



Privacy Icons

Digital Switzerland

Privacy Icons

Every data subject should be able to find out easily, quickly and clearly what data are being processed regarding him or her and for what reason.

Use PRIVACY ICONS to illustrate:

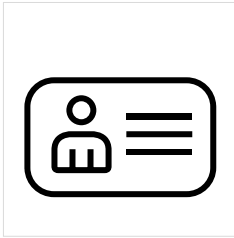
- The kind of personal data you process
- Where the personal data that you process come from
- Why you process personal data
- Whether you disclose personal data
- Where you process personal data

The icons are available as font and can be downloaded here:

[Icon download link](#)

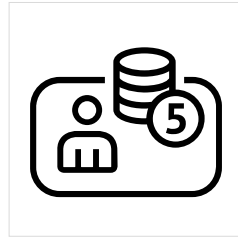
font name: Privacy-Icons-Regular.ttf
Privacy-Icons-Regular.woff
Privacy-Icons-Regular.woff2
Privacy-Icons-Regular.eot
Privacy-Icons-Regular.svg

Type of personal data



000 General Data

We process general personal data about you, such as your name and contact details.



002 Financial Data

We process your financial data.



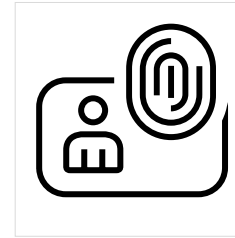
004 Health Data

We process your health data.



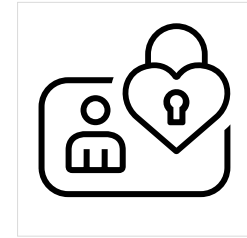
006 Location Data

We process your location data.



008 Biometric Data

We process your biometric data.



010 Intimate Data

We process intimate data about you.



001 No General Data

We do not process general personal data about you.



003 No Financial Data

We do not process your financial data.



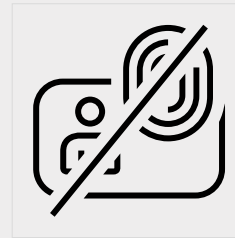
005 No Health Data

We do not process your health data.



007 No Location Data

We do not process your location data.



009 No Biometric Data

We do not process your biometric data.



011 No Intimate Data

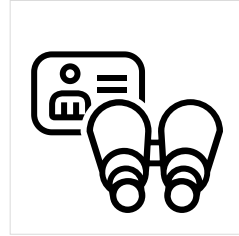
We do not process intimate data about you.

Source of personal data



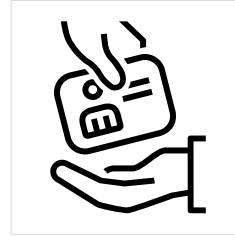
012 Provided Data

We process personal data that you provide to us.



014 Collected Data

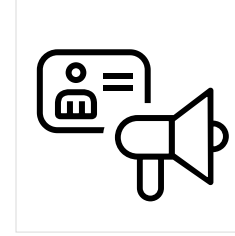
We process personal data that we collect about you.



016 Received Data

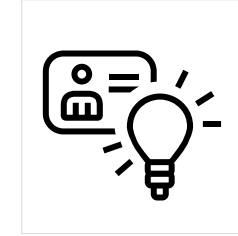
We process personal data about you that we receive from third parties.

Purpose of processing



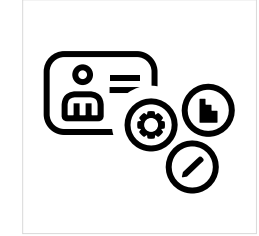
018 Marketing

We use your personal data for marketing and advertising.



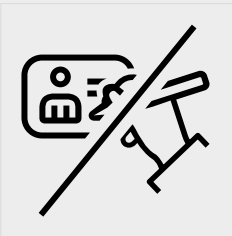
020 Product Development

We use your personal data for the development and improvement of products and services.



022 Other Purposes

We use your personal data for other purposes without direct connection with the core service.



011 No Provided Data

We do not process personal data that you provide to us.



013 No Collected Data

We do not process personal data that we collect about you.



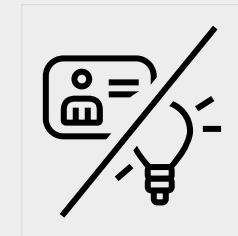
015 No Received Data

We do not process personal data about you that we receive from third parties.



