

## Privacy policy for customer surveys

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

We explain here in detail what the Helsana Group does with personal data obtained from customer surveys.

### With whom do we share personal data?

The Helsana Group uses a service provider to conduct surveys: Microsoft Customer Voice. The Helsana Group may pass on your personal information – surname, first name, language preferences, contact number(s) and e-mail address(es) – to Microsoft Customer Voice as a third party. Our service provider is contractually bound to use the personal data solely to execute the order that was issued and under no circumstances for the provider's own purposes. We also require Microsoft Customer Voice to implement technical and organisational measures to protect your personal data. All data transferred between the Helsana Group and Microsoft Customer Voice is sent via secure data connections.

### What do we do with your personal data?

The Helsana customer surveys are not anonymous: we need to see your answers in order to be able to respond. The Helsana Group uses the personal information collected in the voluntary customer surveys to improve our services. Improved services can mean:

- Providing practical and personal support in the form of follow-up phone calls – for example, if your concerns have not been addressed. The Helsana Group is committed to listening, but we also think it is important to let you know that your comments have been heard.
- Introducing structural and organisational changes that will make it easier for you to get help from the Helsana Group.

Please avoid providing health-related information in customer surveys. If you have any concerns about your health, please contact Helsana customer services directly or get in touch via myHelsana.

### How long do we keep your data?

If you take part in the Helsana customer survey, we will store your personal data securely for five years from the date of receipt.

We process your personal data in order to provide our customers with a better service. We are confident that our commitment to valuable services, information and comprehensive, need-oriented advice makes life easier for our customers.

## **What personal data rights do you have?**

If you do not want to receive invitations to take part in the customer survey from our chosen provider, Microsoft Forms Pro, click on the «Unsubscribe» link in the e-mail invitation.

If you choose to assert your data protection rights – the right to information, deletion and correction – or if you have any questions or concerns with regard to the processing of your personal data, please contact us in writing, quoting your customer number, at:

### **Helsana Group**

Data Protection  
P.O. Box  
8081 Zurich

If you use more than one Helsana service, please quote the relevant customer number in all correspondence. We will do our best to respond promptly to any questions or concerns you may have.

Further information about data protection can be found in the relevant privacy policies on our website [helsana.ch/data-protection](https://helsana.ch/data-protection)