

DATA PRIVACY POLICY UNICEF.CH

Last updated: August 2025

Data protection is important to us

In the following, UNICEF Switzerland and Liechtenstein (“UNICEF”; “we”) provides information on how we use personal data. “Personal data” is all data that refers to your person, such as your name, address and email address, as well as your user behavior. We have taken technical and operational precautions to protect your data.

1. Data controller

The controller pursuant to Art. 5 letter j of the Swiss Federal Act on Data Protection (FADP) and Art. 4 para. 7 of the EU’s General Data Protection Regulation (GDPR) is:

Committee for UNICEF Switzerland and Liechtenstein
Pfingstweidstrasse 10
8005 Zurich
Tel.: +41 (0)44 317 22 66
Email: [info\(at\)unicef.ch](mailto:info(at)unicef.ch)

2. Data protection officer

Our data protection officer is:

Prof. Simon Schlauri
Attorney-at-Law
Ronzani Schlauri Attorneys
Signaustasse 11
8008 Zurich

He can be contacted by email at [datenschutz\(at\)unicef.ch](mailto:datenschutz(at)unicef.ch) or via the following postal address:

Committee for UNICEF Switzerland and Liechtenstein
Data Protection Officer
Pfingstweidstrasse 10
8005 Zurich

3. What personal data is collected for what purposes

We may collect master data (company name, name, address, email address, etc.), data regarding your donations or the goods or services you have purchased (e.g., purchases in the store, events or competitions), your payment transaction data, your online preferences and your customer feedback. If we contact you via our social media sites and you interact with them (for example with a “like” or a comment), you leave personal data that we can view and to which we can respond.

We use your personal data

- to add to and maintain our databases on donors, customers and suppliers;
- to communicate with you by post, telephone or, if you have given your consent, by email;
- for prospecting;
- to conclude and process donations or transactions with you (for example purchases you make in our web store);
- for the operation and evaluation of our website;
- for the settlement of payments;
- for marketing, including but not limited to market research and the analysis of our donor or customer base;

- for the processing of applications.

We can harmonize, update or supplement your data using databases of third-party providers.

Input fields for personal data that are mandatory for the use of our website are marked accordingly when the data is collected. The provision of personal data in other fields is voluntary. You can inform us at any time that you no longer wish for this personal data that was provided on a voluntary basis to be processed (see section 12, "Your rights").

We may collect personal data regarding your creditworthiness in order to protect ourselves against payment defaults.

Your surfing and usage data is then collected on our website. This includes, for example, information on which browser and which browser version you used to visit the website and when, which operating system you use, from which website you accessed our website via a link, and which elements of the website you use and how. This information is used to display and optimize our website correctly, to protect it against attacks or other legal violations, and to personalize the website for you. We do not draw any conclusions regarding the persons concerned from this surfing and usage data, and only store and evaluate the personal data anonymously, unless we need the personal data to investigate legal violations.

4. Tracking on the internet in particular

4.1 Cookies

We use cookies on our website www.unicef.ch. Cookies are packets of data that are sent from our website's web server to your browser, stored on your computer, and can be retrieved by the web server during a subsequent visit. Cookies store information regarding your online preferences, and allow us to improve your browsing experience or carry out marketing on our or other websites. The information stored in the cookies when you visit our website again can be sent either to our web server ("first-party cookie") or to another server to which the cookie belongs ("third-party cookie").

You can refuse to allow cookies to be placed when you visit the website if they are not essential for the operation of our website. You can also completely deactivate the use of cookies in your browser. However, you may not be able to use all the features of our website in this case.

You can find more details about the cookies that are used at www.unicef.ch in the "Data privacy preference center" on our website under "Cookie settings."

4.2 Tracking pixels

Our newsletter can contain what is known as a tracking pixel or similar technical features. Tracking pixels allow us to statistically analyze the use of our newsletter.

You can deactivate tracking pixels in your email software by switching off the automatic loading of images in displayed emails.

4.3 Facebook Custom Audience pixels

If you have given your consent, we use Custom Audience pixels from Facebook on our website. This allows users of the Facebook social network or other websites to be shown advertisements based on their interests ("Facebook ads").

4.4 Google Analytics

If you have given your consent, we use the Google Analytics web analysis service for the purpose of needs-based design and the continuous optimization of our pages.

In this context, pseudonymized user profiles are created and cookies are used. These are transmitted to and stored on Google's servers in the US. The IP address is shortened by activating IP anonymization ("anonymizeIP"). The anonymous IP address transmitted by your browser as part of Google Analytics is not merged with other Google data.

4.5 Facebook Lead Ads

If you have given your consent, we use Lead Ads from Meta Platforms Ireland Limited via a contact form placed on Facebook websites (instant form) to process certain personal data from visitors who may be interested in your business or services. The content and scope of the data requested in this form depend on the orientation of your lead campaign.

