

# Privacy Policy

**Effective:** [08/02/2026]

**Driink.me GmbH (Driink.me LLC)**

Löwenstrasse 57, 9400 Rorschach, Switzerland

Commercial Register / UID: CHE-484.559.887

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This Privacy Policy explains how Driink.me LLC (“Driink.me”, “we”, “us”, or “our”) collects, uses, stores, and protects personal data when you interact with our website, products, communications, and services.

We are committed to protecting your privacy and processing personal data in accordance with applicable data protection laws, including the Swiss Federal Act on Data Protection (FADP) and the EU General Data Protection Regulation (GDPR), where applicable.

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## 1. Who We Are

**Driink.me LLC**

Löwenstrasse 57  
9400 Rorschach  
Switzerland

Email: hello@driink.me

Driink.me LLC is the data controller responsible for processing your personal data under this Privacy Policy.

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## 2. Scope of This Policy

This Privacy Policy applies to:

- visitors to our website,
  - individuals contacting us via forms, email, chat, or social media,
  - newsletter subscribers,
  - customers and business partners,
  - B2B contacts engaged through outbound communications,
  - users interacting with our support or chatbot systems.
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## 3. Personal Data We Collect

Depending on how you interact with us, we may collect the following categories of personal data:

### a) Information you provide directly

- Name
- Email address
- Phone number
- Company name and role
- Messages and enquiries
- Newsletter subscription details

### b) Website and technical data

- IP address
- Browser type and device information
- Pages visited and interaction data
- Referrer URLs
- Cookie identifiers

### c) Marketing and communications data

- Communication preferences
- Interaction with emails, ads, and messages
- Lead source information

### d) Support and chat data

- Messages sent via live chat or chatbot
  - Support conversations
  - Associated metadata (timestamps, channel, status)
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## 4. How We Use Your Data

We process personal data for the following purposes:

- to operate and improve our website,
  - to respond to enquiries and requests,
  - to provide customer support and service communications,
  - to manage leads and customer relationships via our CRM,
  - to send newsletters and marketing communications (where permitted),
  - to run and optimise advertising campaigns,
  - to analyse website and campaign performance,
  - to ensure security, compliance, and operational continuity.
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## 5. Legal Bases for Processing (GDPR)

Where GDPR applies, we rely on the following legal bases:

- **Consent** – for cookies, newsletters, and certain marketing communications.
  - **Legitimate interest** – for B2B outreach, CRM management, analytics, service improvement, and direct communications relevant to our business.
  - **Contractual necessity** – to process orders, respond to pre-contract enquiries, and provide services.
  - **Legal obligation** – where required by law.
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## 6. Cookies & Analytics

We use cookies and similar technologies to operate and improve our website.

Cookie management and consent are handled via **Finsweet Cookie Consent**, which provides full GDPR-compliant control over cookie preferences.

We use analytics tools such as:

- **Webflow Analytics**
- **Google Analytics**

You can manage or withdraw your cookie consent at any time via the cookie settings on our website.

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## 7. Marketing, CRM & Lead Management

We use third-party tools to manage communications and relationships, including:

- **Notion** – as our internal CRM for managing leads and customers.
- **Meta (Facebook / Instagram)** – for advertising and lead generation.
- **Email marketing tools** – for newsletters and communications.

Lead data collected via forms or ads is processed for legitimate business purposes. You may opt out of marketing communications at any time.

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## 8. B2B Outreach & Data Enrichment

For business-to-business communications, we may process publicly available professional contact information obtained from third-party data providers.

We use tools such as:

- **Clay** – for business data enrichment,
- **Instantly** – for outbound B2B email communications.

These communications are conducted on the basis of legitimate interest and are limited to relevant professional contexts. You may object or opt out at any time.

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## 9. Support, Chat & AI-Assisted Tools

We use **Front** to manage omnichannel communications, including:

- email,
- chat,
- support enquiries,
- and sales conversations.

We may also use chatbot or AI-assisted tools to:

- respond to enquiries,
- improve response quality,
- train internal support processes.

Communications may be stored and reviewed for quality, training, and operational purposes. We do not use these tools to make automated decisions with legal or significant effects.

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## 10. Data Sharing & Processors

We may share personal data with trusted third-party service providers acting as data processors, including:

- hosting and infrastructure providers,

- analytics providers,
- CRM and communication platforms.

All processors are contractually bound to process data securely and only on our instructions.

We do not sell personal data.

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## 11. International Data Transfers

Some service providers may process data outside Switzerland or the EEA. Where this occurs, we ensure appropriate safeguards are in place, such as standard contractual clauses or equivalent protections.

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## 12. Data Retention

We retain personal data only for as long as necessary for the purposes described, unless a longer retention period is required by law or legitimate business needs.

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## 13. Your Rights

Depending on your location, you may have the right to:

- access your personal data,
- request correction or deletion,
- object to processing,
- withdraw consent,
- request data portability,
- lodge a complaint with a supervisory authority.

Requests can be made by contacting us at [hello@driink.me](mailto:hello@driink.me).

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## 14. Data Security

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, or misuse.

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## 15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The latest version will always be published on our website with an updated effective date.

