

Privacy Policy

1. Controller

The controller responsible for data processing in connection with this app is:

Interroll Holding AG

Via Industrie 4, 6592 Sant'Antonio Switzerland

2. Purpose and legal basis of processing

We process analytics and usage data to understand how the app is used and to improve functionality, stability, and user experience.

The purposes of processing are:

- Improving app performance and features
- Enhancing the user experience
- Measuring engagement and interaction to guide future development

The legal basis is the legitimate interest in optimizing and maintaining the app.

3. Data collected:

- App start events
- Language and country selection
- Reading time of news articles
- Scanning of QR codes and NFC tags
- Generation of support request email templates

Starting from the end of 2026, the following data may also be collected:

- Messages sent to the integrated AI chatbot
- Actions taken in response to push notifications
- Potentially further interaction data (to be defined)

Data is collected and analyzed primarily in aggregated form, meaning we do not have access to information that directly identifies individual users.

However, certain technical identifiers (such as device IDs or app instance IDs) may be processed by Google Analytics for measurement and aggregation purposes.

Under the applicable data protection law, these identifiers can qualify as personal data, even if we as the app operator cannot identify users personally.

4. Recipients and data storage

Analytics data is processed using Google Analytics and stored in Google's regional data centers as well as in a local database operated by us.

If data is collected in the EU, it is stored in EU data centers; if collected in other regions, it is stored regionally there.

Google acts as our data processor under a Data Processing Agreement.

5. International data transfers

Even though Google states that data of EU users is stored within the European Union, a transfer of data to the United States cannot be fully excluded.

This may occur, for example, if support or maintenance is provided by Google LLC in the U.S., or where U.S. authorities have legal access rights under U.S. law.

Google LLC is certified under the EU–U.S. Data Privacy Framework, which the European Commission has recognized as ensuring an adequate level of data protection

6. Storage period

Analytics data is retained for a maximum of 14 months and is then automatically deleted or aggregated.

7. Data security

We apply appropriate technical and organizational measures to protect data, including:

- Regionalized data storage (EU/US)
- Encryption and strict access controls

- Aggregation and anonymization of analytics data where possible

8. Your rights

Users have the following rights under the applicable data protection law:

- Right of access
- Right to rectification
- Right to erasure
- Right to restriction of processing
- Right to object