

Privacy Policy

vayamyoga, Bern

This is a translation of the German Datenschutzerklärung. In case of discrepancies, the German version prevails.

1. Responsible party

vayamyoga, owner Lise Guyaz, Bubenbergrplatz 8, 3011 Bern, info@vayamyoga.com. This policy applies to customers, newsletter subscribers and visitors to vayamyoga.ch and vayamyoga.com. The Swiss Federal Act on Data Protection (FADP) applies and, where applicable, the EU GDPR.

2. What data and why

- Profile and bookings (via Eversports): name, email, phone, date of birth, gender, address, bookings and products. Used for bookings, invoices, notices about booked offers, reminders and a birthday voucher. vayamyoga does not see card details.
- Health information (health form): only with explicit consent, only to teach safely. Only the teacher has access, no disclosure to third parties.
- Photos and videos: only with consent, without naming anyone. Used on the website, Instagram, the Google business profile and in the newsletter.
- Newsletter: only after signing up, sent via Eversports, unsubscribe at any time via the link in every issue.
- Communication: information from emails and messages, to answer enquiries.
- Website: IP address, browser, device, pages visited and form data, for operation, analytics and ad measurement (see section 4).

3. Service providers and transfers abroad

vayamyoga does not sell data. It is only shared with service providers working on its behalf:

- Eversports and its payment providers (EU)
- Webflow, website hosting (USA)
- Google: Analytics, Ads, business profile (USA)
- Meta: Instagram (Ireland, USA)
- Email hosting (Switzerland)

According to the Swiss Federal Council, the EU provides adequate protection. For the USA, the Swiss-U.S. Data Privacy Framework applies where the provider is certified, otherwise standard contractual clauses. Published content is additionally subject to the terms of Instagram and Google.

4. Cookies, Google Analytics and Google Ads

The website uses cookies as well as Google Analytics to analyse usage and Google Ads to measure ads. This sends IP address, device and usage data to Google. vayamyoga only sees aggregated reports. Cookies can be refused or deleted in the browser, and Google Analytics can also be disabled at tools.google.com/dlpage/gaoptout.

5. Retention and security

Profiles without a valid product are deleted three years after the last booking, health information at the latest at that point. Invoices are kept for ten years as required by law. Photos and videos are no longer used after consent is withdrawn and are removed where possible.

Data is password-protected, and health forms are kept inaccessible to third parties. In the event of a data breach with a high risk, vayamyoga informs the Federal Data Protection and Information Commissioner (FDPIC) and, where necessary, the people affected.

6. Your rights

Anyone can request access to, correction, deletion or a copy of their data, object to processing and withdraw consent at any time by emailing info@vayamyoga.com. Legal retention obligations remain reserved. Without the data required for bookings, the offers cannot be used. Complaints can also be made to the FDPIC (edoeb.admin.ch).

7. Changes

This policy may be updated. The version published on vayamyoga.ch applies.

Bern, 12 October 2026