

Privacy Policy of Swiss AI Callcenter

Status: January 2026

1. Responsible Body and Contact

Swiss AI Callcenter is a Brand of and represented by

Deep-Impact AG

Rychenbergstrasse 67,
8400 Winterthur, Switzerland

is the responsible body within the meaning of the revised Swiss Data Protection Act (revDSG) and – where applicable – the EU General Data Protection Regulation (GDPR) for the processing of personal data.

Contact for data protection concerns:

- Email: datenschutzbeauftragter@swiss-ai-cc.com
- Mail: Deep-Impact AG, attn. Data Protection, Rychenbergstrasse 67, 8400 Winterthur, Switzerland

Our operational data protection contact person is:

Mr. Marco Schmid

2. Applicable Law

This Privacy Policy is issued in application of the revised Swiss Data Protection Act (revDSG) and, where relevant, the EU General Data Protection Regulation (GDPR).

Swiss AI CallCenter observes all applicable data protection regulations.

3. Collection and Categories of Personal Data

We generally only process personal data that you voluntarily provide to us or that is collected in the course of our business relationships or the use of our services.

3.1 Contract and Communication Data

- Identification and contact data: Name, first name, address, email address, telephone number
- Contract documents and payment information (e.g., bank details, invoice data)
- Other data that you provide to us in the course of communication

3.2 Technical Data

- Usage information: IP address, browser type, operating system, device type, access times
- Log data (logfiles) when using our website or cloud services

3.3 Publicly Accessible Data

- Information from official registers or generally accessible sources, insofar as this is necessary for business purposes or identification.

3.4 Communication Content Data (for certain services)

Insofar as we process communication content within the scope of our services (e.g., call audio recordings, transcripts, or related conversation content), this occurs exclusively on a valid legal basis (e.g., consent where required, contract, legal requirement, legitimate interest) and/or in accordance with the documented instructions of the respective controller (in particular where Swiss AI CallCenter acts as a processor). We take into account the increased need for protection of such content data by implementing special technical and organizational protective measures.

4. Purposes of Data Processing and Legal Bases

We process your personal data exclusively for the purposes stated below and on the respective legal bases:

Contract Fulfillment

- Processing of contracts relating to our products and services (delivery, installation, support)
- Customer service, communication, invoicing
- Legal basis: Art. 6 para. 1 lit. b GDPR; Art. 31 et seq. revDSG

Legal Obligations

- Compliance with legal retention periods, tax and commercial law obligations
- Provision of information to authorities
- Legal basis: Art. 6 para. 1 lit. c GDPR; Art. 31 et seq. revDSG

Legitimate Interests

- Operation, further development, and security of our services (incl. IT security, fraud prevention)
- Assertion of legal claims and defense in legal disputes
- Legal basis: Art. 6 para. 1 lit. f GDPR; Art. 31 et seq. revDSG

Consent

- Implementation of marketing measures (newsletter, advertising campaigns), unless another permission criterion already applies
 - Analysis and tracking technologies beyond what is technically necessary
 - Legal basis: Art. 6 para. 1 lit. a GDPR; Art. 31 et seq. revDSC
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5. Disclosure of Data to Third Parties

Personal data is only transferred to third parties if this is required:

- for contract fulfillment (e.g., to payment service providers, shipping companies), for compliance with legal obligations (e.g., to authorities), due to legitimate interests (e.g., IT service providers, hosting providers), or with your consent.

Typical recipients include:

- Authorities (e.g., tax and social security authorities)
- External service providers (e.g., IT service providers, cloud providers, communication platforms)
- Banks (payment processing)
- Insurance companies (e.g., accident or health insurance in case of damage)
- voice AI providers (ElevenLabs) and
- workflow automation providers (n8n)

5.1 Data Transfer to Third Countries

Data might be transferred to countries outside Switzerland or the EEA (so-called third countries) if:

- an adequate level of data protection exists (in accordance with an adequacy decision or standard contractual clauses),
- you have consented, or
- another legal permission exists.

In such cases, we implement appropriate additional protective measures (e.g., encryption, risk analyses/"Transfer Impact Assessments") to ensure data protection.

