

PRIVACY POLICY

Morges Région Tourisme respects your privacy and is committed to complete transparency regarding how we collect, use, and share your personal data.

This privacy policy explains how Morges Région Tourisme processes the personal data we collect from you—whether you provide it to us or we collect it from other sources. This includes the various ways you interact with us, such as in person, by email or phone, through our websites, or via our social media pages.

Morges Région Tourisme, Place de l'Hôtel-de-ville 1, 1110 Morges (Switzerland), is the data controller responsible for processing your personal data collected under this Privacy Policy.

If you have any questions regarding your personal data, you can contact us at any time by email at info@morges-tourisme.ch.

The purpose of this privacy policy is to:

- to list the personal data we collect from you;
- to explain the purpose of processing this data and to specify the legal bases on which we process it;
- to identify with whom this data is shared;
- to describe the security measures we take regarding this data;
- to inform you of your rights regarding your personal data and how you can exercise them ;

OUR PRIVACY POLICY AND YOUR CONSENT

By interacting with us or providing us with your personal data, you agree to the terms described in this privacy policy. If you do not agree to these terms, please do not use or visit our website or provide us with your personal data.

Morges Région Tourisme reserves the right to make changes to this privacy policy, which will take effect as soon as they are published on our website. Please check our website regularly for any changes.

WHAT PERSONAL DATA DO WE COLLECT?

When you interact with us—for example, through our website, our social media accounts, by email, or by phone; when you visit our physical locations; or during events—we may collect your personal data.

We collect only the personal data that you provide to us, that results from your actions on our website, and/or that we need to provide or improve our services, or based on another legitimate interest :

- **Contact and identification information**, such as last name, first name, title, physical and/or email address, and phone number;
- **Reservation information**, such as country of residence, nationality, identification documents, date of birth, gender, arrival and departure dates, number of children, and children's ages;
- **Transactional information**, such as payment details (e.g., credit card or bank account numbers) and billing address;
- **Information regarding your preferences and interests**, as well as your language, on an optional basis if you subscribe to one of our communication or marketing channels (e.g., newsletter);
- **Information from your social media accounts**, such as profiles, photos, videos, stories, comments, and other user-generated content where our brands and/or services are mentioned or appear, when you authorize a third-party social network to share your personal data with us or when you use a social media feature that is integrated into one of our websites;
- **Professional information** if you apply for a job opening or submit an unsolicited application, such as previous work experience, educational institutions attended, references, or certifications;
- **Security information**, such as photos or videos of you taken during your visits to our service counters, captured by our security cameras.

We use cookies and other tracking technologies that collect certain types of information when you interact with our website or open our emails, such as IP addresses, location, devices or browsing preferences, operating system, source,

duration of the visit, pages viewed, etc. For more information, please see our cookie policy.

We may also collect personal data from sources such as third-party data aggregators (e.g., Google), promotional partners, public sources, and social media platforms. This information may include personal data from your social media profile that you authorize the social media platform to share with us in accordance with its policies.

WHY DO WE COLLECT YOUR PERSONAL DATA, AND ON WHAT LEGAL BASIS?

We collect and use your personal data to:

- provide you with our services;
- conduct business transactions with you when you make reservations;
- offer you marketing and communication services tailored to your needs, preferences, and interests;
- answer your questions and/or manage your participation in a contest or event we organize;
- to optimize your user experience on our website;
- to respond to job applications, unsolicited inquiries, or other requests;
- to ensure the security and maintenance of our website and the safety of our staff and customers;
- to maintain records of our activities in order to comply with our financial or legal obligations.

We process your data on a pre-contractual and/or contractual basis during all your interactions with Morges Région Tourisme related to reservations for our services or those of our partners, when we act as intermediaries (please refer to our Terms and Conditions for more information), including when you contact us or request information, as well as any related commercial transactions. We will process your personal data on the same basis if you participate in a contest organized by Morges Région Tourisme, if you apply for a job opening, or if you send us an unsolicited application.

You can subscribe to our communications and marketing materials, such as our newsletter or mailing list, and you also have the option to specify your preferences or interests. In this case, we will explicitly ask for **your consent** to

process your personal data. Please note that you may opt out or withdraw your consent at any time by using the “unsubscribe” option or by contacting us at info@morges-tourisme.ch. For questions regarding consent related to cookies, please refer to our cookie policy.

We may also inform you about new services that are different from those you have subscribed to but are related, and that may prove useful and beneficial to you. In this case, it is in the **legitimate interest** of our company—as well as yours—for us to process your contact information, preferences and interests, usage information, and transactional information such as your purchase history. Please note that in this case, you have the right to object to the processing by contacting us at info@morges-tourisme.ch. It is also in our legitimate interest to process certain information about you to ensure the security of our premises, our IT systems, as well as our staff and customers.

Finally, we have **legal obligations** under national and international law. In order to fulfil these obligations, we process your personal data for compliance purposes, to meet our financial or legal obligations.

WITH WHOM DO WE SHARE YOUR PERSONAL DATA?

We do not sell your personal data.

When we act as intermediaries on behalf of our partners (please see our Terms and Conditions for more information), we share your personal data with them so that they can fulfil their contractual obligations, including providing the services you have subscribed to.

We may also share your personal data with certain service providers (e.g., our web hosting provider, online booking or billing company, call centre, and credit card payment processor), with business partners or marketing and communications agencies (e.g., newsletter publishing and distribution services), or with government authorities.

We require these third parties, if they are based outside Switzerland, to comply with all laws relating to personal data.

We may also use plugins on our website that link to social media platforms. The third-party platform’s use of the information collected from you (or as authorized by you) is governed by its own privacy policy and your settings on that service. If



you do not want a third-party social media site to associate the data collected through our website with your account on that social media platform, you must log out of the relevant social media site before visiting our website.

HOW IS YOUR DATA STORED, SECURED, AND RETAINED?

We take all reasonable technical and organizational precautions to protect your personal data against loss, unauthorized access, and other breaches. This data will not be shared with third parties, except as provided in this Privacy Policy.

When the personal information we collect is no longer required for a specific purpose or based on a legal requirement, we destroy or anonymize it.

We also commit to not retaining your personal data if you show no interest in our services for a defined period after your last contact with us.

YOUR RIGHTS - HOW TO ACCESS YOUR PERSONAL DATA AND REQUEST ITS CORRECTION

You can exercise your rights by simply contacting us at info@morges-tourisme.ch.

You may request access to your personal data, as well as correct or update it.

If the processing is based on your consent, you have the right to withdraw it at any time. You can also unsubscribe from our newsletter to stop receiving marketing communications from us by using the "unsubscribe" option or by contacting us at info@morges-tourisme.ch.

If the processing is based on a legitimate interest, you have the right to object to the processing.

To help us process your request, please provide us with your full contact information so that we can securely identify you.

You can also limit the use of tracking technologies, such as cookies, by configuring your browser to notify you before accepting them, or you can simply set it to reject them.

If you believe that we are not respecting your rights or fulfilling our obligations, you may file a complaint directly with the data protection authorities in Switzerland.

This Privacy Policy and any questions arising from or related to it are governed by Swiss law. You agree to the exclusive jurisdiction of the courts in the city where Morges Région Tourisme is headquartered.

Morges, October 2025