



EN — Privacy Policy

Controller

Rappn GmbH (*company in formation – Commercial Register entry pending*)

Baarerstrasse 43, 6300 Zug, Switzerland

Contact: info@rappn.ch

1) Scope

This policy covers our **website and mobile app** (“Services”). It explains what we collect, why, for how long, and your choices.

2) What we collect

- **Account & contact data** (if you sign up or contact us): name, email, language; message content when you email info@rappn.ch.
- **Newsletter data**: email address and consent records (timestamp, text version).
- **Technical data**: IP address, device, OS/browser, pages viewed, timestamps; server/edge logs (kept **30 days**).
- **Cookies/SDK events**: strictly necessary cookies; with your consent, analytics, A/B testing, marketing pixels; see Cookie Policy.
- **App-specific data**:
 - **Geolocation** (if you grant permission) to show nearby deals and optimize routes.



- **Push notifications token** (if enabled).
- **Crash/diagnostics** (if enabled) to keep the app stable.
- **User content** you upload/scan (e.g., barcode scans; future receipts OCR when launched).

3) Purposes & legal basis (FADP, GDPR-ready)

- Run and secure the Services (necessary).
- Answer requests and send **opt-in** newsletters.
- Measure usage and improve features (analytics; **by consent**).
- Show or measure ads/pixels (marketing; **by consent**).
- Prevent abuse and ensure security (legitimate interests).

If GDPR applies to you (e.g., you are in the EU/EEA), our bases are consent, contract performance, and legitimate interests, as relevant.

4) Cookies, SDKs & consent

We use a **consent banner (opt-in everywhere)**. Non-essential cookies/SDKs load only after consent. You can change choices anytime via “Cookie settings” in the footer/in-app. Details in the Cookie Policy.

5) Marketing communications



Newsletter is **opt-in**; unsubscribe anytime via link or email to **info@rappn.ch**. We store consent evidence. We do **not** send SMS.

6) Data sharing & processors

We use trusted providers under data-processing agreements and confidentiality:

- **Hosting/CDN**: Vercel (edge hosting/CDN).
- **Email & productivity**: Google Workspace (incl. Gmail) for communications/newsletters.
- **Analytics / session replay / A/B testing / error monitoring**: may be enabled with consent (e.g., analytics: GA4 or equivalent; session replay & error/crash vendor: *to be added*).
- **Marketing tags** (e.g., Google Ads, Meta, TikTok, LinkedIn): only if you consent.
We do not sell your data.

7) International transfers

We **prefer CH/EU data locations** where available. If providers process data in countries without an adequate level of protection (e.g., the **United States**), we implement **appropriate safeguards** (e.g., **Standard Contractual Clauses** and additional measures). Where applicable, we may rely on a provider's certification under a recognized framework. You can request details at **info@rappn.ch**.

8) Retention

- Server/edge logs: **30 days**.



- Newsletter data and consent logs: while you subscribe and for up to **24 months** after last use to evidence compliance.
- Analytics/marketing identifiers: per Cookie Policy (default analytics up to **14 months**, marketing up to **180 days**).
- Account/contract data: as long as you have an account and as required by law.

9) Security

We apply technical and organizational measures appropriate to risk (TLS, access controls, least privilege, backups, staff confidentiality).

10) Your rights (FADP; GDPR-ready)

You can request **access, correction, deletion**, portability (where applicable), and withdraw consent at any time. We respond within **30 days**. Contact: **info@rappn.ch**. If GDPR applies, you also may object to processing and lodge a complaint with a supervisory authority.

11) Children

Our Services are for a general audience. If you are **under the age where parental consent is required**, you should use the Services **with a parent/guardian's permission**, and optional features like marketing emails require **parental consent**. If we learn we collected personal data from a child without appropriate consent, we will delete it.

12) Automated suggestions (AI)



We provide automated deal suggestions and price comparisons. These **do not produce legal or similarly significant effects**. You can disable certain data (e.g., geolocation) in your device settings.

13) Changes

We may update this policy; we will post the new version with a new “Last updated” date and, where appropriate, notify you.

Contact: info@rappn.ch

EN — Cookie Policy

We use cookies and SDKs to run our Services and, with your consent, to measure usage and show/measure ads.

1) Managing consent

On first visit/open we display a banner. Choose **Accept all** / **Reject all** / **Customize**. You can change choices anytime via **Cookie settings** (footer/in-app). We use **opt-in everywhere**.

