



Cookie Policy

Rappn GmbH — Version 2.0 — Effective 17 April 2026.

Controller	Rappn GmbH
Registered office	Baarerstrasse 43, 6300 Zug, Switzerland
Commercial Register (Zug)	CHE-165.158.983
Contact	info@rappn.ch
Version	2.0 — Last updated: 17 April 2026

1. Overview

This Cookie Policy explains how Rappn GmbH (“**Rappn**”, “**we**”, “**us**”) uses cookies, SDKs and similar technologies on our website and in our mobile applications (together, the “**Services**”). It supplements our Privacy Policy, which describes all processing of personal data in more detail.

2. What are cookies and SDKs?

Cookies are small text files stored on your device when you visit a website. SDKs (software development kits) are software components integrated into our mobile application that perform similar functions. Both may collect information about your device, your use of the Services and your preferences.

3. Legal basis and managing your consent

We operate on an opt-in model in line with the revised Swiss Federal Act on Data Protection (revFADP) and, where applicable, the EU General Data Protection Regulation (GDPR). On your first visit or app launch, a consent banner is displayed with three choices: Accept all, Reject all, or Customise. Non-essential cookies and SDKs (Analytics, Marketing) are disabled by default and only load after your explicit consent.

You can change or withdraw your consent at any time via “Cookie Settings” in the website footer or in the app settings. Withdrawal does not affect the lawfulness of processing carried out on the basis of consent before its withdrawal.

4. Categories of cookies and similar technologies

4.1 Strictly Necessary (always active)

- **Purpose:** enable core functionality such as security, load balancing, language selection and storage of your consent choices.
- **Providers:** Vercel (hosting and edge network); Rappn’s own systems.
- **Retention:** session, or up to 12 months.
- **Opt-out:** not available — the Services cannot function without these.



4.2 Analytics & Performance (optional — consent required)

- **Purpose:** understand how users interact with the Services (pages visited, load times, error rates) so that we can improve them. IP addresses are truncated where supported by the provider's configuration.
- **Providers:** Google Analytics 4; Vercel Analytics.
- **Retention:** up to 14 months.

4.3 Marketing & Targeting (optional — consent required)

- **Purpose:** display relevant advertising on other platforms, measure advertising performance, and carry out cross-site or cross-device tracking. This category involves profiling.
- **Providers:** Google Ads; Meta (Facebook / Instagram) Pixel; TikTok Pixel.
- **Retention:** 90–180 days depending on the provider.

5. Mobile app identifiers

In our mobile application we may process, where permitted and with your consent, mobile advertising identifiers (Apple IDFA / Google Advertising ID) and device tokens used for push notifications. You can reset or limit these identifiers in your device settings and manage push notifications through the app settings.

6. International data transfers

Some providers (for example Google, Vercel, Meta and TikTok) process data outside Switzerland, including in the United States. Such transfers are protected by appropriate safeguards within the meaning of Art. 16 and Art. 17 revFADP, in particular the Swiss–U.S. Data Privacy Framework and/or Standard Contractual Clauses with Swiss addendum. A copy of the transfer documentation is available on request at info@rappn.ch.

7. Your rights

Under the revFADP and, where applicable, the GDPR, you have the right to:

- access your personal data and request a copy;
- have inaccurate data corrected or incomplete data completed;
- request deletion of your data;
- object to or restrict certain processing;
- withdraw your consent at any time;
- lodge a complaint with the Federal Data Protection and Information Commissioner (FDPIC), Feldeggweg 1, 3003 Bern, Switzerland.

Requests can be addressed to info@rappn.ch.

8. Changes to this Cookie Policy

We may update this Cookie Policy to reflect changes in our Services or in applicable legal requirements. The current version is always available on our website and in the app, with the “Last updated” date shown in the header above.



9. Language versions

This Cookie Policy is published in German, French, Italian and English. In the event of any discrepancy between the language versions, the German version shall prevail.

10. Contact

Rappn GmbH, Baarerstrasse 43, 6300 Zug, Switzerland — info@rappn.ch

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