Privacy Policy

At **TerraRad Tech AG** (hereinafter referred to as "the Company"), we are committed to protecting your privacy and handling your personal data responsibly. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our website and services. It also outlines your rights regarding the information we hold about you.

1. Data Controller

The data controller responsible for the processing of personal data described in this privacy policy is TerraRad Tech AG, Hohlstrasse 190, 8004 Zürich, Switzerland. If you have any concerns related to data protection, please feel free to contact the Company at: info@terraradtech.com.

2. Purpose of Data Collection

The Company processes personal data following the applicable Swiss Federal Act on Data Protection (FADP) and, where applicable, the General Data Protection Regulation (GDPR) of the European Union.

Beyond that, the Company processes personal data as necessary and as permitted for the following legitimate purposes:

- To provide and improve our website and services.
- To respond to your inquiries and provide customer support.
- To send marketing communications (e.g., newsletters) when you have consented to receive them.
- To comply with legal obligations.
- To prevent fraud and ensure website security.
- To analyze and improve our website performance through the use of cookies and tracking technologies.

3. Legal Basis for Processing

Whenever you provide consent for specific purposes (e.g., download of a paper/study), the Company processes your personal data within the scope of that consent. You may withdraw your consent at any time, although this does not affect any data processing that has already taken place.

The Company processes your personal data based on the following legal grounds:

- **Consent:** If you have provided consent for specific processing activities (e.g., subscribing to our newsletter).
- **Performance of a contract:** When processing is necessary for the performance of a contract to which you are a party (e.g., responding to inquiries about our services).
- **Legitimate interests:** When processing is necessary for our legitimate business interests (e.g., website performance, fraud prevention), provided your rights do not override these interests.
- **Legal obligations:** When processing is necessary to comply with our legal obligations (e.g., maintaining accurate business records).

4. Data We Collect

The Company is committed to protecting your personal data. All personal data collected on the Company's website will only be processed if necessary for the functionality, content, or services provided through the website.

The Company collects various types of personal data depending on your interaction with our website and services. This data includes:

- **Personal identification information:** such as your name and email address, provided when contacting us via our contact form or newsletter subscription.
- **Technical data:** such as your IP address, browser type and version, operating system, time zone setting, browser plug-in types, and other data collected through cookies when you visit our website.
- **Usage data:** information about how you use our website, products, and services, including pages viewed, time spent on pages, and referral links.
- **Communications data:** records of your communication with us, including emails and queries submitted via the contact form.

This data is processed exclusively for the operation, security, and optimization of our website. Data will be deleted once it is no longer necessary for its intended purpose.

5. Cookies and Tracking Technologies

The Company uses cookies to improve the user experience on their website. Cookies are small data files that are stored on your device via your browser. The Company uses cookies to remember you during future visits, to provide interactive content, and to enhance ease of use.

The cookies may either be deleted immediately after closing your browser or may automatically expire after a certain period.

You can control cookie preferences through your browser settings. You can also choose to disable cookies entirely, although this may affect your ability to use some features of our website. Before cookies are placed on your device, the Company will seek your consent through our cookie banner.

6. Newsletter

You may subscribe to the Company's newsletter via our website. Any personal data you provide when signing up (e.g., name, email) will be used solely for sending you the newsletter. You can withdraw your consent and unsubscribe from the newsletter at any time by contacting info@terraradtech.com.

7. Contact via Email or Form

When you contact the Company via email or a contact form, the data you provide (e.g., name, email, phone number) will be stored and transmitted to the appropriate internal recipient to process your request. Data will only be shared with third parties if legally required or with your explicit consent.

Please note that email communication and contact forms are not always transmitted over secure connections, which means your data may be lost or accessed by unauthorized parties during transmission. Communication through these means is at your own risk, and we cannot be held liable for any loss of data or unauthorized access.

By contacting the Company via email or form, you agree to the described data processing.

8. Third-Party Services and Plugins

The Company may share your personal data with third-party service providers that assist the Company in operating its website and services, as well as performing other necessary functions (e.g., analytics, marketing). By visiting the Company's website, you agree to the use of third-party services as described below.

HubSpot

The Company uses HubSpot, a CRM platform provided by HubSpot, Inc. (25 First Street, 2nd Floor, Cambridge, MA 02141, USA), to manage customer interactions and communications. HubSpot processes personal data, such as your contact information and website interactions, to facilitate customer relationship management and marketing activities.

HubSpot may transfer data to the United States. The Company ensures appropriate safeguards are in place as required by data protection laws.

For more information on HubSpot's data practices, please refer to their Privacy Policy.

YouTube

The Company uses YouTube plugins to display videos. When you access a page with an embedded YouTube video, a connection is established with YouTube's servers. YouTube will know which pages you have visited and may link this information to your personal YouTube account if logged in. For more information, refer to Google's privacy policy.

Google Analytics

The Company uses Google Analytics to analyze website traffic and user behavior. Google Analytics uses cookies to track website usage. The information generated by cookies will be transmitted to Google servers in the USA. IP addresses are anonymized before transmission. You can opt-out of data collection by installing the Google Analytics opt-out browser add-on.

Social Media Platforms

The Company may use plugins from platforms such as LinkedIn and X. These plugins may collect data about your interactions with our site and may link that information to your social media account if you are logged in.

9. Data Security

The Company implements technical and organizational measures to protect your personal data from unauthorized access, misuse, loss, or disclosure. This includes secure servers, encryption, firewalls, and access control procedures.

However, please be aware that no data transmission over the Internet is entirely secure, and the Company cannot guarantee the complete security of your data during transmission.

10. Data Retention

The Company processes and stores your personal data as long as necessary for the purposes mentioned above, and in compliance with legal retention and documentation obligations. After the data is no longer needed, it will be deleted or anonymized.

11. Data Sharing and International Data Transfers

The Company only shares your personal data with third parties for technical or organizational purposes needed to fulfill our services. Your data will not be shared beyond what is necessary unless anonymized or based on your explicit consent.

For international data transfers, the Company ensures compliance with legal requirements through appropriate safeguards, such as standard contractual clauses.

12. User Rights

You have the right to access, correct, delete, or object the processing of your personal data at any time. To exercise any of these rights, please contact the Company at info@terraradtech.com. Other rights include data portability and the right to object to data processing. Requests may require proof of identity (e.g., ID copy).

13. Changes to the Privacy Policy

The Company reserves the right to update this privacy policy at any time. The latest version will always be available on our website. If the policy forms part of an agreement with you, the Company will inform you of any updates via email or other suitable means.

14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how the Company handles your data, please contact:

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