2) Categories

- **Strictly necessary** (always on): load the site/app, security, consent storage.
- **Preferences**: remember language or region.
- **Analytics**: understand usage (e.g., pages/screens, events).

- **A/B testing & performance:** test variants and performance metrics.
- **Marketing:** ad tags/pixels to measure campaigns or build audiences.
- **Crash/diagnostics:** stability and error reports (app).

3) Retention (defaults)

- Analytics: up to **14 months**.
- Marketing: **90–180 days** (per vendor).
- Consent cookies: up to **12 months** (to remember your choices).

4) Providers (current/planned)

- **Vercel** (necessary; hosting/CDN; sets essential cookies/headers).
- **Analytics:** *TBD* (e.g., GA4 or EU-hosted alternative).
- **Session replay / A/B / error monitoring:** *TBD*.
- **Marketing tags:** may include Google Ads, Meta, TikTok, LinkedIn (only if you consent).
For the live, up-to-date list of cookies/SDKs, see the **banner's vendor list** and **Cookie settings**.

If you block categories, some features may not work.



DE — Datenschutzerklärung

Verantwortliche Stelle

Rappn GmbH (*in Gründung – Handelsregistereintrag ausstehend*)

Baarerstrasse 43, 6300 Zug, Schweiz

Kontakt: info@rappn.ch

1) Geltungsbereich

Gilt für **Website und Mobile-App**.

2) Daten, die wir verarbeiten

- **Account- & Kontaktdaten** (bei Anmeldung oder Kontaktaufnahme); E-Mails an info@rappn.ch.
- **Newsletterdaten**: E-Mail-Adresse, Einwilligungsnachweis.
- **Technische Daten**: IP, Gerät, Browser/OS, Seitenaufrufe, Zeitpunkte; Server-/Edge-Logs (30 Tage).
- **Cookies/SDKs**: notwendige Cookies; mit Einwilligung Analytics, A/B-Tests, Marketing.
- **App-Daten**: Standort (bei Erlaubnis), **Push-Token**, **Crash/Diagnose** (falls aktiviert).
- **Nutzungsinhalte** (z. B. Barcode-Scans; künftig Belege-OCR).

3) Zwecke & Rechtsgrundlagen (revDSG; GDPR-ready)

Betrieb/Sicherheit, Antworten auf Anfragen, **opt-in** Newsletter, Analyse & Verbesserung (mit Einwilligung), Marketing-Tags (mit Einwilligung), Missbrauchsvermeidung (berechtigtes Interesse).

4) Cookies, SDKs & Einwilligung

Opt-in-Banner; nicht notwendige Tools laden erst nach Einwilligung. Einstellungen jederzeit über **Cookie-Einstellungen**.

5) Marketing-Kommunikation

Newsletter nur mit Einwilligung; Abmeldung jederzeit. Nachweise werden gespeichert.

6) Auftragsverarbeiter

- **Hosting/CDN:** Vercel.
- **E-Mail/Produktivität:** Google Workspace (inkl. Gmail).
- **Analytics / Session Replay / A/B / Fehler-Monitoring:** ggf. mit Einwilligung (*noch festzulegen*).
- **Marketing-Tags:** z. B. Google Ads, Meta, TikTok, LinkedIn (nur mit Einwilligung).
Kein Verkauf von personenbezogenen Daten.

7) Datenübermittlungen ins Ausland

Bevorzugt **CH/EU-Standorte**. Bei Übermittlungen in Länder ohne angemessenes Schutzniveau (z. B. USA) nutzen wir **Standardvertragsklauseln** und zusätzliche Maßnahmen; ggf. stützen wir uns auf anerkannte Zertifizierungen. Details: **info@rappn.ch**.

8) Aufbewahrung

Logs **30 Tage**; Newsletter & Einwilligungen: Dauer der Nutzung + **bis zu 24 Monate**; Analytics bis **14 Monate**, Marketing **90–180 Tage**; Vertragsdaten nach gesetzlichen Vorgaben.

9) Sicherheit

Technisch-organisatorische Maßnahmen (TLS, Zugriffssteuerung, Least Privilege, Backups, Vertraulichkeit).

10) Ihre Rechte

Auskunft, Berichtigung, Löschung, Widerruf von Einwilligungen; Antwort binnen **30 Tagen**. Bei Anwendbarkeit der DSGVO: zusätzlich Widerspruch und Beschwerderecht.

11) Kinder

Allgemeines Publikum; bei Minderjährigen ist ggf. **elterliche Zustimmung** erforderlich (insb. Marketing). Unzulässig erhobene Daten löschen wir.