6. Cookies and Tracking Technologies

We use cookies and similar technologies (e.g., pixels, local storage) on our website to:

- ensure the functionality of our services (essential cookies), and
- collect usage statistics or carry out marketing measures (optional cookies).

Essential cookies are necessary for the operation of the website and cannot be deselected.

For analysis and marketing cookies, we obtain your consent where required.

Please note that deactivating or restricting cookies in your browser may impair the functionality of our website.

7. Data Security

We implement appropriate technical and organizational measures (TOMs) to protect your personal data from unauthorized access, loss, misuse, and manipulation. These measures include in particular:

- Encryption of data transmissions (e.g., HTTPS)
- Access restriction to personal data using role-based authorization systems and multi-factor authentication
- Regular security reviews (backups, updates, penetration tests)
- Hosting in certified data centers in Switzerland

Despite all protective measures, absolute data security cannot be guaranteed. We point out that data transmission over the Internet (e.g., via email) may have security vulnerabilities.

8. Profiling and Automated Decisions

Insofar as we use data for analysis purposes or personalized offers (profiling), this is done on the basis of our legitimate interests or your consent.

We do not make decisions that have legal or similarly significant effects exclusively based on automated processing. In cases where automated decision-making is used, we ensure that a final human review takes place (cf. Art. 22 GDPR).

9. Duration of Storage and Deletion

We store personal data only as long as necessary for the purposes for which it was collected, or as long as a legal retention period exists. Subsequently, the data will be deleted or anonymized.

If data is required for several purposes, it will be blocked or used only for the strictly necessary purpose until all retention periods have expired.

Details can be found in the document **“Data Storage and Deletion Policy – Swiss AI CallCenter.”**

10. Rights of Data Subjects

Insofar as legally provided, you as a data subject have the following rights:

Right of Access (Art. 25 revDSG, Art. 15 GDPR)

You can request information about the personal data processed by us.

Right to Rectification (Art. 32 revDSG, Art. 16 GDPR)

You have the right to have inaccurate or incomplete data corrected.

Right to Erasure (Art. 32 revDSG, Art. 17 GDPR)

You can request the deletion of your data, provided that no legal obligations or compelling legitimate reasons prevent this.

Right to Restriction of Processing (Art. 18 GDPR)

You have the right to restrict the processing of your data under certain conditions.

Right to Data Portability (Art. 28 revDSG, Art. 20 GDPR)

You have the right to receive the data in a common format or to have it transmitted to a third party.

Right to Object and Right to Withdraw Consent (Art. 21 GDPR, Art. 6 revDSG)

You can object to the processing of your data for reasons arising from your particular situation.

Insofar as we have obtained your consent, you can withdraw it at any time with effect for the future.

Exercising Your Rights

To assert your rights, please contact our data protection contact person at **marco@swiss-ai-cc.com**. We may request proof of your identity before processing your request to ensure that information is not disclosed to unauthorized third parties.

11. Data Protection Impact Assessment (DPIA)

Insofar as our processing operations entail a high risk to the rights and freedoms of natural persons (for example, when using extensive call recording, systematic monitoring of communications, or other data-intensive technologies), we – if we ourselves are the controller – carry out a Data Protection Impact Assessment (DPIA) in accordance with Art. 22 revDSG and/or Art. 35 GDPR or ensure that such a DPIA is carried out by the respective controller.

12. Changes to this Privacy Policy

We reserve the right to amend this Privacy Policy at any time and to adapt it to new legal requirements or changed processing operations. The current version is always available on our website. In the event of material changes (e.g., introduction of new purposes or procedures), we will inform affected persons in an appropriate manner (e.g., by email or by a notice on our website).

13. Questions and Contact

For questions, suggestions, or complaints regarding data protection at Swiss AI CallCenter or to assert your rights, please contact:

marco@swiss-ai-cc.com

or by mail to:

Deep-Impact AG
attn. Data Protection
Rychenbergstrasse 67
8400 Winterthur, Switzerland

Concluding Remark

This Privacy Policy is intended to provide you with transparency about the processing of your personal data and to illustrate our commitment to responsible handling of this data.

Unless otherwise stated in this declaration, the legal provisions (revDSG, GDPR) apply to all data processing carried out by us.

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