

Privacy Policy of FP Drive GmbH

Last updated: 02.09.2025

1. Controller

The responsible entity ("Controller") for the processing of personal data is:

FP Drive GmbH

Buchgrindelstrasse 13

8620 Wetzikon

Switzerland

 Email: info@fpdrive.ch

2. Scope

This Privacy Policy explains how FP Drive GmbH processes personal data when you:

- Visit our website (www.fpdrive.ch)
- Purchase products via our online shop
- Book domestic or international transport services
- Contact us via email, phone, or contact form

It applies to customers in Switzerland, the EU, and internationally.

3. Categories of Data Processed

We may process the following categories of personal data:

- **Identification & Contact Data:** name, company, billing/shipping address, phone, email
- **Order & Payment Data:** products ordered, transport bookings, invoice/payment details (e.g. Apple Pay)
- **Website Usage Data:** IP address, browser type, device, access times, referring URLs

- **Cookies & Tracking Data:** session cookies, analytics cookies, marketing pixels (Google, Meta)
 - **Communications:** messages sent via contact forms or customer service
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4. Legal Basis

We process data under the following legal bases:

- **Switzerland (revDSG):** consent, contract performance, legitimate interests, legal obligations
 - **EU (GDPR):**
 - Art. 6(1)(a) GDPR – consent (e.g. marketing cookies)
 - Art. 6(1)(b) GDPR – contract performance (e.g. processing orders)
 - Art. 6(1)(c) GDPR – compliance with legal obligations (e.g. tax, customs)
 - Art. 6(1)(f) GDPR – legitimate interests (e.g. website security, analytics)
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5. Purpose of Processing

We process your personal data to:

- Process and deliver product orders
 - Provide transport services (domestic and international)
 - Manage customer inquiries and communications
 - Process payments (Apple Pay, bank transfer, invoice)
 - Fulfill accounting, customs, and legal requirements
 - Improve our website and services through analytics
 - Run marketing/retargeting campaigns (with consent)
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6. Data Sharing & Third Parties

We may share personal data with trusted service providers:

- **Hosting & Website Provider:** Wix.com Ltd (servers in EU, US, Israel)
- **Payment Providers:** Apple Pay, banks, credit card processors
- **Analytics & Marketing Tools:**
 - Google Analytics (Google Ireland Ltd / Google LLC, USA)
 - Facebook Pixel (Meta Platforms Ireland Ltd / Meta Platforms Inc., USA)
- **Logistics Partners:** freight carriers, customs agents
- **Authorities:** when legally required (tax, customs, law enforcement)

When data is transferred outside CH/EU, we use **Standard Contractual Clauses (SCCs)** to ensure adequate protection.

7. Cookies & Tracking

We use cookies for functionality, analytics, and marketing.

- **Essential cookies:** required for website operation
- **Analytics cookies:** track site usage and performance
- **Marketing cookies:** personalize ads and retargeting

Users can manage cookie preferences via our cookie banner. Non-essential cookies only load after consent.

8. Data Retention

We keep personal data only as long as required for the purposes listed:

- Order & transport records: 10 years (statutory accounting period in Switzerland)
 - Analytics data: anonymized or deleted after [e.g. 14 months]
 - Customer inquiries: 2 years after resolution
 - Cookies: according to their type (session or persistent)
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9. Data Subject Rights

You have the following rights:

- Access your personal data
 - Rectify inaccurate information
 - Request deletion of your data (unless retention is required by law)
 - Restrict or object to certain processing
 - Data portability (receive data in machine-readable format)
 - Withdraw consent at any time
 - File a complaint with the Swiss FDPIC or an EU supervisory authority
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10. Security

We apply technical and organizational measures to protect personal data against unauthorized access, loss, misuse, or disclosure.

11. International Transfers

If data is transferred to countries without an adequacy decision (e.g. USA, Israel), protection is ensured via **Standard Contractual Clauses (SCCs)**.

12. Updates

We may amend this Privacy Policy from time to time. The latest version is always available on our website.

13. Contact

For questions or requests concerning data protection:

FP Drive GmbH

Buchgrindelstrasse 13

8620 Wetzikon

Switzerland



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