12) Automatisierte Vorschläge (KI)

Automatisierte Deal-Vorschläge ohne rechtliche Wirkung; Standort kann in den Geräteeinstellungen deaktiviert werden.

Kontakt: info@rappn.ch



Einwilligungsverwaltung: Opt-in-Banner; **Alle akzeptieren / Alle ablehnen / Anpassen**; Änderungen jederzeit über **Cookie-Einstellungen**.

Kategorien: Notwendig, Präferenzen, Analytics, A/B & Performance, Marketing, Crash/Diagnose.

Aufbewahrung: Analytics bis **14 Monate**; Marketing **90–180 Tage**; Einwilligungs-Cookies bis **12 Monate**.

Anbieter (aktuell/geplant): Vercel (notwendig); Analytics (*TBD*); Session Replay/A/B/Fehler (*TBD*); Marketing-Tags (Google Ads, Meta, TikTok, LinkedIn – nur mit Einwilligung).

Die **aktuelle Liste** finden Sie im Banner unter **Anbieter** bzw. in den **Cookie-Einstellungen**.

FR — Politique de confidentialité

Responsable du traitement

Rappn GmbH (*société en cours de constitution – inscription au Registre du commerce en cours*)

Baarerstrasse 43, 6300 Zoug, Suisse

Contact : info@rappn.ch

1) Champ d'application

Couvre le site web et l'app mobile.

2) Données collectées

- **Compte & contact;** messages envoyés à info@rappn.ch.
- **Newsletter :** e-mail et preuve de consentement.

- **Techniques** : IP, appareil, OS/navigateur, pages vues; journaux serveur/edge (**30 jours**).
- **Cookies/SDK** : nécessaires ; avec votre consentement, analytique, tests A/B, marketing.
- **App** : **géolocalisation** (si autorisée), **jeton push**, **crash/diagnostic** (si activé).
- **Contenus utilisateur** (ex. scans de codes-barres ; OCR des reçus à venir).

3) Finalités & bases juridiques (LPD; RGPD prêt)

Exploiter/sécuriser, répondre aux demandes, newsletters **opt-in**, analyser/améliorer (**consentement**), marketing (**consentement**), prévention des abus (**intérêt légitime**).

4) Cookies, SDK & consentement

Bannière **opt-in** ; les outils non essentiels ne chargent qu'après consentement. Réglages via **Paramètres des cookies**.

5) Communications marketing

Newsletter uniquement avec consentement ; désinscription à tout moment ; conservation des preuves.

6) Sous-traitants

- **Hébergement/CDN** : Vercel.
- **E-mail/office** : Google Workspace (dont Gmail).

- **Analytics / session replay / A/B / erreurs** : à activer avec consentement (*à préciser*).
- **Balises marketing** : Google Ads, Meta, TikTok, LinkedIn (avec consentement).
Aucune vente de données.

7) Transferts internationaux

Préférence CH/UE. Si transfert vers des pays sans protection adéquate (ex. **États-Unis**), nous appliquons des **clauses contractuelles types** et des mesures additionnelles ; le cas échéant, nous nous appuyons sur des schémas de certification reconnus. Détails : info@rappn.ch.

8) Conservation

Journaux **30 jours** ; newsletter & consentements : pendant l'abonnement + **jusqu'à 24 mois** ; analytique **jusqu'à 14 mois**, marketing **90–180 jours** ; données contractuelles selon la loi.

9) Sécurité

Mesures techniques et organisationnelles adaptées (TLS, contrôle d'accès, moindre privilège, sauvegardes, confidentialité).

10) Vos droits

Accès, rectification, effacement, portabilité (si applicable), retrait du consentement ; réponse sous **30 jours**. Si le RGPD s'applique, droit d'opposition et de réclamation.

11) Mineurs



Service grand public ; l'utilisation par des mineurs peut requérir le **consentement parental** (notamment pour le marketing). Nous supprimons toute donnée collectée sans consentement approprié.

12) Suggestions automatisées (IA)

Suggestions de bonnes affaires automatisées, **sans effets juridiques** ; vous pouvez désactiver la localisation dans les réglages de l'appareil.

Contact : info@rappn.ch

FR — Politique Cookies

Gestion du consentement : bannière **opt-in** ; **Tout accepter** / **Tout refuser** / **Personnaliser** ; modifications à tout moment via **Paramètres des cookies**.

