

Privacy & Cookie Policy

Last updated: 6 July 2026 · Version 1.0

This Privacy & Cookie Policy explains how personal data is processed when you visit the edgx website (the "**Website**"). We keep data collection to a minimum: the Website has no user accounts, no contact forms and no newsletter. Analytics cookies are used only with your consent.

1 Controller

The Website is operated by:

Swiss Distribution Group AG (UID CHE-252.472.212)

Zürich, Switzerland

Email: hello@edgx.co

Swiss Distribution Group AG is the controller responsible for the processing of personal data described in this policy (the "**Controller**", "**we**", "**us**").

2 Applicable law

We process personal data in accordance with the Swiss Federal Act on Data Protection (FADP). Where the EU General Data Protection Regulation (GDPR) applies to visitors from the European Economic Area, we also comply with its requirements.

3 What data we process, and why

3.1 Server log data

When you visit the Website, our hosting provider automatically records technical data in server logs: your IP address, date and time of access, the pages retrieved, the referring URL, and your browser type and operating system. This data is required to deliver the Website reliably and securely (e.g. to detect and defend against attacks). Legal basis: our legitimate interest in operating a secure and stable website (Art. 31 FADP; Art. 6(1)(f) GDPR). Log data is retained by the hosting provider for a limited period and then deleted or anonymized.

3.2 Contact by email

The Website contains no contact forms. If you contact us by email at hello@edgx.co, we process the data you provide (your email address, name if given, and the content of your message) solely to handle your enquiry and any follow-up correspondence. Legal basis: performance of pre-contractual

measures and our legitimate interest in responding to enquiries (Art. 31 FADP; Art. 6(1)(b) and (f) GDPR). We retain such correspondence for as long as needed to handle the matter and to comply with statutory retention duties.

3.3 Web analytics (Google Analytics 4) – only with your consent

We use Google Analytics 4 ("GA4"), a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"), to understand how the Website is used and to improve it. GA4 is implemented with **Google Consent Mode**: analytics storage is **denied by default**, and Google Analytics sets cookies and processes measurement data **only after you click "Accept" in our cookie banner**. If you decline or make no choice, no analytics cookies are set.

When you consent, GA4 processes pseudonymous information about your usage of the Website (pages visited, approximate location derived from a truncated IP address, device and browser information, interaction events). GA4 does not log or store full IP addresses. Legal basis: your consent (Art. 31(1) FADP; Art. 6(1)(a) GDPR). You can withdraw your consent at any time with effect for the future via the **"Cookie settings"** link in the Website footer.

Google may transfer data to Google LLC in the United States. Google LLC is certified under the Swiss–U.S. Data Privacy Framework and the EU–U.S. Data Privacy Framework, which the Swiss Federal Council and the European Commission recognize as providing adequate data protection. Further information: policies.google.com/privacy.

3.4 No other third-party requests

Fonts and all other design assets are hosted on our own servers. Apart from Google Analytics (after consent), the Website does not load resources from third-party servers and does not use social media plugins, embedded videos from external platforms, or advertising trackers.

4 Cookies and similar technologies

The Website uses the following cookies and local storage entries:

Name	Type	Purpose	Duration	Set by
edgx-cookie-consent	Local storage	Stores your cookie consent choice ("granted" or "denied")	Until you delete it	Us (strictly necessary)
_ga	Cookie	Distinguishes visitors for analytics	2 years	Google Analytics (only after consent)
ga*	Cookie	Maintains session state for analytics	2 years	Google Analytics (only after consent)

The consent entry itself contains no personal data and is strictly necessary to remember your choice. You can manage or withdraw your consent at any time via the "Cookie settings" link in the Website footer, and you can delete cookies and local storage at any time in your browser settings. You can also prevent cookies from being set by configuring your browser accordingly; the Website remains fully usable without analytics cookies.

5 Disclosure of personal data

We disclose personal data only to the following categories of recipients, and only to the extent necessary: (i) our hosting provider (server log data); (ii) Google (analytics data, only after your consent, as described in section 3.3); and (iii) authorities or courts where we are legally obliged to do so. We do not sell personal data.

6 Data transfers abroad

Personal data is processed in Switzerland and, in connection with Google Analytics, may be transferred to Ireland and the United States. Transfers to the United States rely on Google LLC's certification under the Swiss-U.S. Data Privacy Framework and the EU-U.S. Data Privacy Framework.

7 Data security

The Website is delivered over an encrypted connection (TLS/HTTPS). We apply appropriate technical and organizational measures to protect personal data against unauthorized access, loss and misuse.

8 Retention

We retain personal data only as long as necessary for the purposes described in this policy or as required by law. Server logs are kept for a limited period; email correspondence is kept for as long as needed to handle your enquiry and to comply with statutory retention obligations; analytics data is retained in accordance with the GA4 retention settings (maximum 14 months) and then deleted or aggregated.

9 Your rights

Subject to the conditions of applicable law, you have the right to:

- request information about the personal data we process about you (right of access);
- have inaccurate personal data corrected (right to rectification);
- have your personal data deleted (right to erasure);
- restrict or object to the processing of your personal data;
- receive the personal data you provided in a common electronic format (data portability, where the GDPR applies); and
- withdraw any consent at any time with effect for the future.

To exercise these rights, contact us at hello@edgx.co. We may ask you to verify your identity. You also have the right to lodge a complaint with the Swiss Federal Data Protection and Information Commissioner (FDPIC), Feldeggweg 1, 3003 Bern, Switzerland, or – where the GDPR applies – with a supervisory authority in your EEA member state.

10 Changes to this policy

We may amend this policy from time to time, for example when the Website's functionality changes. The version published on the Website is the version in force; the date above indicates the last revision.

Swiss Distribution Group AG · Zürich, Switzerland · hello@edgx.co