Privacy notice firnkern.com, software, purchase page, reporting service, «AI via Firnkern» and Firnkern Cloud (pilot)

Version 1.6 of 15 November 2026. Firnkern GmbH is in formation; registered office and commercial register details will follow after registration. The German version prevails.

DRAFT 1.6 · 15 November 2026 · not reviewed by a lawyer, no legal advice, no warranty – review by a legal professional pending.

1 Who is responsible?

The controller for processing personal data on firnkern.com, on the shop page shop.firnkern.com, in the reporting service, in the relay service for «AI via Firnkern», for setting up instances in the Firnkern Cloud (pilot) and for the connections of the software to Firnkern is Firnkern GmbH i. Gr. (in formation), Bosenhaldenweg 26, 4125 Riehen, Switzerland («Firnkern», «we»). Contact for data protection questions: info@firnkern.ch or Marco Grieshaber, marco@firnkern.com. For the content of an instance in the Firnkern Cloud (pilot) and for «AI via Firnkern», the respective company is the controller; we only process this data on its behalf (2.9, 2.12).

Representative in the EU (Art. 27 GDPR): none appointed at present. We will review the appointment before we process personal data of customers in the EU on their behalf (Firnkern Cloud (pilot), cloud operation or «AI via Firnkern»).

2 Which data do we process, for what purpose and for how long?

2.1 Visiting the website

When you visit, our hosting provider stores technically necessary data (IP address, date and time, page visited, browser, operating system, referrer) in server logs. Purpose: secure operation and troubleshooting. Retention: no more than 30 days. We do not use cookies for advertising or analytics, no tracking pixels and no services that track your behaviour across websites. Fonts and films are hosted on our own server; no data is sent to video platforms when you play them.

2.2 Enquiry form and email

When you write to us or use the form (including «Become a pilot» or «Register interest»), we process your details (name, company, e-mail, phone if given, topic, message) to answer your enquiry and, where applicable, to prepare an offer or a pilot voucher. Retention: until the enquiry is settled, no more than 24 months, longer only if a contract is concluded. If you choose the topic «Book», we store your e-mail only to inform you once when the book is published; we then delete it, at the latest after 24 months.

2.3 Downloading the software and pilot voucher

When you download the software, the hosting provider stores the data listed in 2.1. We do not require registration for the download. During the pilot phase, using the software in your own company requires a pilot voucher; without a voucher the software stays in read mode. We issue the voucher on request (2.2). It contains the name of your company, the size of the base licence, the number of handover tokens and the start and end of the pilot. The software checks the signature of the voucher on your computer. From Firnkern 1.8, the voucher is additionally activated with our activation service like any licence key (see 2.6, «Licence activation»); the demo with invented data («Try Firnkern») needs no activation. We keep the voucher and the pilot agreement for the duration of the pilot and then for no more than 24 months, longer only if a contract is concluded.

2.4 Purchase page

Purchasing is only possible once Firnkern GmbH is entered in the commercial register. For an order we process company, name, billing address, e-mail, VAT number if applicable, order, licence number and payment status in order to perform the contract, deliver the licence key and keep the accounts. Retention: 10 years (statutory retention of business records, Art. 958f Swiss Code of Obligations). For payment by card or TWINT we redirect you to Stripe (Stripe Payments Europe Ltd., Ireland, and affiliated companies, including in the USA). Stripe processes your payment data as an independent controller under its privacy policy (stripe.com/privacy). We do not see card data. With «On invoice», no data is sent to Stripe.

2.5 Reporting service, feedback, error reports and update check of the software

Outside a pilot, the Firnkern Server software only sends something to Firnkern if the company's admin switches this on. In the pilot – in the company network and in the Firnkern Cloud (pilot) – «Send reports», «hourly» and «Error reports» are pre-selected so that we can improve the software quickly. The admin sees a notice about this and can untick each box.

- Reports and feedback: via the buttons «Report», thumbs up or down with «What is missing?», «How did that go?» and «Feedback to Firnkern», a person can send a report. The report first stays within the company and is visible to the admin. Only what a person has sent themselves is transmitted – hourly in the pilot: text, type of report, test step, version, cleaned technical details (for example operating system, language, error location, time), a screenshot only in obscured form, licence number or installation ID and, optionally, a contact e-mail of the admin. Names, dossier content, roles and documents are never transmitted. Please do not write names or confidential content in reports.
- Automatic error reports (pre-selected in the pilot, otherwise if switched on): technical details of the error (version, error location, program line, operating system), without content and without names. They are only sent after the admin has seen them in a preview.
- Update check (if switched on): the software retrieves a list of current versions; our server receives the IP address and the version.

