

Privacy Policy

Poseidon & Co. Sàrl (“Poseidon”) respects your right to privacy in connection with the Alexander Awards, as well as the events, competitions, platforms, programs, and services it organizes or operates, and when you use its websites and digital platforms.

All data processing activities are carried out in compliance with the revised Swiss Federal Act on Data Protection (“FADP”), which entered into force on September 1, 2023.

This Privacy Policy explains how and for what purposes Poseidon collects, uses, processes, and protects personal data collected in connection with the Alexander Awards and, more generally, with the activities, events, competitions, platforms, and services organized or operated by Poseidon.

Poseidon encourages you to review this Privacy Policy regularly in order to remain informed of any updates.

1. Data controller

Poseidon & Co. Sàrl
Rue du Rhône 118, CH-1204 Geneva
E-mail: info@poseidonandco.com

Registered with the Geneva Cantonal Commercial Register N°
IDE & VAT: CHE-200.385.646

Publisher Director: Christian Wipfli
info@poseidonandco.com

Data Protection Officer: Christian Wipfli
privacy@poseidonandco.com

2. Your consent

By using Poseidon’s websites, platforms, or services, or by providing personal data to Poseidon, you accept the rules described in this Privacy Policy.

Certain processing activities are based on the performance of a contract, legal obligations, or Poseidon’s legitimate interests and therefore do not require specific consent.

Other processing activities, including the sending of newsletters, certain marketing activities, or the use of non-essential cookies, may require your prior consent.

3. Data Collected

Poseidon only collects personal data necessary for the organization and improvement of its activities, events, competitions, platforms, and services.

The data collected may include, in particular:

- identification data such as first name, last name, address, e-mail address, telephone number, date of birth, or professional position;
- technical data related to the use of websites and platforms, including IP address, connection data, cookies, and browsing preferences;
- information relating to user accounts, registrations, participations, applications, submissions, voting, jury activities, events, or programs organized by Poseidon;
- content, documents, images, videos, creations, projects, applications, votes, or other materials submitted in connection with competitions, calls for applications, or programs organized by Poseidon;
- data obtained from partners, platforms, or social media networks where you authorize such services to share certain information with Poseidon.

Poseidon may also use cookies or similar technologies to improve user experience and the operation of its platforms.

4. Use of Personal Data

Poseidon may use the personal data collected, in particular, to:

- communicate with you and respond to your requests;
- manage registrations, participations, submissions, applications, voting, jury activities, award ceremonies, and events organized by Poseidon;
- administer its platforms and services;
- ensure the proper functioning, security, and maintenance of its websites and platforms;
- publish, display, or promote certain content, projects, names, visuals, credits, or information relating to participants, finalists, winners, or speakers, including on websites, platforms, social media, or communication materials connected with activities organized by Poseidon;
- send you, where permitted, information, invitations, newsletters, news, or marketing communications;
- prevent fraud, abuse, unlawful use, or technical incidents;
- comply with its legal and regulatory obligations.

Processing activities are carried out on the following legal bases, in particular:

- performance of a contract;
- Poseidon’s legitimate interests;
- compliance with legal obligations;
- the consent of the data subject where required.

5. Disclosure of Personal Data

Personal data may be accessible to Poseidon employees authorized to process such data within the scope of their duties.

Poseidon may also disclose certain personal data to technical service providers, partners, subcontractors, or platforms involved in its activities, events, competitions, programs, or services, including for:

- hosting and administration of platforms;
- management of registrations, user accounts, submissions, juries, public voting, or events;
- sending communications;
- technical support;
- IT maintenance and security;
- marketing and media operations.

Certain data may be processed in Switzerland or abroad, including in countries that do not provide a level of protection

equivalent to that of Switzerland. In such cases, Poseidon implements appropriate safeguards required under applicable law.

Poseidon may also disclose data where required by law or upon request from a competent authority.

6. Subcontractors

Poseidon carefully selects its subcontractors and technical service providers, including competition, submission, or voting management platforms used in connection with its events and programs. Such parties undertake to process personal data in accordance with Poseidon's instructions and applicable data protection requirements.

Creative Force Ltd	Naxxar, MT
dotBase SA	Carouge, CH
ergopix Sàrl	Vevey, CH
Infomaniak Network SA	Carouge, CH
Sendinblue SAS	Paris, F
SugarCRM Inc.	Cupertino, USA

7. Data Retention

Personal data is retained for the period necessary to fulfill the purposes for which it was collected, unless a longer retention period is required by law.

At the end of the applicable retention periods, the data is deleted, anonymized, or archived in accordance with legal obligations and Poseidon's legitimate needs.

8. Data Security

Poseidon implements reasonable technical and organizational measures to protect personal data against unauthorized access, loss, disclosure, alteration, or destruction.

However, no method of data transmission or storage can be guaranteed to be completely secure.

9. Your Rights

Subject to the conditions provided under applicable law, you may in particular.

- request access to your personal data;
- request the correction or updating of inaccurate data;
- request the deletion of certain data;
- withdraw your consent where processing is based on consent;
- object to certain data processing activities;
- request additional information regarding the processing of your data.

Any request may be addressed to:
privacy@poseidonandco.com

In order to facilitate the processing of your request, Poseidon may need to verify your identity.

10. Cookies

The websites and platforms operated by Poseidon may use cookies or similar technologies to ensure their proper functioning, improve user experience, measure audience traffic, or provide certain content and functionalities.

Additional information regarding cookies may be made available on the relevant websites or platforms.

11. Amendments

Poseidon reserves the right to amend this Privacy Policy at any time.

The applicable version is the one published on the relevant websites or platforms at the time of consultation.

Last updated: May 18, 2026