

# Data Protection Policy

Effective: May 14, 2026

## 1. General

The protection of personal data is a top priority for Boatpark AG. We process personal data confidentially and in accordance with the applicable data protection laws of Switzerland and, where applicable, the General Data Protection Regulation (GDPR) of the European Union.

Boatpark operates a digital platform for the brokerage and rental of boat moorings, harbor berths, and other parking spaces via its website and mobile apps (hereinafter collectively referred to as the "Platform").

This Privacy Policy explains what personal data we process, for what purposes this is done, and what rights users have.

## 2. Data Controller

The entity responsible for the processing of personal data is:

Boatpark AG, Aeschenvorstadt 24, 4051 Basel, Switzerland

Email: [info@boatpark.app](mailto:info@boatpark.app)

If other controllers are involved in specific cases, we will provide separate information regarding this.

## 3. What data we process

### Use of the platform without registration

The platform can also be used in part without registration or a user account. In this case, only the technical data necessary for the operation, security, and provision of the platform is processed.

This may include, in particular, IP addresses, device information, browser data, and technically necessary log data.

Personal data is processed only to the extent that this is technically necessary, legally permissible, or required for statistical or security-related purposes.

### Use of the Platform with Registration

We process the following categories of personal data in particular:

- Master data such as name, address (optional), phone number, and email address
- Account data and login information
- Booking and payment information
- Information about ships and berths
- Communication data
- Device and usage data

- Location-based data, to the extent that it is required for map or search functions
- Uploaded documents and supporting evidence

Processing is carried out only to the extent necessary for the use of the platform or as permitted by law.

#### **4. Purposes of data processing**

We process personal data in particular for the following purposes:

- Provision and operation of the platform
- Facilitation and management of bookings
- Communication between users, ports, and Boatpark
- Payment processing
- Customer service and support
- Security and anti-fraud measures
- Improvement of our services
- Sending notifications, SMS messages, or emails
- Compliance with legal obligations

#### **5. Registration and Use of the Platform**

When users register and actively use the platform, we process the information they provide to facilitate and manage bookings.

Listing users may publish information about their berths, in particular:

- Location
- Availability
- Prices
- Details about the vessel or berth
- Uploaded information and documents

Renters can provide the following information to ports or providers when making a reservation:

- Name
- Phone number
- Email address
- Address (optional)
- Vessel details
- Required documents and proof

Personal data will only be shared to the extent necessary to process the booking or to comply with legal obligations.

#### **6. Legal Basis**

The processing of personal data is based in particular on the following grounds:

- Execution and fulfillment of contracts
- Legitimate interests in the secure and efficient operation of the platform

- User consent, where required
- Legal obligations

## **7. Payment service providers**

We use external payment service providers for payment processing.

Currently, payment processing is handled primarily through Payrexx.

The processing of personal data by these providers is governed by their respective privacy policies. Payment data is processed and stored directly by the respective payment service providers.

## **8. Technology and Hosting Partners**

We work with technical service providers to operate our platform, specifically:

- Cyon, Switzerland: Hosting and infrastructure
- Google: Cloud and map features or push notifications
- Twilio and Telnix: Sending and receiving SMS messages
- Mailchimp: Newsletters and email delivery
- WordPress: Website infrastructure

These providers may process personal data on our behalf.

## **9. International Data Transfer**

Individual service providers, as well as ports and providers operating within the platform, may be located outside of Switzerland or the European Economic Area.

To the extent that personal data is transferred to countries without an adequate level of data protection, this is done by applying appropriate safeguards, in particular through the conclusion of standard contractual clauses or comparable legally recognized guarantees.

In the context of international bookings, personal data may be transferred to ports, providers, or service providers in the respective destination country to the extent necessary to process the booking, use the platform, or provide the requested services.

## **10. Cookies and Similar Technologies**

Our platform may use cookies and similar technologies.

These serve in particular:

- the technical provision of the platform
- security functions
- statistical analysis
- to improve the user experience

Non-essential cookies are only used if permitted by law or if users have given their consent.

Browsers can be configured to block or delete cookies. This may limit certain functions of the platform.

## 11. Analytics and Marketing Tools

We use analytics and marketing services to improve our platform and to measure and optimize our marketing activities.

In particular, the following services may be used:

- Google Analytics
- Meta Pixel

These services may use cookies or similar technologies and collect information about the use of our platform. This may include, in particular, IP addresses, device information, browser data, pages visited, duration of use, or interactions with the platform.

Data processing may also take place on servers located outside Switzerland or the European Economic Area.

To the extent required by law, such services are used only with the user's consent.

## 12. Communication and Notifications

We may contact users via email, SMS, or push notifications to the extent necessary for the operation of the platform, bookings, or support requests.

Marketing communications are sent only to the extent permitted by law or based on the user's consent.

## 13. Data Security

We implement appropriate technical and organizational security measures to protect personal data.

Data transmission between end devices and our systems is encrypted using the latest TLS technology.

## 14. Retention Period

Personal data is stored only for as long as necessary for the respective purposes, as required by legal retention obligations, or where there is a legitimate interest in further storage.

User data may, in particular, remain stored for the duration of an active user account so that users can continue to use the platform in future seasons or for repeat bookings.

Users may request the deletion of their user account at any time, provided that no legal retention obligations or overriding legitimate interests prevent this.

After the respective retention periods have expired, personal data will be deleted or anonymized.

## 15. Rights of Data Subjects

Data subjects have the following rights in particular under applicable data protection laws:

- Access to processed personal data
- Correction of inaccurate data
- Erasure of personal data
- Restriction of processing
- Data access or data portability
- Withdrawal of consent
- Objection to certain processing activities

Inquiries may be directed to [info@boatpark.app](mailto:info@boatpark.app) at any time.

In addition, you have the right to lodge a complaint with a competent data protection supervisory authority.

## **16. Changes to this Privacy Policy**

We may update this Privacy Policy at any time.

The current version published on the platform applies.