

Privacy Statement Website

Introduction

ECAL/Ecole cantonale d'art de Lausanne collects and processes personal data about you and other individuals ("third parties").

This privacy policy describes how we process your personal data when you use our website, when you contact us by e-mail, telephone or any other means, when you participate in our events, as well as when you interact with us (e.g. via our online forms, social media or newsletters).

If you provide us with data or share information about other people, such as family members, employees or third parties, we assume that you are authorised to do so and that the information provided is accurate. By providing us with this data, you confirm your compliance with these conditions. We also invite you to inform the data subjects of this data protection declaration.

Who is the data controller of your data?

The body responsible for data processing, in accordance with data protection regulations, is:

ECAL (Ecole cantonale d'art de Lausanne)
5, avenue du Temple
CH-1020 Renens
E-mail: dpo@ecal.com

For any request relating to the processing of your personal data by ECAL, you can contact our Data Protection Officer by post at the address indicated or directly by e-mail at dpo@ecal.com

1. What data do we process?

In general, in the above cases, your personal data is collected directly from you.

In particular, it is collected and processed (manually or automatically) in whole or in part, when you browse the site and/or enter the data collection forms appearing therein, and, more generally, in the context of your relationship and your subsequent exchanges with ECAL.

Several categories of personal data concerning you may be collected, and in particular the following data:

Technical and connection data

- IP address, date and time of access, pages viewed, referrer URL;
- Session IDs, server logs, error messages, and diagnostic information.
- device and browser information (device type, operating system, browser, language, resolution).

Data related to cookies and preferences

- cookie preferences and consent choices;
- cookie identifiers and audience measurement/statistics data (depending on your settings).

Contact and communication data

- first and last name;
- email address;
- subject/reason for request;
- content of the message;
- in case of contact by telephone: telephone number and information exchanged.

Newsletter data

- email address;
- subscription/unsubscribe status and technical information related to the submission (depending on the tool used).

Data related to the use of third-party services

- Information transmitted to external platforms when you use embedded links or content (e.g. social media, mapping/routes), on their own terms.

ECAL Shop data (if applicable)

- Customer account: login credentials (e.g. e-mail and password) and account/profile information (contact details, order history);
- Order: items ordered, quantities, prices, cart, confirmations, purchase history and delivery preferences;
- Billing and delivery: name/surname, billing and delivery addresses, e-mail and telephone number (if necessary for delivery);
- Payment (via providers): information necessary for payment and the security of the transaction (as a rule, card data is not stored by the shop, but processed by the payment provider depending on the method used);
- Customer service: exchanges with support, complaints and requests; information related to returns, exchanges and refunds (reason, follow-up, proof of purchase).

2. For what purposes do we process your data?

ECAL processes your data in whole or in part for the following purposes:

- To provide and manage the site (access, display of content, functionalities and proper functioning).
- Ensure the security and availability of the site (prevention/detection of abuse, attack attempts, unauthorized access, incident management).
- Measure the audience and improve the site (usage statistics, optimization of ergonomics and content, according to your choices in terms of cookies).
- Manage requests and contacts (reception, processing, response and transmission to the competent department).
- Manage the newsletter (subscription/unsubscription, sending and management of associated communications).
- To allow access to third-party services via the site (e.g. social media, mapping/routes), when you choose to use them.
- Manage the ECAL Shop (if applicable), in particular to:
 - Create and administer a customer account (authentication, profile management).
 - Process and execute orders (basket, validation, confirmation, follow-up).
 - Processing payments and securing transactions (via payment providers, fraud prevention).
 - Organize delivery (preparation, shipping and transmission of the necessary information to the carriers).
 - Provide customer service (assistance, requests, complaints and follow-up).
 - Manage returns, exchanges and refunds.
 - Comply with legal obligations and ensure traceability (accounting, evidence, dispute management and retention).

We may process your data for other purposes, for example as part of our internal processes and administration or for quality assurance and training purposes.

3. On what basis do we process your data?

We process your personal data in compliance with applicable laws, in particular the Vaud Personal Data Protection Act (LPrD) and its implementing rules. Depending on the situation, processing may also be necessary:

- to fulfil our missions as a higher education institution (teaching, research, administration) and to apply our regulations;
- To respond to your request before a contract is concluded (e.g. registration, application or purchase contract via e-shop);
- to perform a contract (e.g., training, delivery);
- on the basis of your consent, when we ask you to do so;
- or because we have a legitimate interest (e.g. site security, prevention of misuse), to the extent permitted by law.

4. Who do we share your data with?

In the course of our business, the operation of our website, the performance of our contracts, compliance with our legal obligations or the defence of our legitimate interests, we may be required to disclose your personal data to third parties, in particular:

- our IT service providers, hosting and maintenance;
- our digital and communications solution providers;
- public authorities, administrations or supervisory bodies where required by law;
- our contractual partners where this is necessary for the provision of a service or the performance of a contract;
- our professional advisors (lawyers, auditors, insurance companies, etc.) when necessary.

5. How long do we keep your personal data?

We keep your personal data in a form that allows you to be identified for no longer than is necessary for the purposes for which it was collected.

You can exercise your right to erasure of your personal data at any time, see the sections below "Rights of data subjects".

6. Is your personal data shared abroad?

By delegating the processing of the above-mentioned activities to third parties, we ensure that such subcontracting is regulated by a written contract that guarantees a level of protection of personal data at least equivalent to that set out in this notice, and that meets the requirements of Swiss legislation on the protection of personal data.

7. How do we protect your data?

We take adequate security measures in order to ensure the necessary security of your personal data and to ensure the confidentiality, integrity and availability of your data, to protect it against unauthorised or unlawful processing, and to minimise the risk of loss, accidental alteration, unauthorised communication or access.

8. Rights of data subjects

To help you control the processing of your personal data, you have the following rights in relation to our processing of your data, in accordance with applicable data protection legislation:

- the right to request information from us as to whether and which data we are processing about you;
- the right to request that we correct data if it is inaccurate;
- the right to request the erasure of data;
- the right to request that we provide certain personal data in a commonly used electronic format or that we transfer it to another controller;
- the right to withdraw your consent, where our processing is based on your consent;
- the right to receive, upon request, other information relevant to the exercise of these rights.

You can also contact the Data Protection Officer for more information: dpo@ecal.com

9. Can we update this data protection declaration?

This data protection declaration does not form part of a contract with you. We may change this data protection declaration at any time. The version published on this website is the current version.