

# Privacy Policy

**Effective Date:** January 01, 2026

## Introduction

The protection of Users' privacy is particularly important to **Beyond & GmbH**. For this reason, Users of the website [aniaschmidt.com](https://aniaschmidt.com) are guaranteed high standards of privacy protection. Beyond & GmbH, as the Data Controller, ensures the security of data provided by Users.

The Administrator also aims to properly inform Users about their rights and obligations regarding the processing of personal data, especially in light of:

- **Regulation (EU) 2016/679** of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (GDPR) -- applicable to users in the European Economic Area
- **Swiss Federal Act on Data Protection (FADP/nDSG)** -- applicable to users in Switzerland

Therefore, to protect the privacy of Website Users, this document informs about the legal grounds for processing personal data provided by Users when using [aniaschmidt.com](https://aniaschmidt.com) (hereinafter the "Website"), the methods of collecting, processing and protecting personal data, and about Users' rights.

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## Definitions

**User** -- Any natural person whose data is processed when using [aniaschmidt.com](https://aniaschmidt.com) or electronic services available through the Website.

**Data Controller** -- The entity that determines the purposes and means of processing personal data. The Data Controller of personal data provided by the User on [aniaschmidt.com](https://aniaschmidt.com) is:

**Beyond & GmbH**

Maderstrasse 13

5400 Baden

Switzerland

Commercial Register Number: CHE-131.166.938

Email: [privacy@aniaschmidt.com](mailto:privacy@aniaschmidt.com)

(hereinafter "Administrator," "we," "us," or "our")

**Administrator** -- Beyond & GmbH as described above.

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# User Consent

By using the Website [aniaschmidt.com](https://aniaschmidt.com), the User accepts that the Administrator collects and uses personal data in accordance with this Privacy Policy.

The User's personal data is processed by the Administrator based on:

- **Consent** (GDPR Art. 6(1)(a), Swiss FADP Art. 6(6))
- **Legitimate interest** of the Administrator (GDPR Art. 6(1)(f), Swiss FADP Art. 6(2))
- **Contractual necessity** (GDPR Art. 6(1)(b))
- **Legal obligations** (GDPR Art. 6(1)(c), Swiss FADP Art. 6(3))

The User has the right to withdraw previously given consent at any time. Withdrawal of consent does not affect the lawfulness of processing carried out on the basis of consent before its withdrawal.

If this Privacy Policy is amended and the User continues to use the Website, such continued use constitutes acceptance of the updated terms of the Privacy Policy.

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## Personal Data Processed by the Administrator

### How Personal Data Is Collected

The Administrator collects personal data directly from the User through the Website, via available functionalities and communication tools, including:

- Contact forms
- Newsletter subscription forms
- Email communication
- Appointment booking systems (e.g., Calendly)
- Comment or review features
- Direct messages through Website tools

Providing personal data by the User is voluntary. However, certain functionalities of the Website may not be available without providing the requested data.

### Types of Personal Data Processed

The Administrator may collect and process the following categories of personal data:

- First and last name
- Email address
- Phone number

- Company name
  - VAT ID / Tax Number
  - Address (if provided)
  - Message content and subject
  - IP address and device information (collected automatically)
  - Cookie data (see Cookie Policy for details)
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## Purposes of Processing Personal Data

The way the Administrator processes User data depends on how the User uses the Website and its available functionalities. The Administrator processes User data for the following purposes:

### 1. Communication with the User

**Legal Basis:** Consent (GDPR Art. 6(1)(a), Swiss FADP Art. 6(6)) or legitimate interest (GDPR Art. 6(1)(f))

The Administrator uses the User's personal data to communicate in a personalized way about:

- Services offered (Portfolio Career Design consulting)
- Appointment scheduling and strategic call coordination
- Customer support and technical issue resolution
- Responding to inquiries, comments, or complaints
- Network updates and service improvements

### 2. Presenting Commercial Offers Electronically

**Legal Basis:** Consent (GDPR Art. 6(1)(a), Swiss FADP Art. 6(6))

Personal data provided via Website communication tools is used for marketing communication conducted by the Administrator, in particular for presenting commercial offers electronically (email, website notifications).

