



## General legal information

### General Terms and Conditions

A website is operated on [www.belalp.ch](http://www.belalp.ch), which provides various pieces of information and also makes it easier for customers to book tourist services from the region online. Payments can be made in the online shop by credit card (VISA or MasterCard), on account or payment (including cash) directly with the provider of the service in question. Some services are booked via a separate booking platform. Even if this booking platform is integrated into our website, separate contractual provisions apply to the booking; reference is made to this within the booking platform.

### Intellectual property rights

The entire content of [www.belalp.ch](http://www.belalp.ch) is protected by copyright. All rights belong to the operators or third parties. The elements on the website [www.belalp.ch](http://www.belalp.ch) are only freely accessible for browsing purposes. Duplication of this material, or parts thereof, in any written or electronic form, is only authorised with the specific mention of [www.belalp.ch](http://www.belalp.ch). The reproduction, transmission, modification, linking or use of the website [www.belalp.ch](http://www.belalp.ch) for public or commercial purposes is prohibited without the prior written consent of the operators.

The various names and logos appearing on the [www.belalp.ch](http://www.belalp.ch) site are generally registered and protected trademarks. No part of the [www.belalp.ch](http://www.belalp.ch) website is designed in such a way as to grant a licence or right to utilise a picture, registered mark or logo. Downloading or copying the [www.belalp.ch](http://www.belalp.ch) website or parts thereof confers no rights whatsoever in respect of the software or elements of the [www.belalp.ch](http://www.belalp.ch) website. The operators reserve all rights with regard to all elements on the website [www.belalp.ch](http://www.belalp.ch), with the exception of the rights belonging to third parties.

### Up-to-date information, correctness, conclusion of the contract

Although the operators have expended all due care to ensure the reliability of the information contained on the website [www.belalp.ch](http://www.belalp.ch) at the time of publication, neither Blatten-Belalp Tourismus AG nor Belalp Bahnen AG nor their contractual partners can make an explicit or implicit assurance or warranty (including to third parties) regarding the correctness, accuracy, reliability or completeness of the information on [www.belalp.ch](http://www.belalp.ch). Information on the website [www.belalp.ch](http://www.belalp.ch) can be changed at any time without notice.

The operators assume no responsibility and give no guarantee that the features on the website [www.belalp.ch](http://www.belalp.ch) will not be interrupted or that the website [www.belalp.ch](http://www.belalp.ch) or the respective server will be free of viruses or other harmful components.

Liability claims against the operator for any loss or damage, whether of a material or immaterial nature, that has resulted from access to or use of/non-use of the published information, misuse of the connection or technical disruptions, are excluded. The operators do not accept any liability for the security of the transmission of data via the internet.

All quotations are non-binding. The operators expressly reserve the right to change parts of the sites or the whole offer without announcement, to complement, to erase or to cease publication temporarily or permanently.



### **Hyperlinks/links to other websites**

The website [www.belalp.ch](http://www.belalp.ch) contains links to websites operated by third parties which might be of interest to you. When activating such links, you may, under certain circumstances, leave the website [www.belalp.ch](http://www.belalp.ch), or snippets from third-party websites may be displayed within the surroundings of the website [www.belalp.ch](http://www.belalp.ch).

The operators of [www.belalp.ch](http://www.belalp.ch) have not carried out any checks on the websites of third parties that are linked to from the website [www.belalp.ch](http://www.belalp.ch) and are in no way responsible or liable for the content or functioning of these third-party websites. This applies regardless of whether when activating the link you leave the website [www.belalp.ch](http://www.belalp.ch) or the display appears within the context of the website [www.belalp.ch](http://www.belalp.ch), as well as if in the latter case the information provider of a third-party website is not immediately obvious.

Establishing the link or consulting websites operated by third parties is at the sole risk and peril of the user.

### **Applicable law and place of jurisdiction**

The use of this website is governed exclusively by Swiss law. The sole place of jurisdiction is Brig, Switzerland.



## Privacy Policy

**This Privacy Policy applies to the website operated by Blatten-Belalp Tourismus AG and Belalp Bahnen AG, 3914 Blatten, Switzerland**

We use this Privacy Policy to inform you about which data we process from you, what we need this data for and how you can object to the collection of this data.

Our promise to you: we handle your data in a trustworthy manner.

Protecting your privacy is an important concern to us. We guarantee that your personal data will be processed in accordance with the law and in compliance with the applicable provisions of data protection legislation.