The data is linked to the intended purposes of your Lead Ad campaign. If these purposes differ from the purposes given in this data privacy policy, they shall be clearly identified within the context of the Lead Ads.

4.6 Facebook Lookalike Audience / Custom Audience

If you have given your consent, we use Custom Audience and Lookalike Audience to better define our visitors and donors as well as to actively seek new donors. Here, data is first hashed before being submitted to Meta and later compared with existing social media profiles. This hashing process cannot be reversed unless Facebook is already in possession of the respective data.

5. Processing by third parties and abroad

We may engage third parties to process the aforementioned personal data for us. These third parties may only process the personal data in the same way as we are permitted to do ourselves.

These third parties are suppliers, marketing and market research companies (including companies that recruit new donors), companies that carry out the technical operation of our information technology for us (cloud/outsourcing partners), operators of analysis services (see section 4.4), financial service providers, debt collection companies or lawyers and authorities. UNICEF International scrutinizes some donor data more carefully.

If we engage third parties to process personal data, the third party will be carefully selected and must take appropriate security measures to guarantee the confidentiality and security of your personal data.

Processing by us or the named processors and/or third parties may also take place in other European or non-European countries. These processors and/or third parties are registered at the locations listed below. We ensure that sufficient contractual guarantees are in place that such third parties will use the personal data in accordance with the legal requirements.

We have engaged the following third parties to process personal data:

- Amazon Web Services (AWS), Amazon Web Services, Inc., 410 Terry Avenue North, Seattle WA 98109, USA
- Corris AG, Hardturmstrasse 261, 8005 Zurich
- DialogWorld AG, Fürstenlandstrasse 35, 9001 St. Gallen
- Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA
- gadPlus AG, Eckweg 8, 2504 Bienne: letter shop
- Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA
- KünzlerBachmann Directmarketing AG, Zürcherstrasse 601, 9015 St. Gallen
- Lazona LTD, Hardturmstrasse 261, 8005 Zurich
- MD Systems GmbH, Hermetschloostrasse 77, 8048 Zurich

- Meta Platforms Ireland Limited, Block J, Serpentine Avenue, Dublin 4, Ireland
- Meta Platforms, Inc., 1601 Willow Road, Menlo Park, CA 94025, USA
- Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA, and subsidiaries of Microsoft, such as Xander, Inc.
- Platform.sh, Im Klapperhof 7–23, 50670 Cologne, Germany
- Post CH AG, Wankdorfallee 4, 3030 Bern
- Salesforce, Inc., 415 Mission St., 3rd floor, San Francisco, CA 94105, USA
- Wesser und Partner, Stansstadterstrasse 88, 6370 Stans
- Wikando GmbH, Schiessgrabenstrasse 31, 86150 Augsburg, Germany
- YouTube LLC, 901 Cherry Ave, San Bruno, CA 94066, USA

6. Integration of third-party elements into the UNICEF website

Content from various third-party providers is integrated into our website, for example videos from video platforms (such as YouTube or Vimeo), map services (Google Maps) or buttons from social media platforms (such as Facebook, Instagram, LinkedIn, TikTok or X). This content allows you to consume content from those platforms on our website or simply share our content on the relevant social networks.

When browsing our website, if such content is clicked on as part of the website, a connection to the third-party provider's servers is automatically established. Personal data regarding your website visit, including your IP address, is transmitted to the third-party provider. If you are logged in to the respective third-party provider at the time of your visit (e.g., with a Facebook or Google account), or if the provider has stored cookies on your computer, it is possible that this third party can determine that you have visited our website. You authorize us to share this information with the third-party provider with whom you hold your account.

You can obtain information on the purpose and scope of data processing by such third-party providers, as well as your rights and setting options in this regard, from the third-party providers concerned.

7. Profiling

With regard to your donation behavior, we use the information available to us to prepare profiles/scorings or features. A feature can be the willingness to donate, for example. This does not involve high-risk profiling in terms of data privacy. The data mentioned above is used for marketing measures and purposes relating to donations (e.g., thank-you letters and donation certificates). You can object to this at any time.

8. Obtaining data from third-party sources

Some of the data relating to potential donors is collected directly from the data subject. However, we also receive some customer master data and features from third-party sources, including address brokers, telephone directory matching and the web service of the post office for address matching.

We obtain phone numbers for telephone marketing from DialogWorld AG in St. Gallen. We collect other data either from public directories (e.g. foundation directories) or on the basis of publicly available information such as Wealth-X (UK) Limited, 4 Bouverie Street, London, England, EC4Y8AX.

9. Updating outdated addresses

When we receive notice that an address (email or postal address) is no longer valid, we proceed as follows:

- If our registered contact is a company, we use the contact data of the successor with the same position in the company.
- If our registered contact is a private individual and we are unable to find a new address, the data set is deleted, unless there are reasons for further processing in accordance with the law.