### 3. Presenting Commercial Offers via Phone

**Legal Basis:** Consent (GDPR Art. 6(1)(a), Swiss FADP Art. 6(6))

Personal data provided via Website communication tools may be used for marketing communication conducted by the Administrator by phone, where the User has explicitly consented.

### 4. Sending Newsletters

**Legal Basis:** Consent (GDPR Art. 6(1)(a), Swiss FADP Art. 6(6))

Personal data provided in the newsletter sign-up form is used to inform the User by email about:

- New services and offerings
- Career design insights and knowledge
- Promotions or events organized by the Administrator
- Updates relevant to Portfolio Career Design

You can unsubscribe from newsletters at any time by clicking the unsubscribe link in any newsletter email or by contacting [privacy@aniaschmidt.com](mailto:privacy@aniaschmidt.com).

## 5. Enabling User Comments or Reviews

**Legal Basis:** Consent (GDPR Art. 6(1)(a), Swiss FADP Art. 6(6)) or legitimate interest (GDPR Art. 6(1)(f))

The Administrator uses the User's personal data to enable commenting/reviewing of the Administrator's activities, services, or products. This supports transparency and service improvement.

## 6. Contract Performance and Client Management

**Legal Basis:** Contractual necessity (GDPR Art. 6(1)(b), Swiss FADP Art. 6(2))

To conclude and perform any contract between the User and the Administrator, including:

- Service delivery (Portfolio Career Design consulting)
- Client account management
- Scheduling and conducting strategic calls
- Delivering purchased services or products

## 7. Financial Settlements and Legal Compliance

**Legal Basis:** Legal obligation (GDPR Art. 6(1)(c), Swiss FADP Art. 6(3)) and legitimate interest (GDPR Art. 6(1)(f))

- Conducting financial settlements with the User as a client
- Fulfilling legal obligations before tax authorities (Switzerland, EU)
- Maintaining accounting records as required by law
- Pursuing potential claims within the Administrator's legitimate interest

## 8. Marketing Activities

**Legal Basis:** Legitimate interest (GDPR Art. 6(1)(f)) and consent (GDPR Art. 6(1)(a), Swiss FADP Art. 6(6))

To carry out marketing activities of the Administrator within its legitimate interest and in line with consents given for marketing communication (e.g., sending commercial information electronically or contacting by phone for direct marketing purposes).

Consents given can be withdrawn at any time without affecting the lawfulness of processing carried out before withdrawal.

## 9. Website Analytics and Improvement

**Legal Basis:** Legitimate interest (GDPR Art. 6(1)(f)) and consent for certain analytics tools

- Analyzing website traffic and user behavior
- Improving website structure, content, and user experience
- Detecting security threats and preventing abuse
- Measuring effectiveness of marketing campaigns

See our Cookie Policy for detailed information about analytics tools used.

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## Sharing Personal Data

The User's personal data is or may be transferred to the following categories of recipients:

### Service Providers (Data Processors)

We may share personal data with trusted service providers who assist us in operating the Website and delivering our services, including:

- **Website hosting providers** -- for storing and serving website content
- **Email service providers** -- for sending newsletters and communication (e.g., email marketing platforms)
- **Appointment scheduling tools** -- Calendly LLC (USA) for booking strategic calls
- **Payment processors** -- for processing financial transactions (if applicable)
- **Analytics providers** -- Google Analytics, Meta (Facebook) for website analytics
- **IT support and security providers** -- for maintaining website security and technical infrastructure

These service providers are contractually obligated to process personal data only on our instructions and to maintain appropriate security measures.

### Legal Authorities

We may disclose personal data to legal authorities, government agencies, or regulatory bodies when:

- Required by applicable law (e.g., tax authorities, law enforcement)
- Necessary to protect our legal rights or defend against legal claims
- Required to comply with court orders or legal processes

### International Data Transfers

Some of our service providers are located outside the European Economic Area (EEA) and Switzerland, including in the United States (e.g., Calendly, Google, Meta).