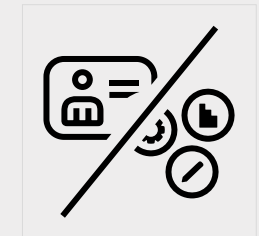
017 No Marketing

We do not use your personal data for marketing and advertising.



019 No Product Development

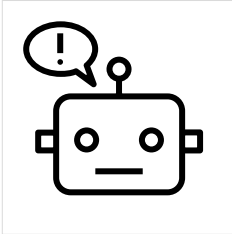
We do not use your personal data for the development and improvement of products and services.



021 No Other Purposes

We do not use your personal data for other purposes without direct connection with the core service.

Special processes

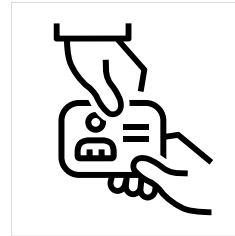


034 Automated Decision-Making
We make significant decisions based on fully automated processing.



036 Profiling
We analyse your behaviour and make assumptions about your interests and preferences.

Passing on to third parties



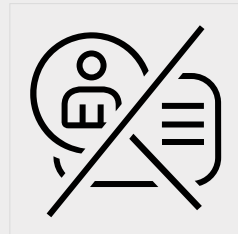
030 Data Transfers
We transfer your personal data to other companies that decide themselves how to use the data.



032 Data Sale
We sell your personal data.



035 No Automated Decision-Making
We do not make significant decisions based on fully automated processing.



037 No Profiling
We do not analyze your behaviour and do not make assumptions about your interests and preferences.

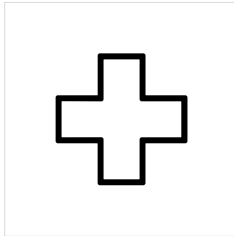


031 No Data Transfers
We do not transfer your personal data to other companies that decide themselves how to use the data.

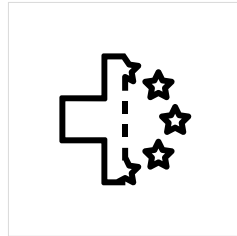


033 No Data Sale
We do not sell your personal data.

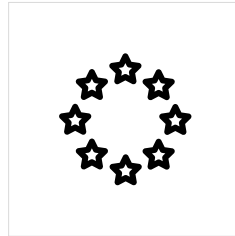
Place of processing



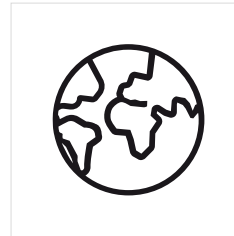
024 Switzerland
We only process your personal data in Switzerland.



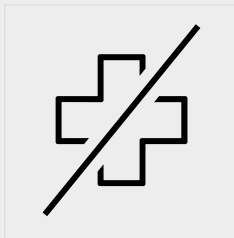
026 Switzerland and EU
We only process your personal data in Switzerland and in the EU.



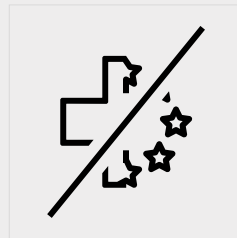
038 Europe
We only process your personal data in the EEA and in Switzerland.



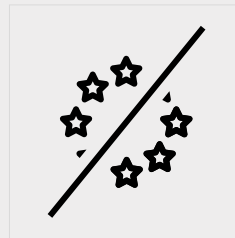
028 Worldwide
We also process your personal data outside of Switzerland and the EU.



025 Not Only Switzerland
We process your personal data not only in Switzerland.



027 Not Only Switzerland and EU
We process your personal data not only in Switzerland and in the EU.



039 Not Only Europe
We process your personal data not only in the EEA and in Switzerland.



029 No Worldwide Processing
We do not process your personal data outside of Switzerland and the EU.

Use of icons

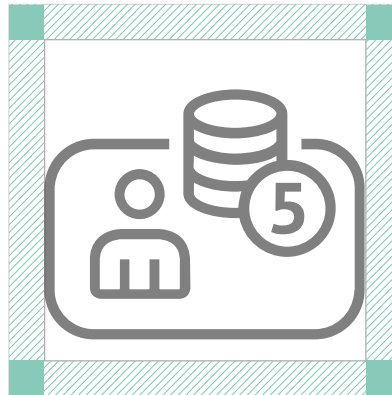
Protective zone The protective zone is 1/9 of the icon width or 4 times X. X = bar strength

Minimum sizes The minimum size for digital media is 16px and for print 8mm.