We set an example for the careful handling of your data with the following principles:

### **You decide for yourself how your personal data is processed.**

Within the legal framework, you can object to data processing at any time, revoke your consent or have your data erased. You always have the option to travel anonymously, i.e. without your personal data being collected.

### **Your data will not be sold.**

Your data will only be disclosed to selected third parties listed in this Privacy Policy and only for the purposes explicitly stated. If we commission third parties to undertake data processing, they will be contractually obliged to comply with our data protection standards.

### **We ensure your data is safe and protected.**

We guarantee that customer data is handled carefully and your data is safe and protected. We put the necessary organisational and technical arrangements in place to achieve this.

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### 1. Who is responsible for data processing?

The controller responsible for processing data on this website is: [tourismus@belalp.ch](mailto:tourismus@belalp.ch)

Belalp Bahnen AG / Blatten-Belalp Tourismus AG  
Rischinustrasse 5  
3914 Blatten bei Naters  
Tel. 027 921 60 40

### 2. Why do we collect personal data?

We are aware of how important it is to you that we handle your personal data with care. Any data processing only takes place for specific purposes. These may arise, for example, from technical necessity, contractual requirements, statutory provisions, overriding interest, i.e. for legitimate reasons, or from your express consent. We collect, store and process personal data insofar as this is necessary. For instance, this could relate to the management of the customer relationship, the distribution of our products and the provision of our services, the processing of orders, sales and invoicing, the answering of questions and enquiries, the provision of information about our products and services and their marketing, support with technical matters as well as the evaluation and further development of services and products. Please read the following sections for more detailed information on which data is processed for which purposes.

### 3. What data is stored and what is it used for?

If you use the website for information purposes only, i.e. if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server. If you wish to view our website, we collect the following data, which is technically necessary for us to display our website to you and to guarantee its stability and security:

- IP address
- Date and time of request
- Time zone difference from Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Request status/HTTP status code
- Respective volume of data transferred
- Website making the request
- Browser
- Operating system and device
- Language and version of the browser software

The data of the server log files, collected anonymously, is stored separately from all personal data provided by a data subject.



When services are purchased, we need personal information for contractual reasons for the online ordering or purchase of certain services and products so we can render our services. This is the case, for example, when purchasing a subscription or a single ticket. We collect the following data when personalised services are purchased, depending on the product or service:

- Personal photo
- Name
- Date of birth
- Email address
- Postal address
- Payment method
- Agreement to the General Terms and Conditions

We also collect data about the services you have purchased so we can process the contractual relationship. This includes the following information, depending on the product or service:

- Type of product or service purchased
- Price
- Place, date and time of purchase
- Purchase channel (internet, machine, counter, etc.)
- Date and period of validity

You can use multiple contact forms to get in touch with us. The following personal data must be entered:

- Last and first names
- Email address
- Price

Data generated when services are purchased is stored in a central database and also processed for other purposes, including marketing purposes.

In addition, the data is used in the context of ticket checks to identify the holder of a personalised ticket and to avoid misuse.

#### **4. How long will your data be kept for?**

We only store personal data for as long as it is necessary

- to provide services to the extent specified in this Privacy Policy that you have requested or consented to.
- to use the tracking services mentioned in this Privacy Policy as part of our legitimate interest.

We will keep contractual data for as long as it is required by statutory retention obligations. Retention obligations, which oblige us to store data, result from accounting regulations and tax regulations. If we no longer need this data to perform the services for you, the data will be made inaccessible. This means that the data may then only be used to fulfil our retention obligations.

#### **5. Where is the data stored?**

Your data is generally stored in databases within Switzerland. However, in some cases listed in this Privacy Policy, the data will also be passed on to third parties who are based outside Switzerland. If the country concerned does not have an adequate level of data protection, we enter into contractual provisions with these companies to ensure that your data is adequately protected there.



## 6. What data is processed in conjunction with marketing?

If you agree, we will use your customer data (name, date of birth, address, email address), your service data (data about services purchased, such as subscriptions or individual tickets) and your click behaviour on our websites or in emails that you have received from us for marketing purposes. Please also see the section on tracking tools with regard to the evaluation of click behaviour.

We evaluate this data so we can refine our offering in a needs-oriented manner and provide or display information and offers that are as relevant as possible. We only use the data that we can clearly assign to you.

