

Privacy Policy

Responsible person

The person responsible for processing your personal data is:
Shēntǐ Praxis für Traditionelle Chinesische Medizin, Nicole Riederer,
Birmensdorferstrasse 126, 8003 Zurich.

Purpose of processing

The collection and processing of your personal data is primarily for the purpose of communicating with you. This also includes marketing purposes and relationship management. In particular, we use communication data and master data for this purpose. We may also collect and process personal data to fulfil and process the treatment contract. Based on your use of our website, we process your data for the purposes explained below.

Provider of the website and creation of log files

When you visit our website, we automatically collect general technical visitor information in so-called log files. This includes, for example, the IP address of the device used from which the visit is made. These log files are collected and processed for the purpose of enabling the use of our website (connection establishment), to permanently guarantee and increase the security and stability of our systems, to enable the optimization of our internet offer as well as for internal statistical purposes.

Contact form, chat and e-mail contact

You can contact us using the contact form, chat or e-mail. We process the data collected in this way in order to check your enquiry and to contact you, e.g., to arrange an appointment.

Booking an appointment

You can book an appointment with us online. We process the data collected in this process in order to record and prepare the appointment and to create a patient profile.

Disclosure

We treat your personal data confidentially and only disclose it to those third parties who are listed in this data protection declaration.

Our practice uses external service providers for various administrative activities. These external service providers may gain access to your personal data due to their activities, whereby they are contractually obliged to treat your personal data confidentially at all times. In this context, your personal data may be disclosed to the following recipients in particular:

- Trustees in connection with the keeping of accounts and the preparation and dispatch of invoices,
- tax advisors, if this should be necessary for the preparation of the tax return,
- IT service companies, which provide the software programs and services we use and administer the website,
- debt collection companies, if we need to enforce our performance by way of debt collection,
- Law firms, if a dispute arises from the treatment contract.

In addition, we disclose your personal data to health insurance companies and insurance companies, in particular in connection with the billing of the services provided by us. We may also disclose your personal data to offices and authorities, such as the cantonal or federal health authorities, if this

should become necessary in connection with the management of our practice and the licenses granted.

We may also disclose your personal data to other medical and health professionals (e.g., doctors, naturopaths, etc.) if this appears necessary in connection with the medical treatment, e.g., in order to obtain second opinions or supplementary information or to ensure deputization. If this appears necessary in connection with the medical treatment, we may also ask other medical and health professionals (e.g., your family doctor) for information about your medical history and in this context disclose that you are being treated by us.

Your personal data (such as findings, therapy suggestions, etc.) may also be shared with your relatives.

Communication

When communicating by unencrypted e-mail, there is a risk that data may be lost, intercepted or manipulated. The confidentiality of data cannot be guaranteed when transmitting via unencrypted e-mail. The same applies to messenger services. We cannot guarantee the confidentiality of communication via unencrypted e-mail and messenger services. If you contact us via e-mail, messenger or similar services, we understand this as consent to the use of these communication channels. We also reserve the right to contact you through these communication channels.

Use of cookies

Cookies are small pieces of information that can be used to uniquely identify your browser and store other information such as user preferences. When you visit our website, cookies are automatically stored on your terminal device. Cookies help to make your visit to the website easier.

We use the following cookies:

- **Technically necessary cookies:** These cookies are mandatory for the functioning of our website and cannot be deactivated in our systems.
- **Functional cookies:** These cookies enable the provision of improved functions and personalization. They may be set by us or by third parties whose services we use on our website.
- **Analytics cookies:** These cookies allow us to count visits and identify sources of access to determine and improve the performance of our website.
- **Marketing cookies:** These cookies and other tracking technologies allow us to show you personalized advertising.

You can set your browser to block cookies. However, this may result in some areas of the website not functioning.

Online scheduling software YouCanBook.me and Google Calendar

You can book an appointment on the website. For this purpose, we embed the online booking service of YouCanBook.me, which is linked to a Google calendar. The operators of these services are YouCanBook.me Ltd (38 Mill Street, Bedford, MK40 3HD, United Kingdom; and Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter "Google"). When you book an appointment online, a connection is established to servers of YouCanBook.me and Google. In the process, YouCanBook.me and Google will receive your data.

Alternatively, you can book your appointment by telephone.

The privacy policies of YouCanBook.me and the calendar operator Google can be found here:

<https://youcanbook.me/privacy>

YouCanbook.me processes your data in the UK and complies with the UK General Data Protection Regulation (GDPR) and EU General Data Protection Regulation (GDPR).

<https://www.google.com/policies/privacy/>

Google processes your data in the US and has submitted to the EU-US Privacy Shield

<https://www.privacyshield.gov/EU-US-Framework>

Contact

For questions about the processing of your personal data or to exercise your rights under data protection law, you can contact us at info@shenti-tcmpraxis.ch.

Up-to-datedness and changes

We reserve the right to update and amend this privacy policy at any time without prior notice. The current version published on our website applies at all times.

By using our website, you agree to these conditions and to the corresponding processing of your personal data.

Privacy policy version as of 29.08.2023.