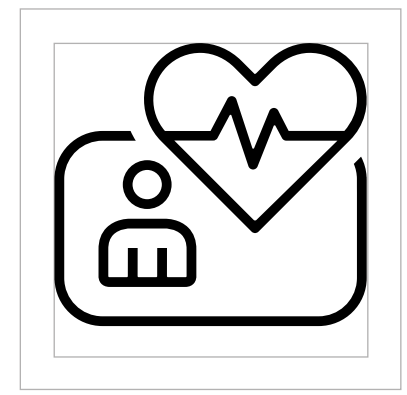
Colour PRIVACY ICONS are always monochromatic and can be used in the respective corporate colour. The positive PRIVACY ICONS (what we do) are always shown with 100% opacity. The negative PRIVACY ICONS (what we do not do) may be represented with 50% opacity.

A series of PRIVACY ICONS must always be displayed in the same colour. Only the positive and negative PRIVACY ICONS may differ in colour.

Protective zone



4 X



Minimum sizes

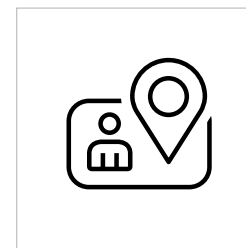


Print: 8mm / 23pt / 30px bei 300 dpi

Web: 48pt / 4em / 64px bei 96 dpi

Mobile: 24pt / 2em / 32px bei 458 dpi

on a light background

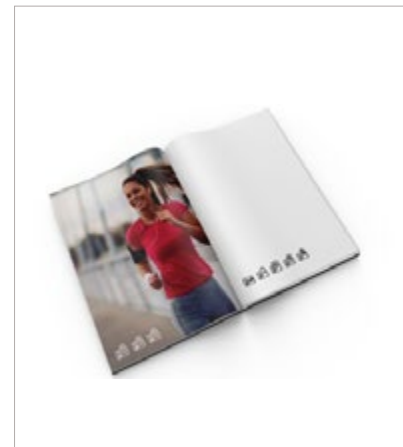
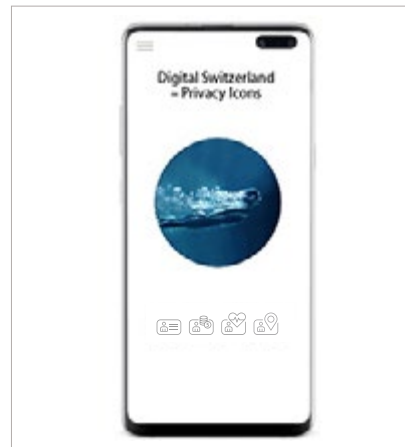
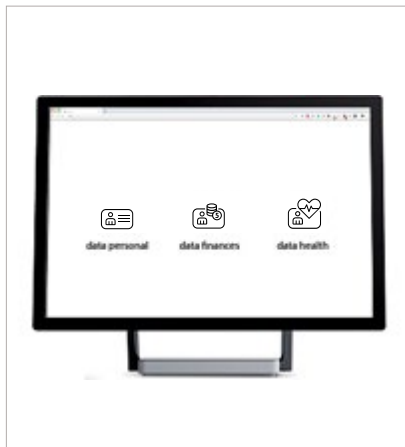


on a dark background



Example applications

4 Examples



Dos and Don'ts

1 The PRIVACY ICONS of a series must be presented in the same size. Negative icons can also be depicted smaller than the positive ones.

