Privacy Policy – www.maximilianeum.ch

Who We Are

The data controller within the meaning of applicable data protection laws, in particular the EU General Data Protection Regulation (GDPR), is:

Maximilianeum
Administration
Leonhardstrasse 12
8001 Zurich
Email: info@maximilianeum.ch
Website: www.maximilianeum.ch

What Personal Data We Collect and Why We Collect It

When you access this website, general information is automatically collected. This information is recorded in the server log files and includes the type of web browser, the operating system used, the domain name of your Internet service provider, your IP address and similar information.

This information is collected for the following purposes:

- To ensure a smooth connection to the website.
- To ensure the smooth use of our website.
- To evaluate system security and stability.
- For other administrative purposes.

Your data is not used to draw conclusions about your identity. Information of this kind is evaluated solely for statistical purposes in order to optimise our website and the technology behind it.

Storage location

We store and process your personal data primarily in Switzerland, as well as in member states of the European Union (EU) or the European Economic Area (EEA). These countries provide an adequate level of data protection, as recognized by the Swiss Federal Council.

Data Retention Period

The data is deleted as soon as it is no longer required for the purpose for which it was collected. In the case of data collected to make the website available, this is generally the case once the relevant browsing session has ended.

Media

If you are a registered user and upload photographs to this website, you should avoid uploading images containing EXIF GPS location data. Visitors to this website may be able to download images stored on the website and extract any location information contained in them.

Contact Form (Registration)

The information you provide is stored for the purpose of communicating with you individually. To process your registration, you are required to provide a valid email address, your name and any other information necessary for processing your request.

This information enables us to identify your enquiry and subsequently respond to it. Providing any additional information is optional.

Cookies

1. Use of Cookies and Similar Technologies

Our website uses cookies and similar technologies (e.g. pixel tags or local storage). Cookies are small text files stored on your device (computer, smartphone, etc.) and saved by your browser. They help make our website more user-friendly, effective and secure.

2. Types of Cookies and Legal Basis

We distinguish between different categories of cookies:

- **Strictly necessary cookies:** These cookies are essential for the proper functioning of the website (e.g. shopping cart functionality, login status or cookie preferences). The processing of data through these cookies is based on our legitimate interest in providing you with a fully functional website.
- **Analytics and marketing cookies (optional cookies):** These cookies enable us to analyse how our website is used and measure its reach. Data processing for these purposes takes place exclusively on the basis of your explicit consent.

3. Storage Period

- **Session cookies:** These are automatically deleted at the end of your visit (when you close your browser).
- **Persistent cookies:** These remain stored on your device until they reach a predefined expiry date or you manually delete them through your browser settings. They enable us to recognise your browser on your next visit.

Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google").

Google Analytics uses so-called "cookies", which are text files stored on your computer that enable an analysis of how you use the website. The information generated by the cookie about your use of this website is generally transmitted to and stored on a Google server in the United States.

However, because IP anonymisation has been activated on this website, your IP address is shortened by Google within Member States of the European Union or other contracting states to the Agreement on the European Economic Area before being transmitted. Only in exceptional cases is the full IP address transmitted to a Google server in the United States and shortened there.

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, compile reports on website activity and provide the website operator with other services relating to website and Internet usage.

The IP address transmitted by your browser through Google Analytics is not combined with other data held by Google.

The purposes of data processing are to analyse website usage and compile reports on activities on the website. This information is then used to provide further services related to website and Internet usage.

Embedded Content from Other Websites

Articles on this website may contain embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in exactly the same way as if you had visited the other website directly.

These external websites may collect data about you, use cookies, embed additional third-party tracking services and monitor your interaction with the embedded content. This also includes tracking your interaction with the embedded content if you have an account and are logged in to that external website.

Your Rights Regarding Your Personal Data

If you have an account on this website or have posted comments, you may request an export of the personal data we hold about you, including all information you have provided to us.

You may also request the deletion of all personal data we hold about you. This does not include data that we are required to retain for administrative, legal or security-related purposes.

Contact Information

For any matters relating to data protection, please contact:

Attila Csendes
Leonhardstrasse 12
8001 Zurich
Email: attila.csendes@maximilianeum.ch

How We Protect Your Data

SSL Encryption

To protect the security of your data during transmission, we use encryption methods that comply with current technical standards (e.g. SSL) via HTTPS.

Changes to This Privacy Policy

We reserve the right to amend this Privacy Policy at any time without prior notice. The version currently published on our website shall apply.

Questions for the Data Protection Officer

If you have any questions regarding data protection, please contact us by email or get in touch directly with the person responsible for data protection within our organisation, as identified at the beginning of this Privacy Policy.

Zurich, 9 November 2026