Purpose: fixing errors, improving the software, providing updates. Retention: reports until resolved, no more than 24 months; update check logs no more than 30 days.

2.6 Other connections of the software to Firnkern

- Sales switch: the software asks shop.firnkern.com whether purchasing is open. It sends nothing except the request itself (no licence number, no computer identifier); our server receives the IP address as in 2.1.
- Training films: if the film module is not installed, the person's browser plays the films directly from firnkern.com. Our server receives the IP address as in 2.1. The company's IT can switch this off.
- Verification page firnkern.com/en/verify: whoever verifies a handover record enters the licence number, token and check code. The answer contains only yes/no information. Our register contains no persons, only number, token, type, validity and course where applicable.
- Licence activation (from Firnkern 1.8): For the one-time activation and the annual short check of the licence, the software sends to our activation service (shop.firnkern.com, servers of Infomaniak Network SA in Switzerland) the licence key (it contains the name of your company and the licence details), a random installation ID (no hardware data, no names of persons) and the software version. We only check the signature of the licence key; we do not store it. Per activation we store the licence number, the installation ID, the version, a fingerprint of the licence key and the time, in order to manage the licence per installation (one installation and one replacement installation). To prevent misuse, we count failed attempts for one hour using a value calculated from the sender address and a secret; we do not store the IP address in clear text for

this purpose. Our server receives the IP address as described in 2.1. Retention: term of the licence and 12 months thereafter. The organisation's admin can switch off the automatic call and complete activation without internet using a request code and a response code; in that case only the installation ID, the date and a shortened fingerprint of the licence key reach us via the page firnkern.com/en/activate/. Dossier content is never sent.

- Short code: If we deliver a licence or voucher key as a short code (FK-XXXX-XXXX), the key is held by our activation service for no more than 30 days and is then deleted. When it is collected, the information on activation applies.
- Registration during setup (only after sales start, not planned in the pilot): whoever sets up the software without a voucher can register. Required are company, name, e-mail, country and consent to the terms and this privacy notice; company size is optional. In addition: version, language, time and a random installation ID (no computer identifier). Before sending, the software shows exactly what will be sent. Without internet, registration can be done as a code, QR code or e-mail from your own mail program. Consent to marketing is separate, voluntary and not pre-ticked; you can withdraw it at any time. Purpose: knowing who uses Firnkern, notices about updates and security, news with consent. Retention: as long as the software is used, no more than 24 months after the last contact; marketing consent until withdrawn.

2.7 Speech and voice models (Hugging Face)

The software works in the company's network. If a speech recognition or voice model is missing on the computer, the software downloads it once from huggingface.co (Hugging Face, Inc., USA) and checks whether this address can be reached. Hugging Face receives the company's IP address and technical details of the request, but no content from Firnkern. Firnkern receives none of this. Hugging Face processes this data as an independent controller under its privacy policy.

2.8 AI levels 2 and 3 with your own AI account

Without any add-on, Firnkern works with AI on the company's own computer (level 1); no content leaves the company network. The company switches on levels 2 and 3 only if it wants to:

- Level 2: AI service of Infomaniak (Infomaniak Network SA, Geneva, Switzerland), model Mistral, operated in Geneva.
- Level 3: Anthropic (Anthropic, PBC, USA). Data may be transferred to the USA.

If the company uses its own account with the provider, the company is the controller; the provider processes the data under its own terms. Firnkern does not receive this content. The software shows word for word what was last sent to a provider on the page «AI and data protection». Please direct questions about this to your employer.

2.9 «AI via Firnkern» (including in the pilot)

«AI via Firnkern» is planned and not yet available. This section describes how we will process the data once the service is in operation.

Instead of using its own account, a company can use AI via Firnkern – in the pilot with free pilot AI credit under an addendum to the pilot agreement, after the start of sales with purchased AI credit. The company's admin switches this on and first confirms a statement on data processing; the admin can switch it off at any time.

- What is sent: audio recordings for transcription and pseudonymised text extracts. They go via our relay service (server of Infomaniak Network SA in Switzerland) to Infomaniak (level 2, Geneva) and – only if the admin switches on level 3 – to Anthropic (USA).