You can refuse to be contacted by us at any time. You can choose from the following options:

- Each email you receive from us will include an unsubscribe link where you can unsubscribe from further messages.
- You can also register or unsubscribe at any time at our counter, by telephone (027 921 60 40) or by email ([tourismus@belalp.ch](mailto:tourismus@belalp.ch)).

## 7. What rights do you have in relation to your personal data?

You have the following rights with regard to your personal data:

- You can request information about your personal data that is stored.
- You may request that your personal data be rectified, supplemented, made inaccessible or erased. If data cannot be erased for legal reasons (e.g. statutory retention periods), it will be made inaccessible rather than erased.
- If you have set up a customer account, you can delete it or have it deleted.
- You can object to the use of your data for marketing purposes.
- You can request the transfer of your data.

To exercise your rights, please send a letter by post to  
Belalp Bahnen AG / Blatten-BelalpTourismus AG  
Rischinstrasse 5  
3914 Blatten bei Naters  
Tel. 027 921 60 40

or by email to: [tourismus@belalp.ch](mailto:tourismus@belalp.ch)

## 8. What does "shared responsibility in public transport" mean?

We are responsible for the processing of your data. As a public transport company, we are legally obliged to provide transport services in collaboration with other transport companies and associations ("direct transport", Art. 16 and 17 of the Swiss Passenger Transport Act). To make this possible, data derived from contacting you or from the services you purchased, for instance, will be shared within Nationale Direkte Verkehr (NDV), an association of over 240 transport companies and public transport associations at the national level. The individual transport companies and networks are [listed here](#).

The data is stored in the central database NOVA (network-wide public transport connections), which is maintained by SBB in the mandate of the NDV. We, along with the other companies and associations of the NDV, are jointly responsible for this. NOVA is a technical platform for the distribution of public transport services. It contains all the central elements for the sale of public transport services, such as the customer database. The scope of access to the shared databases by the individual transport companies and associations is regulated by a joint agreement. The transfer of data with central storage and its processing by the transport companies and associations is limited to the following purposes:



#### Provision of the transport service

Your travel and purchase data will be forwarded within the NDV to ensure a seamless trip.

#### Contract processing

We process this data for the sake of establishing, managing and processing contractual relationships.

#### Maintaining customer relationships and support

We process your data for communication-related purposes, in particular linked to answering enquiries and the assertion of your rights, and so we can identify and best support you across public transport in the event of concerns or difficulties, as well as to process any claims for compensation.

#### Ticket checks and revenue security

Customer and subscription data are required and processed for revenue protection (checking the validity of tickets or discount passes, debt collection, combating abuse).

Anyone who travels without a valid ticket or with a partially valid ticket may be listed on the [national register of fare-dodgers](#).

#### Revenue distribution

The office of the Alliance SwissPass, managed by ch-integral, fulfils the legal mandate defined in the Swiss Passenger Transport Act to collect travel data to ensure [income](#) is distributed correctly. The office acts as a mandate holder for the distribution of income in national direct transport on behalf of the companies that belong to the NDV.

#### Identification as part of authentication for the SwissPass login (SSO)

If you purchase services using the SwissPass login, the data is stored in the central customer database (NOVA). The aforementioned login, card, customer and service data is also shared between SwissPass' central login infrastructure and us as part of the authentication process so you can use the single sign-on (SSO) (a login for all applications that offer the use of their services with the SwissPass login)

#### Joint marketing and market research activities

In addition, the data collected during the purchase of [public transport](#) services is also processed for marketing purposes in certain cases. If you have given your consent and processing or contact with you has been undertaken for this purpose, this will in principle only be carried out by the transport company or group from which you have purchased the corresponding public transport service. Processing or contact by the other transport companies and groups involved in the NDV will only take place in exceptional cases and subject to strict requirements. Furthermore, this will only occur if the evaluation of the data shows that a particular public transport offer could bring added value for you as a customer. Processing and contact by SBB is an exception to this. SBB performs the marketing mandate for the NDV services on behalf of the NDV (e.g. GA and half-fare) and may contact you on a regular basis in this role. We also process your data for market research, to improve our services and for product development.

#### Use of anonymous data to refine public transport systems

We evaluate your data anonymously so we can develop the overall system of public transport in a needs-oriented manner.

