Data protection declaration

rev. 26.07.2025

1. Principle

The protection of your privacy is important to us. With the following data protection declaration we explain to you which personal data we process from you and for what purpose, when you visit our website.

2. Responsible person

Responsible for compliance with the applicable data protection regulations is: René Krumm, CH-7265 Davos, info@aiki-prinzip.ch

3. Processing of personal data

We process personal data that you provide to us yourself and voluntarily when you contact us (for example by email).

4. Categories of personal data

You provide us with the following categories of personal data when you send us an email or visit the website: contact details, email address.

5. Personal data of third parties

If you send us personal data of third parties, you are obliged to guarantee data protection towards the third parties and to ensure the accuracy of the personal data.

6. Processing of personal data by third parties

We can have personal data processed by commissioned third parties or process it jointly with third parties or with the help of third parties or transmit it to third parties. The third parties are providers whose services we use. We also guarantee appropriate data protection for such third parties. Your personal data will be transmitted to the following processors for system reasons, including those abroad:

Recipient and location	Guarantees
Hosttech GmbH, Seestrasse 15a, CH-8805 Richterswil	- DSG

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland	- standard contractual clauses

Payment Processing via PayPal

We use PayPal (Europe) S.à r.l. & Cie, S.C.A., 22–24 Boulevard Royal, L-2449 Luxembourg, to handle online payments in our WooCommerce shop. In this context, the following personal data is transmitted and processed:

- Name, address and e-mail address
- IP address and device/browser information
- Transaction amounts and payment details

PayPal processes these data in accordance with its own Privacy Policy, including fraud prevention and legal compliance. Please refer to PayPal directly for full details.

Book Distribution via BookVault Publishing

For worldwide print-on-demand and shipping of our books, we employ BookVault Publishing (BookVault Ltd., UK). BookVault receives only the data necessary to fulfill your order:

- Name and delivery address
- E-mail address
- Order details (title, edition, quantity)

BookVault uses this information solely for printing and dispatch. No further use or third-party sharing occurs. Your data are handled under the BookVault Privacy Policy.

7. Data security

We take appropriate and suitable technical and organizational measures to ensure data protection and in particular data security.

8. Use of the website (cookies and server log files)

We do not use our own cookies (first-party cookies) for our website. The third-party services we use do not store cookies (third-party cookies) either.

We can record the following information for each access to our website, provided that it is transmitted from your browser to our server infrastructure or can be determined by our web server: date and time including time zone, IP address, access status, operating system including user interface and version, browser including language and version, individual sub-page of our website accessed including amount of data transferred, and finally website accessed in the same browser window.

Such information, which can also represent personal data, is stored in server log files. The information is required in order to be able to ensure data security and thus in particular the protection of personal data - also by third parties or with the help of third parties.

Our website uses a few plug-ins, one of which is Google, but without YouTube. Nevertheless, here is the information about how user data is handled by YouTube. You can find it in YouTube's privacy policy at: https://www.google.de/intl/de/policies/privacy

9. Final provisions

We can adapt and supplement this privacy policy at any time. We will inform you about such adjustments and additions in an appropriate form, in particular by publishing the current data protection declaration on our website.