- What we store: no content, no audio and no texts. We only store time, service, quantity, cost and status; to avoid double billing, a checksum of an audio file for 24 hours, never the audio itself. We delete this usage data 12 months after the end of the pilot or of the credit.
- Roles: the company is the controller, Firnkern the processor under the data processing agreement (DPA). Audio is only processed if the person concerned has consented. Please direct questions about this to your employer.
- Labelling: AI results are labelled as AI suggestions in the software and only become part of a dossier once a person confirms them.

2.10 Read-only sources, sharing conversations, knowledge graph

These functions run in the company's installation; Firnkern receives nothing from them. The company is the controller. Each source (file stores, mail, Teams, Slack, Jira, business systems, databases) is off by default and is switched on individually by the administration; credentials stay with the company. Firnkern only reads: mail only from a folder that the person releases, or from a shared mailbox named by the company; Teams only standard channels, Slack only public channels; never direct messages. Personal data from business systems and databases stays hidden by default. Only what a person confirms goes into the dossier. The conversation history with the core stays private; only what the person deliberately shares is shared, and sharing can be revoked. The knowledge graph shows people only as a name on a role, without any assessment.

2.11 Invitations and private devices

When a company invites employees to Firnkern, the inviting person sends the message themselves – by e-mail, QR code, SMS or WhatsApp. With SMS and WhatsApp, the name, the company name and the personal link pass through the respective provider (for WhatsApp: Meta). Firnkern does not store any phone number. Whether employees use a private device is decided by the company; Firnkern provides a template for this.

2.12 Firnkern Cloud (pilot)

Pilot companies can have their Firnkern instance operated by us («Firnkern Cloud (pilot)», address https://<name>.app.firnkern.com). The cloud pilot is free of charge and not an offer for purchase; cloud operation as a purchasable offer is still in preparation and currently not available.

- Content of the instance – we as processor: everything the company captures in its instance (knowledge and dossiers on roles, task sheets, questions and answers, documents, photos and videos, transcripts, messages between employees, learning and onboarding progress, logs) and the data on users (name, login, e-mail if provided, role, rights) is processed by us only on behalf of the company under the data processing agreement (DPA 1.1). The company is the controller; please direct questions about this to your employer. Sensitive personal data is not intended. We do not use the content for our own purposes or for training AI.
- Location and protection: server Infomaniak VPS Cloud (Infomaniak Network SA, Geneva), data centre in Switzerland; own container, own data volume and own network per company; encrypted connection; login with password and two-factor authentication or passkey; daily encrypted backup, kept for 30 days. A second backup location (Infomaniak Swiss Backup, Switzerland) is being set up.
- End: the company can export at any time. At the end it receives a final export; we then delete the instance, data and backups, at the latest 30 days after the end, and log the deletion.
- What we are responsible for ourselves: details on setting up the instance (name of the company, address of the instance, name and e-mail of the admin) and the log of consent to the terms and the data processing agreement (version, name, login, time). Purpose: running the pilot and proving consent. Retention: duration of the pilot and then no more than 24 months, longer only if a contract is concluded. The operations logs of our servers contain no personal data.

2.13 AI assistant «Ask Firnkern»

On our website you can ask an AI assistant questions about Firnkern. Your question and the previous course of the conversation (no more than six messages) are sent encrypted via our server to Infomaniak Network SA (data centre in Geneva, Switzerland); there an open language model (currently Qwen) generates the answer. According to Infomaniak, requests are neither stored nor used for training. We store neither your questions nor the answers nor your IP address. To protect against misuse we count requests with a pseudonymised counter (hash with a key that changes daily), which is deleted after no more than two days. The conversation history stays in your browser only until you close the browser tab (sessionStorage). Please do not enter personal data. The answers are generated automatically and may be wrong; only what we confirm in writing is binding. The purpose is answering your question; where the GDPR applies, we rely on our legitimate interest (Art. 6(1)(f) GDPR).

Voice input: if you tap the microphone button in the assistant, your browser first asks for permission to use the microphone. The speech recognition of your browser or operating system then converts your spoken question into text – depending on the device on the device itself or on servers of the respective provider (e.g. Apple or Google), under its privacy policy. We do not receive any audio recording, only the text that you then send yourself. Without tapping, the microphone is never used.