### **9. Transmission of personal data to third parties**

Under the following conditions, the operators may pass on your personal data to the following third parties:



### Booking accommodation or other tourist services

In order to complete your booking, the relevant booking information must be transmitted to the service providers in question (e.g. hotel, course provider). This may include information such as your name, your contact details, your payment details, your special enquiries from the booking and the names of the participants. Should the respective booking require it, the operators may commission third-party financial service providers to process the payment or payment guarantee. By making a booking, you agree to this transfer.

### Our service providers

We may use the services of third-party service providers to process your personal data on our behalf for the above-mentioned purposes. The transmission of your booking information to the service providers, as well as the communication with you, can also be handled via third-party service providers. We may also use third-party service providers for analytical purposes. All third-party service providers who are involved in one of these processes are subject to confidentiality and may process your personal data exclusively for the above-mentioned purposes.

We likewise reserve the right to use your details for marketing purposes or to ask a third company to implement a specific project on our behalf, e.g. a market analysis or the judging of a competition. Other use of your personal details by third parties, in particular, their sale to third parties, is expressly excluded.

### Competent authorities

We share or disclose your personal data to government or investigative authorities if required by law (or similar provisions), for court proceedings, pursuant to a court order or after a subpoena. The owners of the website [www.belalp.ch](http://www.belalp.ch) also reserve the right to disclose your personal data if this is absolutely necessary for the prevention, detection or prosecution of criminal acts.

## **10. How are tracking tools used?**

We use the web analysis services provided by Google Analytics for the purpose of the needs-based design and continuous optimisation of our websites, apps and emails. Our legitimate interest forms the legal basis in the data processing described below.

### Tracking on websites

In connection with our websites, pseudonymised usage profiles are created and small text files ("cookies") stored on your computer (see "What are cookies and when are they used?" below) are used. The information generated by cookies about your use of this website is transmitted to the servers of the providers of these services, stored there and processed for us. In addition, we receive the following information:

- Navigation path that a visitor follows on the site
- Time spent on the website or subpage
- Subpage from which the website is left
- Country, region or city from which access is undertaken
- Terminal device (type, version, colour depth, resolution, width and height of the browser window)
- Whether you are a returning or new visitor.
- Browser type/version,
- Operating system used
- Referrer URL (the website previously visited)
- Host name of the accessing computer (IP address),
- Time of the server request





#### Tracking when sending emails

For each newsletter sent, information is collected on the address file used, the subject and the number of newsletters sent. In addition, it is possible to see which addresses have not yet received the newsletter, to which addresses the newsletter has been sent and for which addresses the newsletter sending has failed. In addition, the open rate, including information about which addresses have opened the newsletter and which addresses have unsubscribed from the newsletter distribution list, can usually be discussed.

The use of corresponding services enables the information listed above to be evaluated. In addition, the click behaviour can also be recorded and evaluated. We use this data for statistical purposes and to optimise the content of our messages. This allows us to better tailor the information and offers in our emails to the individual interests of the recipient in question.

In particular, we use the following third-party cookies and plug-ins:

#### Google Analytics

This website uses functions of the web analytics service Google Analytics. The provider is Alphabet Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses cookies which enable your use of the website to be analysed. The information generated by the cookie about your usage will generally be transmitted to a Google server in the USA and stored there.

Google Analytics cookies are stored on the basis of the legitimate interest of the operators in analysing user behaviour in order to optimise both our advertising services and our advertising.

As a user, you have the option to download a "browser add-on for Google Analytics deactivation". The add-on communicates with the Google Analytics JavaScript (ga.js) to indicate that information about the website visit should not be sent to Google Analytics.



## 11. What are cookies and when are they used?

Cookies are small files that are stored on your computer or mobile device when you visit or use one of our websites. Cookies store certain settings about your browser and data about the interaction with the website via your browser. When a cookie is activated, it can be assigned an identification number that identifies your browser and allows the information contained in the cookie to be used. You can set your browser to display a warning on the screen before saving a cookie. You can also opt out of the benefits of personal cookies. If you do so, certain services cannot be used.

We use cookies to evaluate general user behaviour. The goal is to optimise our digital presence. The aim is for this to be easier to use and the content more intuitive to find. It should be structured and arranged in a more comprehensible way. It is important to us to make our digital presence user-friendly and aligned with your needs. This allows us to optimise the website through targeted content or information on the website that may be of interest to you.

