Maison de Joaillerie indépendante
Genève • Depuis 2003

PRIVACY POLICY

ELKE BERR — Elke Berr Sàrl, Geneva, Switzerland

Last updated: November 2026

Introduction

This Privacy Policy explains how Elke Berr Sàrl (hereinafter 'ELKE BERR', 'we' or 'our company') collects, uses, shares, stores and protects personal data in connection with its jewellery creations, sales, services and relationships with its customers, prospective customers, partners and visitors.

It applies in particular to interactions at the showroom, online or distance purchases, requests for bespoke creations, private appointments, events, communications via email, telephone or WhatsApp, and the use of our website.

We comply with the Swiss Federal Data Protection Act (FADP) as well as, where applicable, the European Union's General Data Protection Regulation (GDPR) and the corresponding UK regulations.

Our three commitments

Transparency and trust. We explain why we process your data and use it only for specific and lawful purposes. We obtain your consent where required.

Confidentiality and security. We restrict access to data to those who need it and implement technical and organisational measures appropriate to the sensitivity of the data, particularly in the context of private jewellery relationships.

Respect for your choices and rights. You may contact us to find out what data we hold, request its rectification or exercise any other rights provided for under applicable legislation.

1. Data controller

Elke Berr Sàrl — Rue du Cendrier 12–14, 1201 Geneva, Switzerland. Email: office@elkeberr.ch. Telephone: +41 22 310 61 10. Website: www.elkeberr.com.

This address also serves as the point of contact for data protection enquiries and for exercising your rights.

2. Personal data we process

Identification and contact details: surname, first name, address, email address, telephone number, messaging details and the content of your communications with our company.

Orders and services: products or creations requested, order references, purchase history, quotations, invoices, delivery addresses, logistics tracking, requests for repairs, warranty claims and after-sales service.

Payments: amounts, transaction references and statuses, and information required for invoicing. Credit card details may be processed by specialist payment service providers; the information actually accessible to ELKE BERR depends on the solutions used.

Relationships and preferences: interests expressed in certain designs or gemstones, communication preferences, appointment requests, correspondence with our advisers and customer relationship history.

Events: contact details required for invitations, registrations, confirmations and the organisation of private viewings. Where necessary, appropriate notification and authorisation are sought for identifiable photographs or videos taken for communication purposes.

Browsing: IP address, technical data, connection logs and information collected via cookies or similar technologies, depending on the tools actually used and your choices.

Third-party information: where an order or gift is for another person, we may process the contact details necessary for its delivery or for the requested service. We ask that you only provide the information that is necessary.

We do not request sensitive data unless there is a specific need to do so. If a regulatory obligation requires identity verification, we limit the data collected to what is necessary for that verification.

3. Purposes and legal bases for processing

Advice and pre-contractual enquiries: to answer your questions, provide quotations, arrange appointments and prepare a bespoke design; legal basis, where the GDPR applies: pre-contractual measures or legitimate interests, depending on the context.

Orders and services: managing purchases, bespoke creations, payments, deliveries, authorised returns, repairs and warranties; legal basis: performance of the contract.

Legal obligations: invoicing, accounting, taxation, customs and legally justified requests from the authorities; legal basis: legal obligation.

Customer relations and service quality: to monitor communications and improve our services; legal basis: legitimate interest, subject to your rights and applicable regulations.

Invitations and marketing communications: to inform you about the House's designs, collections, events and offers; legal basis: consent where required, or another legally recognised basis.

Security and fraud prevention: to protect systems, transactions, people and property; legal basis: legitimate interest or legal obligation, as applicable.

Audience measurement and non-essential technologies: to understand website traffic and improve the user experience; legal basis: consent where required.

Where processing is based on your consent, you may withdraw it at any time with effect for the future. The legal bases indicated must be assessed in light of the circumstances and applicable legislation.

4. Marketing communications and private invitations

We may send you, within the limits permitted by law, information regarding our creations, events, private viewings and services, by email or other communication channels to which you have consented.

