

Privacy Policy

Effective Date: 25.06.2025

Version: 1.0

1. WHO WE ARE

This website is operated by:

The Synthesia/Romain Egger

Headquartered in Switzerland

Email: contact@thesynthesia.com

This Privacy Policy explains how we collect, use, and protect your data when you access or purchase our digital training content.

2. LEGAL FRAMEWORK

We comply with:

- **Swiss Federal Act on Data Protection (nLPD, 2023)**
- **EU General Data Protection Regulation (GDPR – EU 2016/679)** for users in the EEA
- **California Consumer Privacy Act (CCPA)** and **Federal Trade Commission (FTC)** guidelines for U.S. users

You can exercise your rights regardless of where you reside.

3. WHAT DATA WE COLLECT

We may collect and process the following categories of personal data:

a. Identification Data

- First name, last name
- Email address
- Billing address

b. Technical Data

- IP address
- Device/browser information
- Login time, course progress

c. Payment Data

Handled securely by third-party processors (Stripe, PayPal). We **do not store** your credit card information.

d. Behavioral & Usage Data

- Course navigation behavior
- Quiz responses
- Support interactions

We **do not** collect sensitive data (health, biometric, political, etc.).

4. HOW WE USE YOUR DATA

We use your personal data for the following purposes:

- To provide access to the digital course
- To track learning progress and unlock content
- To process secure payments
- To send email updates and support information
- To analyze usage for service improvement

We never sell or rent your data.

5. COOKIES & TRACKING

We use cookies for:

- Session management
- Traffic analytics (Google Analytics or equivalent)
- Personalization of course content

You may opt out of cookies via your browser settings or cookie banner preferences.

6. LEGAL BASIS FOR PROCESSING

Our processing relies on the following legal grounds:

Legal Basis	Purpose
Contractual necessity	To provide access to paid training
Legal compliance	Tax records, purchase validation
Legitimate interest	Platform improvement, limited analytics
Consent	Newsletter, cookies, testimonials

7. DATA SHARING

We may share your data with:

- **Payment processors** (Stripe, PayPal)
- **Email automation providers** (e.g., ConvertKit, Mailchimp)
- **Course platforms** (e.g., Kajabi, Systeme.io)
- Legal authorities (if required under Swiss or U.S. law)

All partners are contractually bound to maintain data confidentiality and security.

8. DATA STORAGE & SECURITY

- Data is stored securely on servers in **Switzerland**, the **EU**, or **United States** (via compliant service providers).
 - We apply end-to-end encryption, password protection, and access control.
 - Only authorized staff or contractors have access to your data.
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9. YOUR RIGHTS

Swiss, EU & US users have the right to:

- **Access** your personal data
- **Rectify** inaccurate data
- **Delete** your data (right to be forgotten)
- **Object** to data processing for marketing
- **Withdraw consent** at any time

You may request any of these by contacting us at: **[Support Email]**
We will respond within **30 days**.

10. RETENTION PERIOD

We retain your personal data for:

- 5 years for tax/legal purposes
 - As long as your account is active
 - Or until you request deletion (unless legally restricted)
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11. INTERNATIONAL TRANSFERS

Some service providers may store data in the U.S. or EU. In these cases:

- We ensure compliance with **Swiss-U.S. Data Privacy Framework, Standard Contractual Clauses (SCC)** or equivalent agreements.
 - Transfers are made only when strictly necessary.
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12. CHILDREN'S PRIVACY

This website is **not intended for users under 18**.
We do not knowingly collect personal data from minors.

13. CHANGES TO THIS POLICY

We may update this Privacy Policy occasionally. You will be notified by:

- Email (if you have an account), or
- Notification upon login

Continuing to use the platform after updates implies acceptance.

14. CONTACT

 Operated from: Switzerland

 For privacy-related questions or data requests: **contact@thesynthesia.com**