

Privacy Policy of Téléverbier SA

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1 Scope

This Privacy Policy explains how Téléverbier SA collects, uses and protects the personal data of people who use its services in the 4 Vallées ski area and the related channels.

1.1 What this Privacy Policy covers

This Privacy Policy applies to:

- the verbier4vallees.ch website and its subdomains;
- the online ticket shop, our ticket offices and our ticket machines;
- your customer account and, where applicable, the loyalty programme;
- the access gates and the photographs taken there;
- the video surveillance operated in the ski area;
- contact with our customer service team by email, telephone or contact form;
- newsletters and marketing communications;
- our social media pages, for the processing we are responsible for.

It covers the services and sales channels of Téléverbier SA. The other destinations in the 4 Vallées ski area, in particular Nendaz, Veysonnaz, Thyon and La Tzoumaz, have their own websites and their own privacy policies.

1.2 Relationship with our terms and conditions

This Privacy Policy is an information document, separate from our general terms and conditions and our terms of use.

It applies to everyone whose data we process, including visitors to our website who do not buy anything and people present in the ski area.

If this Privacy Policy and our general terms and conditions differ on a point concerning the processing of personal data, this Privacy Policy prevails.

1.3 Legal framework

We process personal data in accordance with the Swiss Federal Act on Data Protection (FADP) and its implementing ordinance, and with the General Data Protection Regulation of the European Union (GDPR) where it applies.

2 Our promise to customers

The Swiss transport companies and fare networks that make up the Alliance SwissPass have given a joint promise to their customers. We stand behind it.

“We treat your data in confidence.”

The protection of your personal data and your privacy matters to us. We undertake to process your personal data lawfully, in line with the applicable legal provisions.

In short, we process personal data according to the following principles alone.

“You decide how your personal data is used.”

Within the limits allowed by law, you can choose at any time how your data is processed, withdraw your consent or have your data deleted.

“Processing your data creates added value for you.”

We use your data only to deliver our services and to create added value for you, for example tailored offers, information and support. We use your data solely to develop, provide, improve and run our services and to manage customer relationships.

“We do not sell your data.”

Your data is shared only with selected third parties named in this Privacy Policy, and only for the purposes set out here. Where we have a third party process data for us, that third party is contractually bound to meet our data protection requirements.

“We keep your data safe and secure.”

We undertake to look after your data and to keep it safe and secure. We put the necessary organisational and technical measures in place.

Detailed information on how we handle your data follows below.

3 Who is responsible for your data?

3.1 Controller

Téléverbier SA, case postale 419, 1936 Verbier, is the controller for the processing described in this Privacy Policy.

3.2 Joint operation of the 4 Vallées ski area

The 4 Vallées ski area is operated jointly by Téléverbier SA, NV Remontées Mécaniques SA and Télé-Thyon SA.

Each company takes its own payments and runs its own customer database. Data is nonetheless exchanged between them for products shared across the ski area, in particular to check entitlement to a rate or an offer. For this processing, these companies act as joint controllers.

Whichever lift you use, Téléverbier SA is your single point of contact for any question or request about your data.

3.3 Shared responsibility in public transport

Téléverbier SA is the controller for your data. As a public transport company, we are required by law to provide certain transport services together with other transport companies and fare networks, under the “Direct Service” (art. 16 and 17 of the Passenger Transport Act). This applies in particular to the Le Châble to Verbier line.

For this purpose, data collected when services are bought, together with your contact details, is passed on within the National Direct Service (NDS), which brings together more than 240 public transport companies and fare networks. A list of the participating companies and fare networks is published on the Alliance SwissPass website.

This data is held in the central NOVA database, which SBB runs on behalf of the National Direct Service and for which we are jointly responsible together with the other transport companies and fare networks. NOVA is the technical platform used to distribute public transport offers. How far each company may access the shared databases is set out in a mutual agreement.

