



ALLYCIAS HUB

Privacy *Policy*

Protecting your privacy with transparency, integrity and care.



DIGITAL STUDIO

CARE SERVICES

CREATIVES

ALLYCIA STORE

WELLNESS

PUBLICATIONS

JURISDICTION

Switzerland

OWNER

Alice Bourassin

LAST UPDATED

July 2026

Table of Contents

A clear map of what this document covers — from the businesses it applies to, through the information we collect, to your rights and how to reach us.

01	Our Commitment to Your Privacy	03	02	Data Controller	03
03	Information We Collect	04	04	Why We Collect Your Information	05
05	Legal Basis	06	06	Website Assessment Tool	06
07	Cookies	07	08	Third-Party Services	08
09	Allycias Wellness	09	10	Creatives & AllyciaStore	09
11	Allycias Publications	09	12	Data Security	10
13	Data Retention	10	14	Your Rights	11
15	International Data Transfers	12	16	Children's Privacy	12
17	Changes	12	18	Contact	13

GOOD TO KNOW

This Privacy Policy applies to every website, landing page, digital product and service operating under the Allycias Hub ecosystem. We never sell your personal information.

Commitment & Data Controller

O1

Our Commitment to Your Privacy

At Allycias Hub, protecting your privacy is a fundamental part of how we do business.

Whether you are visiting one of our websites, downloading a free resource, requesting a Website Assessment, subscribing to our newsletter, booking a consultation or contacting one of our businesses, we are committed to handling your personal information responsibly, securely and transparently.

OUR OBJECTIVE

To collect only the information we genuinely need, explain why we collect it, keep it secure, and always respect your rights.

O2

Data Controller

The data controller for all businesses operating under Allycias Hub is:

DATA CONTROLLER

Alice Bourassin
Allycias Hub
Lausanne, Canton of Vaud
Switzerland

CONTACT

hello@allyciasdigitalstudio.com
For all privacy-related enquiries,
requests and exercises of your rights.

Information We Collect

03

Information We Collect

Depending on the website or service you use, we may collect the following categories of information:

Identity

- First name
- Last name

Contact

- Email address
- Telephone number
- Postal address (where applicable)

Business

- Business name
- Website address
- Industry
- Company size

Technical

- IP address
- Browser type
- Device information
- Operating system
- Referral website
- Language settings

Website Assessment Tool

- Website URL
- Business name & email
- Industry
- Digital challenges
- Additional information voluntarily provided

SECTION FOUR

Why We Collect Your Information

04

Why We Collect Your Information

We collect personal information for clearly defined, limited purposes:

- Respond to enquiries
- Improve our websites
- Deliver requested services
- Analyse website performance
- Provide Website Assessments
- Communicate with clients
- Send requested resources
- Deliver newsletters (only with consent)
- Book consultations
- Meet our legal obligations

NEVER SOLD

We never sell your personal information — not to advertisers, not to data brokers, not to anyone. Your data supports our work with you, and nothing else.

Legal Basis & Assessment Tool

05

Legal Basis

Where applicable, we process personal information based on:

- Your consent
- Our contractual obligations
- Legitimate business interests
- Compliance with Swiss legal obligations

06

Website Assessment Tool

Our Website Assessment Tool provides an automated preliminary assessment of a website. It is:

- Informational only
- Not a professional audit
- Not to be considered legal, SEO or technical advice
- Subject to automated recommendations

USER RESPONSIBILITY

Users remain responsible for the decisions they make based on the report generated by the Assessment Tool.

07 Cookies

Our websites may use the following categories of cookies:

01

Essential Cookies

Strictly necessary for the website to function properly. These cannot be disabled.

02

Analytics Cookies

Help us understand website usage and continuously improve performance.

03

Functional Cookies

Remember your preferences to make return visits smoother and more personal.

04

Marketing Cookies

Used only where you have expressly provided consent through our cookie banner.

YOUR CONTROL

Users may manage cookie preferences through their browser settings or directly through our cookie banner at any time.

Third-Party Services

08

Third-Party Services

Depending on the website visited, we may use trusted third-party providers. Each provider processes data according to its own Privacy Policy.

Hostinger	Shopify	Google Workspace
Google Analytics	Google Maps	Calendly
Stripe	PayPal	OpenAI (ChatGPT)
Sintra AI	Lovable	Meta Platforms
LinkedIn	Microsoft	Amazon KDP
Bookstera	Zinzino	+ future partners

AI TRANSPARENCY

We use AI tools such as OpenAI (ChatGPT) and Sintra AI to assist in creating content and reports. Human oversight is always applied before any output reaches you.

Business-Specific Provisions

09 Allycias Wellness

Purchases made through the official Zinzino website are governed by Zinzino's own Privacy Policy. Allycias Hub only processes information submitted directly through contact forms, newsletters, consultations and educational resources.

10 Allycias Creatives & AllyciaStore

Purchases completed through Shopify are governed by Shopify's Privacy Policy. Our websites only process information submitted through landing pages, newsletters, contact forms and downloadable resources.

11 Allycias Publications

Books sold through Amazon, Amazon KDP, Bookstera and other authorised distributors are governed by those platforms' privacy policies. Our websites only process enquiries and optional newsletter subscriptions.

Security & Retention

I2

Data Security

We implement appropriate technical and organisational measures designed to protect personal information against:

- Unauthorised access
- Accidental loss
- Misuse
- Disclosure
- Alteration

A NOTE ON THE INTERNET

No internet transmission can be guaranteed to be 100% secure. We continuously review and strengthen our safeguards.

I3

Data Retention

We keep personal information only for as long as necessary to provide our services, comply with legal obligations, resolve disputes and improve our services. When information is no longer required, it is securely deleted or anonymised.

I4

Your Rights

Subject to applicable Swiss law, you have the following rights over your personal information:

01

Access

Request a copy of the personal information we hold about you.

02

Correction

Ask us to correct information that is inaccurate or incomplete.

03

Deletion

Request that we delete your personal information where legally possible.

04

Objection

Object to specific types of processing at any moment.

05

Withdraw Consent

Withdraw a previously granted consent — simply and without justification.

06

Transparency

Request further information about how your data is processed and by whom.

HOW TO EXERCISE A RIGHT

Send your request to hello@allyciasdigitalstudio.com. We respond to every request within a reasonable delay.

Transfers, Children & Updates

15 International Data Transfers

Some service providers may process information outside Switzerland. Where applicable, we take reasonable steps to ensure appropriate safeguards are in place.

16 Children's Privacy

Our services are not intended for children under the age of 16 unless expressly stated otherwise on a specific website or service.

17 Changes

This Privacy Policy may be updated periodically. The latest version will always be available on our websites, with the "Last Updated" date clearly indicated.

SECTION EIGHTEEN

Contact

I8

Contact

Questions, concerns or requests about your personal information may be sent directly to us:

PRIMARY CONTACT

hello@allyciasdigitalstudio.com

The dedicated email address for all privacy-related enquiries across the Allycias Hub ecosystem.

POSTAL

Allycias Hub
Alice Bourassin
Lausanne, Canton of Vaud
Switzerland

THANK YOU

Thank you for taking the time to read this Privacy Policy. Your trust is not a formality — it is the foundation of every relationship we build under Allycias Hub.

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