Most web browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer, or so that you are always notified before a new cookie is created. On the following pages, you will find explanations on how you can configure the processing of cookies with the most common browsers:

- [Google Chrome for Desktop](#)
- [Google Chrome for Mobile](#)
- [Microsoft Windows Internet Explorer](#)
- [Apple Safari for Mobile](#)

Disabling cookies may mean that you will not be able to use all the features of our website. Our legitimate interest forms the legal basis for the data processing described.

## 12. What are social plug-ins and how are they used?

Social plug-ins serve to make our websites more personal. The plug-ins are deactivated by default on our websites and therefore do not send any data to social networks. Clicking on the "Activate social media" button activates all the plug-ins (known as a "2-click solution"). The plug-ins can, of course, be deactivated with one click.

If the plug-ins are activated, your browser establishes a direct connection with the servers of the social network in question as soon as you visit our website. The content of the plug-in is transmitted directly from the social network to your browser and integrated into the website.

When the plug-in is integrated, the relevant provider receives the information that your browser has accessed the corresponding page of our website, even if you do not have an account with this social network or are not currently logged in to it. This information (including your IP address) is transmitted from your browser directly to a Facebook server in the USA and stored there. We therefore have no influence on the scope of the data that the provider collects with the plug-in.

If you are logged in to the social network, it can directly assign your visit to our website to your user account. When you interact with the plug-ins, the corresponding information is also transmitted directly to the provider's server and stored there. The information may also be published on the social network and may be displayed to other users of the social network.

The provider of the social network may use this information for the purpose of advertising, market research and needs-based design of the offering in question. User, interest and relationship profiles may be created for this purpose, e.g. to evaluate your use of our website with regard to the advertisements



displayed to you on the social network, to inform other users about your activities on our website and to provide other services associated with the use of the social network.

#### Facebook social plug-ins

Our website uses social plug-ins ("plug-ins") from the social network facebook.com, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA ("Facebook"). The plug-ins are marked with a Facebook logo or the phrase "Facebook Social Plug-In". When you visit a page on our website that contains a social plug-in, your browser establishes a direct connection to the Facebook servers. The content of the plug-in is transferred from Facebook directly to your browser, which then embeds it into the website. As a result, Facebook receives information that you have visited the respective page of our website. If you are logged into Facebook, Facebook can link this visit to your Facebook account. If you interact with the plug-ins, for example by pressing the "Like" button or by entering a comment, the corresponding information is also transmitted directly to a Facebook server and stored there. Please see Facebook's privacy policy for information on the purpose and scope of data collection and the further processing and use of data by Facebook, as well as your applicable rights and settings options for protecting your privacy. If you do not wish Facebook to link your visit to our web pages to your Facebook user account, please log out from the latter.

#### Twitter plug-in

Functions of the Twitter service are integrated into our site. These functions are provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. When you use Twitter and the "Retweet" function, the websites you visit are connected to your Twitter account and made known to other users. In the process, data is also transferred to Twitter. We would like to point out that, as the provider of these web pages, we have no knowledge of the content of the data that is transmitted or how it will be used by Twitter. For more information on Twitter's privacy policy, please go to <https://twitter.com/privacy>.

Your Twitter privacy preferences can be modified in your account settings [at https://twitter.com/account/settings](https://twitter.com/account/settings).

#### Instagram plug-in

Functions of the Instagram service are integrated into our websites. These functions are offered by Instagram LLC, 1601 Willow Road, Menlo Park, California 94025, USA.

If you are logged into your Instagram account, you can click the Instagram button to link the content of our webpages to your Instagram profile. This allows Instagram to link the visit to our websites to your user account. Please note that we, as the provider of these websites, do not have any knowledge of the content of the data transmitted to, or its use by Instagram.

For more information, see Instagram's privacy policy: <https://instagram.com/about/legal/privacy/>.

### **13. Data security**

We use appropriate technical and organisational security procedures to protect your stored personal data against manipulation, partial or complete loss, as well as against unauthorised access. Our security procedures are constantly improved on the basis of technological developments.

Internal company data protection is something we also take very seriously. Our employees and the external service providers we commission have committed themselves to confidentiality and compliance with data protection regulations.



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We take reasonable precautions to protect your information. However, the transmission of information via the internet and other electronic means of communication always involves certain security risks; we cannot guarantee the security of information transmitted in this way.

#### **14. Changes to this Privacy Policy**

Last updated January 2024