Data passed on and processed within the National Direct Service is used only for the following purposes:

- providing the transport service;
- performing the contract;
- managing customer relationships and providing customer support;
- ticket inspection and revenue protection;
- sharing revenue between the participating companies;
- identifying you when you authenticate with your SwissPass ID;
- joint marketing and market research activities, within the limits set out in section 8;
- developing public transport systems using anonymised data;
- keeping customers informed.

If you would like to see the data held about you in the shared public transport databases, or ask for it to be deleted, you can send a written request, with a copy of an identity document, to SBB: SBB AG, Legal and Compliance, Data Protection, Hilfikerstrasse 1, 3000 Bern 65. Further information is available on the Alliance SwissPass website.

3.4 How to contact us

By email	dpo@televerbier.ch
By post	Téléverbier SA, Data Protection, Case postale 419, 1936 Verbier

4 Why do we process personal data?

We only collect the data we need. We use it for the following purposes:

- to provide our transport services and perform the contract linked to your ticket or pass;
- to manage your customer account and our contact with you, including customer service;
- to take payment and keep our accounting records;
- to check that tickets and passes are valid and to prevent fare evasion and misuse;
- to keep people and lifts safe and to organise mountain rescue;
- to send you information and offers where you have agreed to this;
- to improve our services, our lifts and our sales channels;
- to meet our legal obligations.

Section 5 sets out, for each processing activity, the data involved, the purpose and the legal basis. Retention periods are set out in section 6.

5 What data do we process and what do we use it for?

The table below sets out our processing activities, the data involved, the purpose and the legal basis we rely on. Retention periods are set out in section 6.

Processing activity	Data involved	Purpose	Legal basis
Buying a ticket or pass	Surname, first name, date of birth, postal address, email address, telephone number, product bought, photograph for personalised season passes	To enter into and perform the transport contract, issue the ticket or pass and replace it if it is lost	Performance of a contract
Identity check	Surname, first name and date of birth taken from a valid identity document	To make sure a personalised season pass is used by its holder	Performance of a contract
Age check for day and multi-day passes	Surname, first name and date of birth taken from an identity document	To check entitlement to child and youth rates	Performance of a contract
Proof of residence for local resident rates	Home address, residence certificate or proof of residence and, where applicable, a copy of an identity document uploaded with an online purchase	To check entitlement to the rate. The check is carried out manually by a member of staff	Performance of a contract
Photograph taken when a season pass is bought	Photograph of the holder taken at the ticket office	To link the personalised season pass to its holder and allow it to be checked	Performance of a contract
Payment	Amount, date and reference of the transaction. Your card details are entered directly with our payment providers and are not passed on to us	To take payment, handle refunds and keep our accounting records	Performance of a contract and legal obligation
Customer account	Login details, order history, saved preferences	To let you manage your tickets, your orders and your data	Performance of a contract
Access control at the lifts	Pass number, date, time and place of each gate passage, photograph taken at the gate	To check that the ticket or pass is valid, prevent misuse and support mountain rescue	Performance of a contract, and legitimate interest in preventing misuse
Video surveillance	Footage of the monitored areas of the ski area	To keep people and lifts safe	Legitimate interest

Customer service	Contact details and the content of your enquiries, complaints or claims	To deal with your enquiries and reply to them	Performance of a contract, and legitimate interest
Use of our digital channels	IP address, device and browser type, pages viewed, browsing data	To keep the website and the app running and secure, and to measure usage	Legitimate interest for the necessary functions, consent for the tools described in section 11
Newsletter and offers	Email address, interests, purchase history	To send you information and offers (section 8)	Consent
Legal obligations	Invoicing data and accounting records	To meet our legal obligations and respond to requests from the authorities	Legal obligation

5.1 Mandatory and optional information

In our forms, mandatory fields are marked with an asterisk. Without this information we cannot enter into the contract or provide the service you have asked for. All other fields are optional.

