Privacy Policy

As of: 17 November 2026

1. General Information

The protection of personal data is of great importance to 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 arranging and renting boat berths, marina berths and other parking spaces through its website and mobile apps (collectively referred to below as the “Platform”).

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

2. Data Controller

The controller responsible for processing personal data is:

Boatpark AG, Aeschenvorstadt 24, 4051 Basel, Switzerland
Email: info@boatpark.app

Where other controllers are involved in individual cases, we will provide separate information accordingly.

3. Personal Data We Process

Use of the Platform without registration

The Platform may also be used in part without registration or a user account. In this case, we generally process only the technical data necessary for the operation, security and provision of the Platform.

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

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

Use of the Platform with registration

In particular, we process the following categories of personal data:

- Basic data such as name, address (optional), telephone number and email address
- Account data and login information
- Booking and payment information
- Information about boats and berths
- Communication data

- Device and usage data
- Location-related data where required for map or search functions
- Uploaded documents and supporting evidence

Processing takes place only to the extent necessary for use of the Platform or permitted by law.

4. Purposes of Data Processing

We process personal data in particular for the following purposes:

- Provision and operation of the Platform
- Arrangement and management of bookings
- Communication between users, marinas and Boatpark
- Payment processing
- Customer service and support
- Security and prevention of misuse
- Improvement of our services
- Sending notifications and emails and verifying mobile telephone numbers by SMS
- 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 in order to carry out and manage bookings.

Users offering spaces may publish information about their berths, in particular:

- Location
- Availability
- Prices
- Information about the boat or space
- Uploaded information and documents

Users renting spaces may transmit the following data to marinas or providers when making a reservation:

- Name
- Telephone number
- Email address
- Address (optional)
- Information about the boat
- Required documents and supporting evidence

Personal data is shared only to the extent necessary to fulfil the booking or comply with legal obligations.

6. Legal Bases

Personal data is processed, in particular, on the following grounds:

- Performance and fulfilment of contracts

- Legitimate interests in the secure and economically viable operation of the Platform
- User consent, where required
- Legal obligations

Where the GDPR applies, personal data is processed, depending on the purpose, in particular on the basis of Article 6(1)(b) GDPR for the performance of a contract or steps prior to entering into a contract, Article 6(1)(c) GDPR for compliance with legal obligations, Article 6(1)(f) GDPR for legitimate interests, particularly in the security and proper operation of the Platform, and Article 6(1)(a) GDPR on the basis of consent, particularly for analytics and marketing activities requiring consent.

7. Payment Service Providers

We use external payment service providers to process payments.

Payment processing currently takes place primarily through Payrexx.

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

8. Technology and Hosting Partners

To operate our Platform, we work with technical service providers, in particular:

- Cyon, Switzerland: hosting and infrastructure
- Google: cloud and map functions or push notifications
- Twilio and Telnyx: sending and receiving SMS messages to verify mobile telephone numbers during registration
- Mailchimp: newsletters and email delivery
- WordPress: website infrastructure

These providers may process personal data on our behalf.

9. International Data Transfers

Some service providers, as well as marinas and providers operating on the Platform, may be located outside Switzerland or the European Economic Area.

Where personal data is transferred to countries without an adequate level of data protection, appropriate safeguards are applied, in particular by entering into standard contractual clauses or using comparable legally recognised safeguards.

For international bookings, personal data may be transferred to marinas, providers or service providers in the relevant destination country to the extent necessary to carry out the booking, use the Platform or provide the requested services.

10. Cookies and Similar Technologies

Our Platform may use cookies and comparable technologies.

These serve in particular:

- The technical provision of the Platform
- Security functions
- Statistical analyses
- Improving the user experience

Cookies that are not strictly necessary are used only where this is permitted by law or users have given their consent.

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

11. Analytics and Marketing Tools

We use analytics and marketing services to improve our Platform and to measure and optimise our marketing activities.

The following services, in particular, may be used:

- Google Analytics
- Meta Pixel

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

Data may also be processed on servers outside Switzerland or the European Economic Area.

Where required by law, these services are used only after users have given the relevant consent.

12. Communication and Notifications

We may contact users by email or push notification where necessary for the operation of the Platform, bookings or support enquiries.

SMS messages are used exclusively to verify mobile telephone numbers during registration. SMS messages are not used for advertising or marketing purposes.

Marketing communications by email or other communication channels are sent only to the extent permitted by law or on the basis of the relevant consent.

Mobile-related personal data, in particular mobile telephone numbers and information about consent to receive SMS messages, will not be sold or shared with third parties or affiliated companies for advertising or marketing purposes. Data is shared with technical service providers only to the extent necessary to verify the mobile telephone number and send the SMS messages required for that purpose, and in compliance with applicable data protection laws.

13. Data Security

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

Data transmitted between end devices and our systems is encrypted using current TLS technology.

14. Retention Period

Personal data is stored only for as long as necessary for the respective purposes, as long as statutory retention obligations apply or as long as there is a legitimate interest in its continued storage.

User data may in particular be retained 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, unless statutory retention obligations or overriding legitimate interests prevent this.

After the applicable periods have expired, personal data is deleted or anonymised.

15. Rights of Data Subjects

Under the applicable data protection laws, data subjects have, in particular, the following rights:

- Access to personal data being processed
- Rectification of inaccurate data
- Erasure of personal data
- Restriction of processing
- Provision or portability of data
- Withdrawal of consent given
- Objection to certain processing activities

Requests may be sent at any time to info@boatpark.app.

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

16. Changes to this Privacy Policy

We may amend this Privacy Policy at any time.

The latest version published on the Platform shall apply.