10. Delegates

We process personal data of delegates for UNICEF as a legally organized association. The data is used exclusively for the relevant purposes.

In this context UNICEF collects and processes the addresses, names and roles of the delegates. The collection and processing of the data serve UNICEF as a legally organized association.

11. Legal basis for processing

The legal basis for the processing of personal data by us generally lies in Art. 31 para. 2 (a) FADP (processing in direct connection with the conclusion or performance of a contract; corresponds to Art. 6 para. 1 (b) EU GDPR) and in Art. 31 para. 1 FADP (consent of the data subject or obligation to process by law; corresponds to Art. 6 para. 1 (a) EU GDPR). Marketing measures that are not sent by email are in our legitimate interest in accordance with Art. 31 para. 1 FADP and Art. 6 para. 1 (f) GDPR. You can object to marketing measures at any time.

In cases in which we wish to refuse to conclude contracts with data subjects in the future because of misuse, default on payments or for similar legitimate reasons, we reserve the right to retain the surname, first name, address and email address of a data subject as well as the personal data relating to the circumstances of the case in question on the basis of Art. 31 para. 1 FADP (corresponds to Art. 6 para. 1 letter (f) EU GDPR) in our own interest.

12. Your rights

Upon request, we will provide any data subject with information as to whether and, if so, what personal data relating to them is being processed (right to confirmation, right to information).

At your request

- we will partially or completely refrain from processing personal data (right to erasure or withdrawal of your consent to the processing of personal data that is not strictly necessary; right to be forgotten). We will also communicate your request to be forgotten to third parties to whom we have previously forwarded your personal data.
- we will rectify the relevant personal data (right to rectification).
- we will restrict the processing of the personal data in question (right to restriction of processing; in this case, we will only store your personal data or use it to protect our legal claims or the rights of another person).
- you will receive the personal data concerned in a structured, commonly used and machine-readable format (right to data portability).

To make such a request to exercise a right described in this section, for example if you no longer wish to receive email newsletters from us or wish to delete an account, please use the corresponding function on our website or in the newsletter, or contact us in accordance with the information provided in section 2 above (Contact).

If we assert an overriding interest in the processing of your personal data, you have the right to object to the processing, provided that your particular situation in comparison to other data subjects results in a different balancing of interests (right to object).

If you are not satisfied with our response to your request, you have the right to lodge a complaint with a competent supervisory authority, for example in your country of residence or at UNICEF's headquarters (right to lodge a complaint).

13. Data storage period

We only store personal data for as long as is necessary to carry out the aforementioned processing.

We retain accounting-related data for ten years in accordance with statutory storage obligations.

Application-related data is erased after a maximum of six months, unless you have given us your consent to store your data for a longer period or a contract has been concluded.

For technical reasons, we also reserve the right to store your data on backup media although we have erased it from our active systems.

14. Information regarding children and young people

You can find a privacy policy that is easier for children and young people to understand at <https://kidsunited.unicef.ch/de/datenschutz> (German, French and Italian only).

We collect and process data relating to children or young people that is provided to us during donation campaigns. Children can register with the Kids Club, in which case you will receive a brochure on certain important topics by post.

No one under the age of 16 may register for the Kids Club, newsletter, events or similar, or otherwise consent to the processing of their data, without parental consent.

You must be aware of the consequences of the collection, processing and storage of your personal data, and understand the importance of data processing and storage. Children or young people who are unsure must ask their parents.

15. Information for parents of minors

As a Children's Fund, UNICEF attaches the greatest importance to the safety of children who use the internet. Please read the following information carefully:

15.1 General risks, safety measures

Please note that illegal content relating to pornography, racism, terrorism and many other topics can be called up easily on the internet. You should therefore only allow children younger than 16 years (subject to higher age limits under the law) to access the internet under supervision or after giving them the explanations they need. Help your child to learn how to handle this medium competently. Regularly surf the internet together with your child and assess any new sites.

15.2 Safety tip

Set up two email addresses for your child: one for the personal exchange of emails with persons they know and one for new internet contacts that you monitor yourself.

Make sure that your child

- does not reveal their name, address, personal email address or phone number to anyone they meet online,
- shows you all forms in which they provide personal data,
- shows you websites that make them feel uncomfortable,
- is accompanied by an adult the first time they want to meet someone they met online,
- does not reply to advertising emails and chain letters.

15.3 Duty of supervision

Please remember that your children could also potentially publish or disseminate illegal content on the internet. Children are also often prone to the temptation to hack into protected areas and systems and/or to damage or temporarily render them unusable. You as the parent can be held liable for any resulting damage.

16. Changes to this data privacy policy

On account of the ongoing development of our website and offers, or because of changed legal or official requirements, it may become necessary to change this data privacy policy. You will be notified of the changes.