6 How long do we keep your data?

We keep your data for as long as we need it for the purposes set out in section 5, then we delete it. Where the law requires us to keep it for longer, we keep it for the period prescribed and use it for that purpose only.

Data	Retention period
Customer account and transport contract data	36 months after your ticket or pass expires, to make renewal easier
Invoicing data and accounting records	10 years, as required by art. 958f of the Swiss Code of Obligations
Copy of the identity document shown for a check	Deleted as soon as the check is complete
Photographs taken at the access gates	Deleted as soon as the pass expires
Gate passage records	30 days after they are collected, for rescue purposes. They are then anonymised and used for statistics
Video surveillance footage	7 days
Newsletter and offers data	Until you withdraw your consent, and at the latest after 24 months without any interaction from you

Contact with customer service	36 months after your enquiry is closed
Browsing data, cookies and tracking tools	See section 11

Where we cannot delete data for a legal reason, for example an ongoing dispute, we block it and stop using it until that reason no longer applies.

7 Where is your data stored?

Your data is held on servers in Switzerland and in the European Economic Area. Some of our providers do, however, process data from other countries.

Type of provider	Where data is processed
Payment and hosting providers	Switzerland
Analytics, personalisation and consent management providers	European Economic Area
Analytics and online advertising providers	United States

Switzerland and the countries of the European Economic Area are on the list of countries with adequate data protection drawn up by the Swiss Federal Council. For transfers to countries that are not on that list, in particular the United States, we put the recognised standard contractual clauses or another mechanism allowed by law in place.

The providers concerned are listed in section 10 and, for tracking tools, in section 11.

8 Marketing and market research

8.1 Marketing communications

We only send you marketing communications if you have agreed to this. We obtain your consent through a checkbox that is never pre-ticked.

This covers:

- the Verbier 4Vallées newsletter;
- notifications about lift openings and the availability of offers;
- abandoned basket reminders, where you did not complete an order;
- offers and information matched to your interests.

For this we use your surname and first name, your email address, your language, the interests you have told us about, your customer category and your purchase and lift usage history.

We tailor the content of these communications using this data. This personalisation has no legal effect on you and does not affect your access to any of our services.

8.2 How to unsubscribe

Every communication contains an unsubscribe link. You can also email us at dpo@televerbier.ch. Unsubscribing is free, takes effect as quickly as possible and has no effect on the services you have bought.

8.3 Online advertising

The advertising you see on our channels and on third-party channels relies on the cookies and similar technologies described in section 11. It is subject to your consent, which you can withdraw at any time.

These ads are served through advertising servers run by Google, Meta, Microsoft and Adnatus. When an ad is shown to you, these servers receive your IP address, information about your browser and device, and your advertising cookie identifiers. We do not allow these providers to keep this data for purposes other than those described here.

Some of these ads are bought programmatically. In that case, the advertising identifiers linked to your browser are passed to the ad exchange and the parties taking part in it, so that they can decide which ad to show you. This processing is based on your consent and stops as soon as you withdraw it.

You can stop personalised advertising from being shown by rejecting advertising cookies in our cookie settings, by changing the ad settings in your Google account, or by using the opt-out tools offered by the Network Advertising Initiative.

8.4 Market research

We run satisfaction surveys and visitor-flow analysis to understand what our customers expect and to adapt our offer. Unlike marketing, this work is not intended to sell you a product or a service.

Visitor-flow analysis is carried out on anonymised data. You can object to your data being used for market research by emailing us at dpo@televerbier.ch.

Our satisfaction surveys are sent to you automatically by email through our CRM system.

9 Video surveillance and access control

9.1 Photographs taken at the access gates

A photograph is taken automatically each time you pass through an access gate. It is used only to check, by comparing images afterwards, that a personalised ticket or pass is being used by its holder, and to prevent misuse.

The comparison is made by an authorised member of staff, not by an automated system. We do not use facial recognition.