2.14 Replies to e-mails with AI support

When you write to us at info@firnkern.ch, an AI assistant may read your e-mail and suggest or send a reply based on the content of firnkern.com. For this, the text of your e-mail is sent encrypted to Infomaniak Network SA (data centre in Geneva, Switzerland); according to Infomaniak, requests are neither stored nor used for training. Automatic replies are labelled as such. Enquiries about contracts, invoices, complaints, security and data protection as well as e-mails with attachments are always answered by a person. If you do not want AI support, write «without AI» in your e-mail – a person will then reply. We do not store any content for this step, only a log with a checksum, the decision and the reason.

2.15 Security reports

If you report a vulnerability to us (security@firnkern.com), we process your details (name or pseudonym, e-mail, report) to assess and fix the vulnerability and – where required by law – to notify authorities. We do not name you without your consent. Retention: until resolved, then no more than 5 years as evidence.

2.16 Contact via WhatsApp and Signal

You can also write to Marco Grieshaber at +41 79 580 86 41 via WhatsApp or Signal. This is voluntary; you can equally reach us by e-mail, phone or the enquiry form. Our website only contains simple links for this: the app or the provider's page opens only when you click them. We do not embed any code from these providers and do not use tracking. We process your message, your phone number and your profile name to answer your enquiry. Retention as for enquiries (2.2).

WhatsApp: according to WhatsApp, the provider for users in the European Region is WhatsApp Ireland Limited (Dublin, Ireland), a Meta company, and outside it WhatsApp LLC (USA). WhatsApp states that it encrypts messages end-to-end. Data may be transferred to the USA or other countries; according to WhatsApp, it relies on the European Commission's standard contractual clauses for this.

Signal: the provider is Signal Messenger LLC (USA). Signal states that messages and calls are always end-to-end encrypted and that it has no access to their content.

The provider's terms apply to the transmission. Please do not send confidential documents via messenger.

3 Legal bases (where the GDPR applies)

Performance of a contract and pre-contractual measures (Art. 6(1)(b) GDPR) for enquiries, pilots, the cloud pilot, orders and support; legal obligations (lit. c) for retention and statutory notifications; legitimate interest (lit. f) in the secure operation of the website and services, in proving consent and in improving the software (including feedback in the pilot); consent (lit. a) where we ask for it (for example marketing). For the content in the Firnkern Cloud (pilot), for later cloud operation and for «AI via Firnkern», the company is the controller; we act on its instructions (Art. 28 GDPR, Art. 9 Swiss FADP).

4 Disclosure, processors and transfers abroad

We do not sell data. We only pass data on to service providers we need for operation, or where the law requires it:

- Infomaniak Network SA, Geneva (Switzerland): hosting of the website, shop, reporting service and relay service, Firnkern Cloud (pilot) server (VPS Cloud, data centre in Switzerland) and – once set up – second backup location (Swiss Backup, Switzerland), e-mail, AI service (level 2, Ask Firnkern, e-mail replies).
- Stripe Payments Europe Ltd. (Ireland) and affiliated companies, including in the USA: payments (only after sales start). For the USA, Stripe relies on the safeguards set out in Stripe's privacy policy.
- Anthropic, PBC (USA): language model level 3, only if the company's admin switches it on. The basis for disclosure to the USA is the standard contractual clauses in Anthropic's Data Processing Addendum.

For the services under 2.7, 2.8, 2.11 and 2.16 (Hugging Face, the company's own AI accounts, WhatsApp/Meta, Signal) the terms of these providers apply; WhatsApp states that it participates in the EU-U.S. and Swiss-U.S. Data Privacy Framework.

5 Your rights

You can request access to your data, its correction or deletion, restriction of processing, its release in a common format and – where processing is based on consent – withdraw your consent at any time. Write to info@firnkern.ch. If it concerns data that your employer processes with Firnkern, please contact your employer first; we will support them. You can lodge a complaint with the supervisory authority, in Switzerland the Federal Data Protection and Information Commissioner (FDPIC), in the EU the authority of your place of residence or work.

6 Security

We transmit data encrypted (HTTPS) and protect it with appropriate technical and organisational measures. More on the «Security» page; for the Firnkern Cloud (pilot) see 2.12 and Annex 1 of the data processing agreement.

7 Changes

We adapt this privacy notice when our processing changes. The version published on firnkern.com applies.