rights Under GDPR and Swiss Law

As a data subject, you have the following rights regarding your personal data processed through cookies:

- **Right of Access** (GDPR Art. 15, Swiss FADP Art. 25) -- you can request information about what personal data we process
- **Right to Rectification** (GDPR Art. 16, Swiss FADP Art. 32) -- you can request correction of inaccurate data
- **Right to Erasure** (GDPR Art. 17) -- you can request deletion of your data under certain conditions
- **Right to Restriction of Processing** (GDPR Art. 18) -- you can request limitation of data processing
- **Right to Data Portability** (GDPR Art. 20) -- you can receive your data in a structured format
- **Right to Object** (GDPR Art. 21, Swiss FADP Art. 30) -- you can object to processing based on legitimate interests
- **Right to Withdraw Consent** (GDPR Art. 7(3), Swiss FADP Art. 6(6)) -- you can withdraw consent for analytical and marketing cookies at any time through our cookie banner settings

To exercise any of these rights, please contact us at the details below.

If you are located in the EU/EEA, you have the right to lodge a complaint with your local data protection supervisory authority. If you are in Switzerland, you can contact the Federal Data Protection and Information Commissioner (FDPIC): <https://www.edoeb.admin.ch>

Data Retention

- **Session cookies:** Deleted when you close your browser
- **Analytical cookies:** Typically stored for 12-24 months
- **Marketing cookies:** Typically stored for 12-24 months
- **Technical cookies:** May be stored for up to 12 months or until manually deleted

You can delete cookies at any time through your browser settings or our cookie consent management tool.

Changes to This Cookie Policy

We reserve the right to update this Cookie Policy from time to time to reflect changes in our practices, technologies, legal requirements, or for other operational reasons. We will notify you of any material changes by updating the "Effective Date" at the top of this policy.

We encourage you to review this Cookie Policy periodically to stay informed about how we use cookies.

Contact Information

If you have any questions regarding this Cookie Policy or wish to exercise your data protection rights, you may contact us via:

Beyond & GmbH
Maderstrasse 13
5400 Baden
Switzerland

Commercial Register: CHE-131.166.938

Email: privacy@aniaschmidt.com

Website: <https://aniaschmidt.com>

Related Documents

For more information about how we process your personal data, please refer to our **Privacy Policy** available at <https://aniaschmidt.com/privacy-policy>.