

# Privacy Policy

## PRIVACY POLICY

Last Updated: August 13, 2025

1. Introduction Welcome to B.T.C. Education (“we,” “us,” or “our”). Your privacy is one of our top priorities. This Privacy Policy describes how we collect, use, disclose, and protect personal data you share with us through our website and services.

2. Information We Collect - Personal Data: When clients request coaching, schedule events, or contact us, we may collect details such as your name, email address, phone number, organizational affiliation, and payment information. - Usage Data: We may gather information about how you use our website—pages visited, time spent on pages, referrals, device/browser details. - Third-Party Data: Some forms or scheduling tools (e.g., Calendly) may also collect information on our behalf.

3. How We Use Your Information We use personal data to: - Schedule coaching sessions, workshops, or coaching calls. - Provide tailored guidance, relevant materials, and follow-up communication. - Manage payments (e.g., CHF 250/hr, CHF 300 for keynotes). - Improve our services, analyze website usage, and manage marketing preferences. - Comply with legal and regulatory obligations.

4. Legal Basis We process your data based on your explicit consent (e.g., when you submit a form), for the performance of services you request (e.g., coaching), or when required to comply with legal obligations.

5. Sharing & Disclosure We do not sell your personal data. We may share data with trusted service providers (e.g., Calendly for scheduling, payment processors) who help us deliver services. We also may disclose data when legally required.

6. Data Security We implement robust security measures to protect your personal information.

7. International Data Transfer While our operations are based in Switzerland, certain services or data may be processed in other jurisdictions.

8. Data Retention We retain your data as long as necessary to fulfill service obligations or as required by law.

9. Your Rights Depending on jurisdiction, you may have the right to access, rectify, request deletion, or object to processing.

10. Cookies & Tracking Our website may use cookies and similar technologies.

11. Children’s Privacy Our services are not intended for individuals under 16 years old.

12. Policy Updates We may update this policy from time to time.

13. Contact Us For questions, contact: - Elodie Sogan – [elodie@btceducation.ch](mailto:elodie@btceducation.ch) - Cedric Maire – [cedric@btceducation.ch](mailto:cedric@btceducation.ch)