

THE CHANGE REPUBLIC

Privacy Policy

Last updated: 12 August 2025

1. Who we are

The Change Republic GmbH, CHE-131.869.164, Rötibodenstrasse 34, 8820 Wädenswil, Switzerland (“we”, “our”) is the data controller.

2. Which law applies

All processing follows the Swiss Federal Act on Data Protection (FADP).

3. What data we collect

Category	Examples	Source
Contact details	name, email, phone, postal address	you / your employer
Coaching data	goals, session notes, assessments	you during sessions
Payment data	invoice amount, payment status, last-4 digits of card / PayPal ID	Stripe, PayPal
Newsletter data	name, email, subscription status	WordPress + Kajabi sign-up form
Technical data (essential cookies)	device & session ID, security/ load-balancing cookies set by WordPress core and essential plugins	your browser
Chatbot conversation data (AI bot only)	text you enter into the chatbot, metadata such as timestamp and session ID	you via your AI bot

We do not run analytics (e.g., Google Analytics) and do not share data with advertising networks.

4. Why we use your data

- Provide and manage coaching, training, speaking and digital products.
- Invoice and receive payments.
- Send newsletters you have explicitly subscribed to.
- AI bot: respond to your chatbot queries and improve chatbot performance (Chatbase processes chatbot conversation data on our behalf).
- Improve service quality (e.g., anonymised prompts analysed in ChatGPT, Claude, Perplexity).
- Comply with legal duties (tax, accounting) and defend legal claims.

5. Legal basis under the FADP

- Contract fulfilment – delivering the services you request.
- Consent – newsletters, session recordings, AI bot use (by starting a chatbot conversation, you consent to this processing)..
- Legitimate interests – service improvement, IT security.

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6. How long we keep data

<i>Data set</i>	<i>Retention period</i>
Coaching / client files	2 years after the engagement ends
Payment & accounting records	10 years (Swiss law)
Newsletter list	until you unsubscribe
Session recordings (if any)	deleted after note-taking or within 365 days
Chatbot conversation data	up to 365 days in Chatbase unless required longer for troubleshooting or legal defence

7. Who receives your data

We use the following service providers under confidentiality agreements: Zoom, WhatsApp, Google Drive, Stripe, PayPal, Kajabi (email marketing), ChatGPT, Claude, Perplexity, Tactiq(AI note-taker) and Chatbase (chatbot hosting). Data are anonymised before use in ChatGPT, Claude and Perplexity.

Important: Only chatbot conversation data is processed by Chatbase. Other business activities (human coaching, training, events, newsletters) do not use Chatbase.

8. International transfers

Some providers store data outside Switzerland/EU (e.g., Kajabi – USA; Stripe – USA/EU; PayPal – USA/EU; Chatbase – USA). Transfers rely on Swiss adequacy decisions or Standard Contractual Clauses approved by the Federal Council.

9. Security

Third-party tools use industry-standard safeguards such as HTTPS encryption, role-based access controls and (where available) two-factor authentication. Internally, access is limited to personnel on a need-to-know basis.

10. Your rights

You may request access, correction, deletion or restriction of your personal data—please use the contact details supplied when you signed your contract.

11. How to contact us

For privacy enquiries, submit the form at thechangerepublic.info/contact-us

12. Changes to this notice

We may update this Privacy Policy from time to time. The latest version is always posted on our website.