2 The icons must be monochromatic and must not be coloured as a gradient.

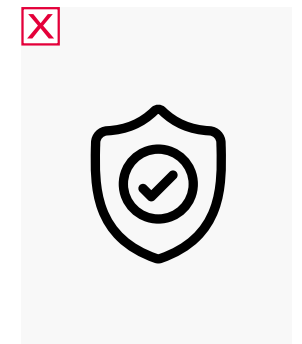
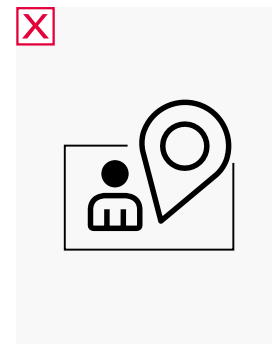
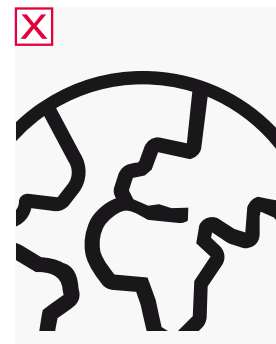
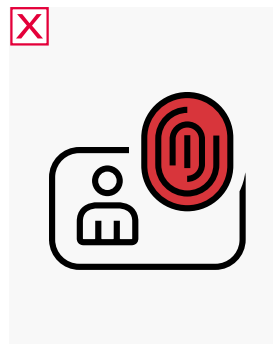
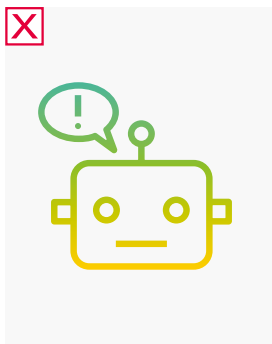
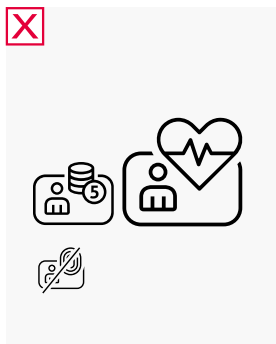
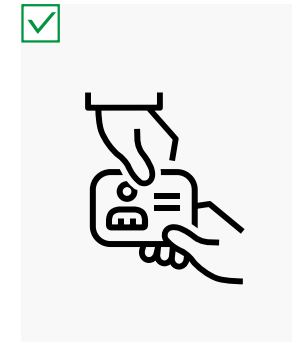
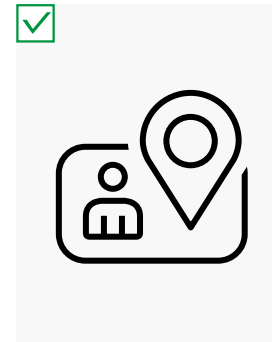
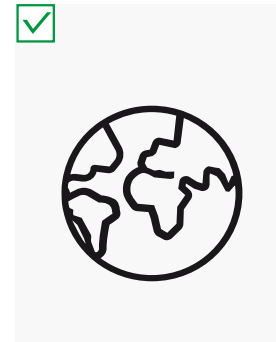
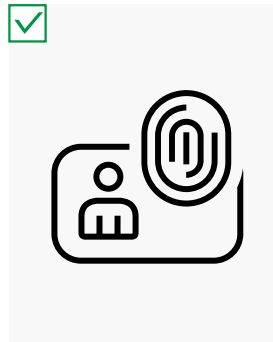
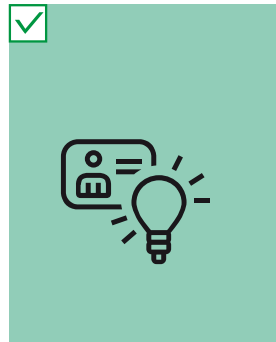
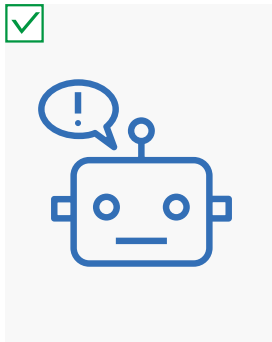
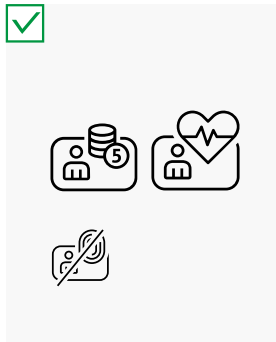
3 The icons must not be on a busy background.

4 No areas may be coloured.

5 The icons must not be edited.

6 The icons must not be changed graphically.

7 You may not create your own icons for this purpose.



Privacy Icons

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