These photographs can be accessed only by general management and by the heads of the security team. Where misuse is established, they may be shown to the person concerned, without being handed over, and passed to the competent judicial authorities.

9.2 Gate passage records

Each time you pass through a gate, we record your pass number together with the date, time and place. This data makes it possible to locate someone in the event of an accident and to organise mountain rescue.

It is then anonymised and used for statistics. While we hold it, we pass it to third parties only with your prior agreement, except where the judicial authorities require it.

9.3 Video surveillance

Surveillance cameras operate in the ski area to keep people and lifts safe. The areas covered are signposted on site.

The footage can be viewed live from the lift control stations. It can be accessed by the staff responsible for safety and operations, who need to be able to spot an incident and organise rescue, and by the senior management of Téléréverbier SA, NV Remontées Mécaniques SA and Télé-Thyon SA.

We do not use this footage for commercial or statistical purposes, or to measure visitor numbers.

10 Disclosure to third parties

We do not sell your data. We disclose it only to the recipients described below and only for the purposes set out here.

10.1 Processors acting on our behalf

We use providers that process data on our behalf and on our instructions. Each one is bound by a data processing agreement that requires it to keep the data confidential and secure and prevents it from using the data for its own purposes.

Type of service	Providers
Payment providers	Datatrans SA, Worldline (Saferpay)
Analytics, user experience and personalisation	Google, Microsoft, Hotjar Ltd, Kameleoon
Tag management and server-side tracking	Google, Stape
Cookie consent management	Cookie Information A/S
Sending communications and marketing tools	Salesforce Marketing Cloud

10.2 SwissPass partners

We accept the SwissPass card as a medium for your pass, at our ticket offices and ticket machines.

Your personal data is not disclosed to third parties outside public transport, apart from SwissPass partners.

If you use your SwissPass to access an offer from a SwissPass partner, data about services you may have bought from us can be passed to that partner, which will check whether you qualify for one of its specific offers. If your card is lost, stolen, misused, forged or replaced after you have bought a service, the partner concerned is informed. This processing is necessary to perform the contract linked to the use of the SwissPass and is based on that legal basis.

Further information can be found in the privacy policy published on [swisspass.ch](https://www.swisspass.ch) and in that of the SwissPass partner concerned.

10.3 Authorities and misuse

We disclose data to the competent authorities where the law requires us to do so or in response to a justified request.

Where our services or our channels are misused, in particular where we suspect an offence, the data concerned may be analysed to establish what happened and, on a properly justified request, passed to the competent authorities or to the injured third party.

11 Cookies, tracking tools and advertising

11.1 What a cookie is

A cookie is a small file placed on your device when you visit a website. It allows your browser to be recognised and certain information about your visit to be stored. We also use similar technologies, such as tags and local identifiers.

11.2 The cookie categories we use

Strictly necessary cookies: These make the website work, keep it secure and allow you to log in to your account and complete a purchase. They cannot be switched off and do not require your consent.

Analytics cookies: These show us how the website is used so that we can improve it. They are only set with your consent.

Advertising cookies: These allow ads matched to your interests to be shown to you on our channels and on third-party channels. They are only set with your consent.

Personalisation and testing cookies: These let us test different versions of our pages and adapt what you see to your preferences. They are only set with your consent.

11.3 Your consent

On your first visit, a banner lets you accept or reject the cookies that are not strictly necessary. Rejecting is as easy as accepting. No analytics or advertising cookie is set before you have given your consent.

You can change or withdraw your choice at any time through the cookie settings, which you can reach from the footer of the website. Withdrawing your consent does not affect the lawfulness of processing carried out beforehand.

Our cookie settings are provided by Cookie Information A/S, which records your choice and keeps a record of it.

Rejecting cookies does not stop you using the website. Only the functions that depend on the cookies concerned will be unavailable.