You may object to these communications at any time by using the unsubscribe link, where available, or by writing to office@elkeberr.ch. This choice does not affect messages that are essential for the fulfilment of your orders or our legal obligations.

We may retain a minimum amount of information relating to your objection in order to prevent us from contacting you again for commercial purposes.

5. Recipients and service providers

Your data is neither sold nor rented to third parties for marketing purposes.

We may disclose it, to the extent necessary, to our service providers specialising in e-commerce, web hosting, payment processing, CRM, communications, IT, transport, insurance, logistics and customs formalities, as well as to professional advisers or competent authorities where permitted or required by law.

We ensure that we select service providers offering appropriate guarantees of confidentiality and security, and that we set out the terms of their involvement in a contract where required.

Service providers may act, depending on their roles, as data processors or as independent data controllers. Further relevant information is available on request.

6. International data transfers

Given the nature of our business and our use of international digital service providers, certain data may be accessed or processed outside Switzerland, the European Economic Area or the United Kingdom.

Where the recipient country does not benefit from an applicable adequacy decision, we use the safeguards provided for by the relevant legislation, in particular standard contractual clauses, or a legally recognised exception.

For further information regarding the countries in which your personal data may be processed and the applicable safeguards, please contact us at office@elkeberr.ch.

7. Cookies and similar technologies

Our website uses cookies and similar technologies to ensure it functions properly, including for security, navigation, shopping basket management and the ordering process.

Depending on the features enabled, functionality, audience measurement or marketing cookies may also be used to enhance your browsing experience, analyse our website's performance and measure the effectiveness of our communications.

Where required by applicable legislation, non-essential cookies are subject to your prior consent. You may accept or refuse them, or change your preferences at any time using the cookie management tool provided on our website.

To find out more about the different categories of cookies, their purposes, the relevant service providers and how to manage your preferences, please see our **Cookie Policy**.

8. Retention periods

We retain data only for as long as is necessary for the stated purposes and to comply with applicable legal obligations.

Accounting records and commercial documents subject to Swiss retention rules are, in principle, retained for ten years. Other data, in particular that relating to prospects, appointments, CRM and marketing communications, is retained according to its usefulness, the duration of the relationship, legal requirements and requests to object or withdraw consent.

Where retention is no longer justified, data is deleted or anonymised, subject to legal obligations and the need to defend rights.

9. Security and incidents

We implement technical and organisational measures proportionate to the risks, such as access control, connection protection, authorisation management and the selection of reliable service providers.

In the event of a personal data breach, we carry out assessments and, where the legal conditions are met, notify the relevant authorities and the data subjects. No system can guarantee absolute security.

10. Your rights

Under applicable legislation, you may request access to your data, its rectification or erasure, the restriction of certain processing activities, object to certain uses, obtain data portability where the conditions are met, and withdraw any consent previously given.

To exercise these rights, please write to office@elkeberr.ch. We may request the information reasonably necessary to verify your identity. We will respond within the time limits set out in the applicable legislation; where the GDPR applies, the time limit is, in principle, one month, subject to authorised extensions.

You may also contact the relevant data protection authority, in particular the Federal Data Protection and Information Commissioner (FDPIC) in Switzerland, or the relevant authority in the European Union or the United Kingdom, depending on your circumstances.

11. Automated decisions and minors

Customer relationship management and audience measurement tools must not, on their own, be regarded as exclusively automated decisions producing legal effects or similar significant effects. If such processing is carried out, specific information will be provided in accordance with the law.

Our products and services are not intended to be marketed directly to minors without the appropriate involvement of their legal representative. We do not seek to knowingly collect their data for marketing purposes.

12. Changes and contact

We may update this Privacy Policy to reflect changes in our practices, our services or applicable legislation.

The current version is available on our website, with the date of the last update clearly stated.

Where required by applicable legislation, we will inform you of any significant changes affecting the processing of your personal data.

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