When transferring data outside the EEA/Switzerland, we ensure appropriate safeguards are in place:

- **Standard Contractual Clauses (SCCs)** approved by the European Commission and Swiss Federal Data Protection and Information Commissioner (FDPIIC)
- **Adequacy decisions** where the European Commission or Swiss authorities have determined the destination country provides adequate protection
- **Additional security measures** such as encryption and access controls

You can request more information about international data transfers and obtain copies of safeguards by contacting [privacy@aniaschmidt.com](mailto:privacy@aniaschmidt.com).

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## User Rights

At every stage of processing, the User is guaranteed a number of rights enabling access to their data, verification of the correctness of data processing, rectification, as well as the right to object to processing, request deletion of data, restriction of processing, or data portability.

### Rights Under GDPR (EU/EEA Users) and Swiss FADP

- **Right of Access (GDPR Art. 15, Swiss FADP Art. 25)** -- You can request confirmation of whether we process your personal data and obtain a copy of your data.
- **Right to Rectification (GDPR Art. 16, Swiss FADP Art. 32)** -- You can request correction of inaccurate or incomplete personal data.
- **Right to Erasure / "Right to Be Forgotten" (GDPR Art. 17)** -- You can request deletion of your personal data when:
  - The data is no longer necessary for the purposes for which it was collected
  - You withdraw consent and there is no other legal ground for processing
  - You object to processing and there are no overriding legitimate grounds
  - The data has been unlawfully processed
  - Legal obligations require erasure
- **Right to Restriction of Processing (GDPR Art. 18)** -- You can request that we limit processing of your data when:
  - You contest the accuracy of the data (pending verification)
  - Processing is unlawful but you prefer restriction over erasure
  - We no longer need the data but you need it for legal claims
  - You have objected to processing (pending verification of legitimate grounds)

- **Right to Data Portability (GDPR Art. 20)** -- You can receive your personal data in a structured, commonly used, and machine-readable format and transmit it to another controller where:
  - Processing is based on consent or contract
  - Processing is carried out by automated means
- **Right to Object (GDPR Art. 21, Swiss FADP Art. 30)** -- You can object to processing of your personal data when:
  - Processing is based on legitimate interests (Art. 6(1)(f))
  - Processing is for direct marketing purposes (absolute right)
- **Right to Withdraw Consent (GDPR Art. 7(3), Swiss FADP Art. 6(6))** -- Where processing is based on consent, you can withdraw your consent at any time. Withdrawal does not affect the lawfulness of processing before withdrawal.
- **Right Not to Be Subject to Automated Decision-Making (GDPR Art. 22)** -- You have the right not to be subject to decisions based solely on automated processing, including profiling, which produce legal effects or similarly significantly affect you.

## How to Exercise Your Rights

To exercise these rights, the User may contact the Administrator at:

**Email:** [privacy@aniaschmidt.com](mailto:privacy@aniaschmidt.com)

**Postal address:** Beyond & GmbH, Mutter's Trace 135, 5400 Baden, Switzerland

We will respond to your request within:

- **30 days** under GDPR (may be extended by 2 months for complex requests)
- **30 days** under Swiss FADP

## Right to Lodge a Complaint with a Supervisory Authority

A User whose personal data is processed by the Administrator has the right to lodge a complaint with the supervisory authority competent in matters of personal data protection:

### **For EU/EEA residents:**

Your local data protection supervisory authority in your country of residence. List available at: [https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en)

### **For Swiss residents:**

Federal Data Protection and Information Commissioner (FDPIC)

Feldeggweg 1

3003 Bern

Switzerland

Website: <https://www.edoeb.admin.ch>

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# Cookies

The Administrator informs that when using the Website, fragments of code called cookies are saved on the User's end device. These are text files corresponding to HTTP requests directed to the Administrator's server.

