

Data protection provisions for customer surveys

Data protection within the Helsana Group* (hereinafter «Helsana») is based on open, transparent and customer-friendly communication. Helsana always processes your information in a secure and confidential manner. Particular attention is given to preventing access by unauthorised third parties. Helsana is careful to maintain full compliance with all statutory data protection requirements.

We explain here exactly how Helsana processes your personal data for the purposes of this customer survey.

Which data are processed?

- Helsana processes your contact details for the customer survey. These are your first name and surname, language preferences, telephone number(s) and e-mail address(es).

What are the data used for?

- Your contact details are used to invite you to take part in the customer survey. The customer survey, the purpose of which is to continuously improve Helsana's services, is conducted anonymously. This means that we cannot connect your personal data to your survey answers, as we work with an anonymous survey link that is the same for all participants.

How are the data processed?

- Helsana uses the service provider Survalyzer AG to conduct surveys. Your contact details are passed on to the service provider Survalyzer AG, who then invites you to take part in the anonymous survey.
- Our service provider is contractually bound to use the personal data solely to perform the task assigned to them and under no circumstances for their own purposes. The service provider has also been required to implement technical and organisational measures to protect your personal data. All data transferred between Helsana and Survalyzer AG are sent via secure data connections.

What happens to the data?

- For each Helsana survey, the contact details of randomly selected Helsana customers are sent to Survalyzer AG to be processed. Survalyzer AG will delete your personal data after 12 months at the latest. If you decline the invitation to take part in customer surveys, Survalyzer AG will delete your data immediately.

What are your rights?

- If you received an e-mail invitation to take part in the customer survey and do not want Helsana to send you such invitations via our chosen service provider Survalyzer AG in future, click on the «Unsubscribe» link in your invitation to unsubscribe from future customer surveys. If you received an invitation via text message, you will find an «Unsubscribe» link on the first page of the survey.
- If you wish to assert your right of information, deletion and correction in respect of your personal data and your right to refuse authorisation for your personal data to be processed, or if you have any questions or concerns about how your personal data will be used, please contact us in writing, quoting your customer number, at:

Helsana Group

Data Protection

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Further information about data protection can be found in the relevant privacy policies on our website

helsana.ch/data-protection