

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 and survey answers for the customer survey. These are your first name and surname, language preferences, telephone number(s) and e-mail address(es). Helsana evaluates the survey answers in order to improve its services.
- Please avoid providing health-related information in customer surveys. If you have any concerns about your health, you can contact Helsana customer services directly or get in touch with us via myHelsana.

What are the data used for?

- Personal data and evaluations of survey answers are used to make structural and organisational improvements to Helsana services. Your contact details are used to invite you to take part in the customer survey.
- If we offer you remuneration in return for participating in the Helsana customer survey, we also need your personal data to send this to you.

How are the data processed?

- Helsana uses the service providers Survalyzer AG and Kernwert GmbH to conduct surveys. Your contact details are passed on to the service providers, who then invite you to take part in the customer survey.
- Our service providers are contractually bound to use the personal data and answers solely to perform the task assigned to them and under no circumstances for their own purposes. The service providers have also been required to implement technical and organisational measures to protect your personal data. All data transferred between Helsana and the service providers 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 and Kernwert GmbH to be processed.
- Survalyzer AG will delete your personal and survey data after 12 months at the latest. If you decline the invitation to take part in customer surveys, your data will be deleted immediately.
- Helsana will also delete survey data within 12 months.
- Kernwert GmbH will delete your personal and survey data no later than two weeks after the end of the survey.

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 providers 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

P.O. Box

8081 Zurich

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

helsana.ch/data-protection