11.4 The tools we use

Tool	Provider	Purpose
Google Tag Manager	Google	Manages and fires the analytics and advertising tags used on the website
Stape	Stape	Hosts server-side tag collection
Google Analytics 4	Google	Measures how the website is used
Hotjar	Hotjar Ltd, Malta	Analyses the user experience in pseudonymised form
Microsoft Clarity	Microsoft	Analyses the user experience in pseudonymised form
Kameleoon	Kameleoon	Tests different versions of pages and adapts what you see to your preferences
Google Ads	Google	Serves ads and measures conversions
Google Floodlight	Google	Measures advertising conversions and builds audiences
Meta Pixel	Meta	Serves ads and measures how well they perform, including remarketing
Xandr (adnxs.com)	Microsoft	Serves ads on space bought programmatically
Adnatus	Adnatus	Serves ads
Salesforce Marketing Cloud	Salesforce	Personalises offers and communications
Cookie Information	Cookie Information A/S	Records your cookie choice and keeps a record of it

These tools process data such as your IP address, your browser and operating system type, the pages you view and the date and length of your visit. This data is collected as you browse our website and our online ticket shop. You can opt out of this tracking by withdrawing your consent in the cookie settings.

11.5 Your browser settings

Separately from our cookie settings, you can set your browser to block cookies from being stored and read, or to delete them. Some functions of the website may then stop working.

12 Your rights

12.1 Your rights

- **Access:** to find out whether we process data about you and to obtain a free copy of it.
- **Rectification:** to have inaccurate or incomplete data corrected or completed.
- **Erasure:** to ask us to delete your data.
- **Objection:** to object to a processing activity, in particular for marketing or market research.
- **Withdrawal of consent:** to withdraw consent you have given at any time, without affecting the lawfulness of processing carried out beforehand.
- **Portability:** to receive the data you have given us in a commonly used format, or to ask us to send it directly to another controller where this is technically possible.
- **Restriction:** to ask us to restrict the processing of your data, where the European regulation applies.

12.2 How to exercise your rights

Email us at dpo@televerbier.ch, or write to Téléverbier SA, Data Protection, Case postale 419, 1936 Verbier.

To protect your data, we need to be able to identify you beyond doubt. We may ask you for further details if any doubt remains. We use these details only for the check and do not keep them afterwards.

We deal with your request as quickly as possible and within the time limit set by law at the latest. If your request is particularly complex, we will let you know.

If you have a customer account, you can also view and correct your data directly online or at our ticket offices.

12.3 Limits on these rights

We cannot delete data we need for a service that is still running, for as long as your ticket or pass is valid, or data the law requires us to keep. In that case we will tell you why and for how long, and we will use that data for that purpose only.

You cannot object to processing that is necessary to organise mountain rescue or to prevent misuse.

12.4 Right to lodge a complaint

If you believe that your data is not being processed lawfully, you can contact the Federal Data Protection and Information Commissioner (FDPIC), Feldeggweg 1, 3003 Bern.

13 Data security

We protect your data against unauthorised processing through appropriate technical and organisational measures, matched to the risks.

These measures include:

- restricting access to the people who need it to do their job;
- encrypting transmissions between your browser and our systems;
- logging access to systems that hold personal data;
- taking regular backups;
- a security incident management procedure;
- regular awareness training for our staff.

Our staff and the providers acting on our behalf are bound by confidentiality and by data protection law.

Sending information over the internet carries risks that no measure can remove entirely, particularly by email. We recommend that you do not send us sensitive information this way.

If you become aware of a vulnerability or an incident affecting your data, email us at dpo@televerbier.ch.

14 Amendments to this Privacy Policy

We may amend this Privacy Policy, in particular where our services, our tools or the law change.

The version that applies is the one published on our website. It carries a version number and a date. Earlier versions are available on request at dpo@televerbier.ch.

Where we intend to process your data for a new purpose or to disclose it to a new category of recipient, we will tell you before we do so.

Version 1.1, 29 September 2026.