Cookies are installed by each browser from which the User visits the Website. Cookies are used on the Website for the following purposes:

- Maintaining the technical correctness and continuity of the session between the Website server and the User's device
- Optimizing the User's use of the Website and adjusting the way it is displayed on the User's device
- Ensuring safe use of the Website
- Collecting Website visit statistics to support improvements to its structure and content
- Displaying content tailored to the User's preferences on the User's device
- Enabling marketing and analytics functionalities (with consent)

**Detailed information** regarding the cookies used by the Administrator, third-party services (Google, Meta, Calendly), storage periods, and how to manage cookie settings is available in our **Cookie Policy** at <https://aniaschmidt.com/cookie-policy>.

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# Protection of Personal Data

## Security Measures

The Administrator implements appropriate technical and organizational measures to ensure the security of the User's personal data and protect against:

- Unauthorized access and disclosure
- Accidental loss or destruction
- Unlawful processing or use
- Alteration or damage

Security measures include:

- Encryption of data in transit (SSL/TLS certificates)
- Access controls and authentication mechanisms
- Regular security monitoring and vulnerability assessments
- Secure data storage with strictly limited access
- Staff training on data protection and security
- Contractual obligations imposed on data processors
- Regular backups and disaster recovery procedures

Safe use of the Website is ensured by systems and procedures protecting against unauthorized access and disclosure. Moreover, systems and processes used by the Administrator are regularly monitored to detect potential threats.

Personal data obtained by the Administrator is stored in computer systems with strictly limited access, and only authorized personnel have access to personal data as necessary for their job functions.

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## Storage of Personal Data

The period for which User's personal data is stored depends on the purposes of processing by the Administrator. The Administrator stores personal data for as long as necessary to achieve the specified purposes:

<b>Purpose</b>	<b>Retention Period</b>
Communication and inquiries	Until the matter is resolved or for 3 years after last contact (legitimate interest in maintaining correspondence records)
Newsletter subscriptions	Until consent is withdrawn or the User unsubscribes
Contract performance (clients)	For the duration of the contract and 10 years after contract termination (legal obligation for accounting and tax records under Swiss law)
Marketing consent	Until consent is withdrawn, or 3 years of inactivity
Legal claims	Until the statute of limitations expires (typically 10 years under Swiss law)
Cookies	See Cookie Policy for specific retention periods (typically 12-24 months)

Table 1: Data retention periods by purpose

In each of the above cases, after the necessary processing period, data may be processed only for the purpose of pursuing claims arising from the relationship between the parties until final resolution of such claims through legal means.

After the retention period expires, personal data will be permanently deleted or anonymized.

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## Children's Privacy

The Website is not directed to children under the age of 16 (or the applicable age of digital consent in your jurisdiction). We do not knowingly collect personal data from children.

If you are a parent or guardian and believe that your child has provided us with personal data, please contact us at [privacy@aniaschmidt.com](mailto:privacy@aniaschmidt.com), and we will take steps to delete such information.

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# Changes to the Privacy Policy

To update the information contained in this Privacy Policy and to ensure compliance with applicable laws (GDPR, Swiss FADP), this Privacy Policy may be amended from time to time.

In case of material changes, we will:

- Update the "Effective Date" at the top of this document
- Notify users via prominent notice on the Website or by email (for newsletter subscribers)
- Seek renewed consent where required by law

To learn how personal data is protected, the Administrator recommends that Users regularly review the provisions of this Privacy Policy.

Continued use of the Website after changes become effective constitutes acceptance of the updated Privacy Policy.

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## Contact Information

To obtain any information regarding this Privacy Policy or to exercise your data protection rights, the User may contact the Data Controller:

**Beyond & GmbH**  
Maderstrasse 13  
5400 Baden  
Switzerland

**Commercial Register:** CHE-131.166.938

**Email:** [privacy@aniaschmidt.com](mailto:privacy@aniaschmidt.com)

**Website:** <https://aniaschmidt.com>

For data protection inquiries specifically, please use: [privacy@aniaschmidt.com](mailto:privacy@aniaschmidt.com)

We aim to respond to all inquiries within 30 days.

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## Related Documents

For information about how we use cookies and similar technologies, please refer to our **Cookie Policy** available at <https://aniaschmidt.com/cookie-policy>.

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**Last Updated:** March 12, 2026