Catégories : strictement nécessaires, préférences, analytique, tests A/B & performance, marketing, crash/diagnostic.

Durées : analytique **jusqu'à 14 mois** ; marketing **90–180 jours** ; consentement **jusqu'à 12 mois**.

Fournisseurs (actuels/prévus) : Vercel (nécessaires) ; analytique (*à préciser*) ; session replay/A-B/erreurs (*à préciser*) ; balises marketing (Google Ads, Meta, TikTok, LinkedIn – avec consentement).

La **liste à jour** figure dans la bannière et les **Paramètres des cookies**.

IT — Informativa Privacy



Titolare del trattamento

Rappn GmbH (*società in costituzione – iscrizione al Registro di commercio in corso*)

Baarerstrasse 43, 6300 Zug, Svizzera

Contatto: **info@rappn.ch**

1) Ambito

Valida per **sito web e app mobile**.

2) Dati trattati

- **Account & contatti**; messaggi inviati a **info@rappn.ch**.
- **Newsletter**: e-mail e prova del consenso.
- **Tecnici**: IP, dispositivo, OS/browser, pagine viste; log server/edge (**30 giorni**).
- **Cookie/SDK**: necessari; con consenso analytics, A/B testing, marketing.
- **App**: **geolocalizzazione** (se autorizzata), **token push**, **crash/diagnostica** (se attiva).
- **Contenuti utente** (es. scansioni barcode; OCR scontrini in roadmap).

3) Finalità & basi giuridiche (LPD/FDAP; GDPR-ready)

Erogare e proteggere i servizi, rispondere alle richieste, newsletter **opt-in**, analisi e miglioramento (**consenso**), tag marketing (**consenso**), prevenzione abusi (**interesse legittimo**).

4) Cookie, SDK & consenso

Banner **opt-in**; gli strumenti non essenziali si attivano solo dopo consenso. Preferenze sempre modificabili da **Impostazioni cookie**.

5) Comunicazioni marketing

Newsletter solo con consenso; disiscrizione in qualsiasi momento; conserviamo la prova del consenso.

6) Destinatari/Responsabili

- **Hosting/CDN**: Vercel.
- **E-mail/office**: Google Workspace (incluso Gmail).
- **Analytics / session replay / A/B / errori**: se attivati con consenso (*da indicare*).
- **Tag marketing**: Google Ads, Meta, TikTok, LinkedIn (solo con consenso).
Nessuna vendita di dati.

7) Trasferimenti internazionali

Preferiamo ubicazioni **CH/UE**. Se i fornitori trattano dati in paesi senza adeguata protezione (es. **USA**), adottiamo **Clausole Contrattuali Standard** e misure aggiuntive; ove applicabile, possiamo fare affidamento su schemi di certificazione riconosciuti. Dettagli: **info@rappn.ch**.

8) Conservazione

Log **30 giorni**; newsletter/consensi: per la durata dell'iscrizione + **fino a 24 mesi**; analytics **fino a 14 mesi**, marketing **90–180 giorni**; dati contrattuali secondo legge.

9) Sicurezza

Misure tecnico-organizzative adeguate (TLS, controlli accesso, least privilege, backup, riservatezza).

10) I tuoi diritti

Accesso, rettifica, cancellazione, portabilità (se applicabile), revoca del consenso; rispondiamo entro **30 giorni**. Se si applica il GDPR: anche opposizione e reclamo.

11) Minori

Servizio per pubblico generale; l'uso da parte di minori può richiedere **consenso dei genitori** (spec. per marketing). Canneremo dati raccolti senza il consenso appropriato.

12) Suggerimenti automatizzati (AI)

Suggerimenti di offerte e confronti prezzi **senza effetti giuridici**; puoi disattivare la posizione nelle impostazioni del dispositivo.

Contatto: info@rappn.ch

IT — Cookie Policy

Gestione del consenso: banner **opt-in**; **Accetta tutto** / **Rifiuta tutto** / **Personalizza**; puoi modificare in ogni momento da **Impostazioni cookie**.

Categorie: necessari, preferenze, analytics, A/B & performance, marketing, crash/diagnostica.

Durate: analytics **fino a 14 mesi**; marketing **90–180 giorni**; consenso **fino a 12 mesi**.



Fornitori (attuali/pianificati): Vercel (necessari); analytics (*da definire*); session replay/A-B/errori (*da definire*); tag marketing (Google Ads, Meta, TikTok, LinkedIn – solo con consenso).

La **lista aggiornata** è nel banner e in **Impostazioni cookie**.