

## Privacy Policy

Poseidon & Co. Sàrl ("Poseidon") respects your privacy when you attend events it organizes or when you use its Website.

All data processing activities are carried out in compliance with the Swiss Federal Data Protection Act (FADP), revised and effective as of September 1, 2023.

This Privacy Policy explains how and for what purposes Poseidon collects, uses, and protects your personal data, as well as your rights in this regard.

Poseidon encourages you to regularly review this Privacy Policy to stay informed of any updates.

### 1. Data controller

**Poseidon & Co. Sàrl**

Rue du Rhône 118, CH-1204 Geneva

E-mail: [info@timetowatches.com](mailto:info@timetowatches.com)

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

Director of publication: Christian Wipfli  
[info@timetowatches.com](mailto:info@timetowatches.com)

Responsible of data protection: Christian Wipfli  
[privacy@timetowatches.com](mailto:privacy@timetowatches.com)

All processing of personal data carried out as part of the services offered by Poseidon on the Website is carried out in accordance with the Federal Data Protection Act of 25 September 2020.

### 2. Your consent

By browsing the website of Poseidon or providing them with your personal data, you agree to the rules described in this Privacy Policy. If you do not agree with these rules, please do not use or visit the Website or provide Poseidon with your personal data.

### 3. The data collected

Poseidon only collects the personal data necessary to provide and improve its services or for other legitimate reasons.

This may include:

- Identification details: name, surname, date of birth, address, email address, phone number.
- Technical data related to your use of the website (e.g., IP address, cookies, browsing preferences).
- Data obtained from third parties (e.g., Google, promotional partners, public sources, or social media platforms) when you authorize those platforms to share data with Poseidon.
- Photographs voluntarily uploaded by users through certain website functionalities, in particular for the purpose of generating a personalized visual in the context of an event.

Poseidon also uses cookies to enhance the user experience.

The list of cookies used is available at:  
[www.timetowatches.com/fr/cookies/](http://www.timetowatches.com/fr/cookies/)

### 4. How Poseidon uses your personal data

Poseidon may use your personal data for the following purposes:

- To communicate with you, respond to your inquiries, and manage your registration or participation in one of its events (as an exhibitor or visitor), including informing you of any changes to its services;

- With your consent, or as permitted by applicable law, to provide you with information that may be useful or of interest to you, such as newsletters, invitations, or other marketing communications;
- To allow users to upload a photograph in order to generate a personalized visual in the context of an event organized by Poseidon;
- To ensure the proper functioning and improvement of the website;
- To maintain security, manage risks and disputes, and fulfill legal obligations.

Data processing is carried out on the following legal bases:

- Performance of a contract (e.g., managing your participation in an event),
- Legitimate interest (e.g., security, maintenance, improving the website),
- Consent (e.g., marketing communications, newsletters, non-essential cookies).

### 5. To whom do Poseidon disclose your personal data ?

Personal data are not generally transmitted to third parties, they will only be transmitted in the context of processing your requests and orders, Poseidon will be required to legitimately communicate your personal data to our subcontractors.

We have adopted internal policies and procedures through which all our employees are sensitized to the importance of maintaining control of personal data.

Your personal data could be transferred to third parties only:

- Based on the consent you have given to Poseidon.
- Persons or entity that you ask us to share your information with.
- To our subcontractors for legitimate processing to respond to and fulfill your requests. Our subcontractors receiving only the data required to fulfill your requests and using it exclusively for that purpose.
- To our subcontractors in the context of legitimate processing so that we can provide you with a user-friendly and optimized Website.
- To our subcontractors for legitimate processing and with your consent for marketing and advertising purposes.
- In the event of a merger or acquisition of all or part of Poseidon by a third part.
- To authorities having the right to access the information in the context of the implementation of legal obligations;

Poseidon ensures that its sub-contractors commit in writing to protect your data and to use it solely for the purposes defined by Poseidon.

In the case of a transfer to a country that does not provide an adequate level of protection, Poseidon will implement appropriate safeguards (e.g., standard contractual clauses). If such safeguards are not possible, your prior consent will be obtained.

In the context of organising events abroad, certain data may be transferred to countries such as the United States. These transfers are carried out in accordance with the Swiss Data Protection Act (LPD) and, where required, rely on appropriate safeguards (including, where applicable, standard contractual clauses).

## 6. Subcontractors

Poseidon carefully selects its subcontractors, who are also committed to protecting your data.

|                       |                |
|-----------------------|----------------|
| dotBase SA            | Carouge, CH    |
| Emerald X LLC         | New York, USA  |
| ergopix Sàrl          | Vevey, CH      |
| Infomaniak Network SA | Carouge, CH    |
| Sendinblue SAS        | Paris, F       |
| SugarCRM Inc.         | Cupertino, USA |
| Weezevent Switzerland | Lausanne, CH   |

## 7. Data retention

Your personal data is retained for as long as necessary to fulfill the purposes described above, unless a longer retention period is required by law.

At the end of the retention period, your data will be deleted or anonymized.

Photographs uploaded for the purpose of generating a personalized visual are retained for technical reasons for up to one (1) month after the end of the relevant event, and are then permanently deleted.

## 8. Security of your data

We take all reasonable technical and organizational precautions to protect your personal data from loss, unauthorized access and other violations. This data will not be sold or shared with third parties, except as provided in this Privacy Policy.

When the personal information we collect is no longer required for the purpose for which it was collected, or for any legal requirement, we destroy or delete it.

## 9. Your rights

You may request access to the personal data held about you by contacting Poseidon at the following address: [privacy@timetowatches.com](mailto:privacy@timetowatches.com).

You have the right to request the rectification, update, or deletion of your data, as well as to withdraw your consent at any time.

You may request the deletion of your uploaded photograph at any time by contacting [privacy@timetowatches.com](mailto:privacy@timetowatches.com).

You also have the right to object to certain processing activities, in particular those carried out for direct marketing purposes.

To help us process your request, please include your full name and contact details.

You may unsubscribe at any time from Poseidon's marketing communications by using the unsubscribe link provided at the bottom of each email or by contacting Poseidon at [privacy@timetowatches.com](mailto:privacy@timetowatches.com).

You can also limit the use of cookies and other tracking technologies by adjusting your browser settings to choose whether to accept or reject them.

This Privacy Policy is presented on the Website in English and French. In case of discrepancies between the English and the French version, the French version shall prevail.

**Last update: February 13, 2026**