



## General Privacy Notice

November, 2025

The websites *aument.com* and *aumentcoin.com* are produced and published by the Aument AG, (hereinafter referred to “Aument”, “we”), No. in Commercial Register CHE-318.436.077, company registered office: Baarerstrasse 11, 6300 Zug, Switzerland.

### Introduction

In this General Privacy Notice ("Privacy Notice") we describe how Aument processes Personal Data of (prospective) clients and (websites, platform, apps) visitors, when they register on our websites(s), in our App, purchase our products or services, or access our website(s), in accordance with the law.

The term “processing” means any operation or set of operations which are performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction (Art.4 Para.1 No.2 GDPR).

Aument carries out the processing of the data lawfully, proportionately and in good faith. For the purposes of this Privacy Notice, Aument shall comply with the applicable data protection laws of Switzerland (in particular, Federal Act on Data Protection (FDPA) and the Ordinance to the Federal Act on Data Protection) and the European Union, in particular the General Data Protection Regulation (GDPR). The processing of client data is carried out by Shufti Pro, who acts as the data processor of Aument. This processing is governed by a Data Processing Agreement (DPA) between Aument and Shufti Pro, ensuring compliance with applicable data protection laws. Additionally, client data may be accessed by the SRO - VQF, Ulmenast AG - the accounting firm appointed for the bookkeeping and preparation of financial statements; and Beyond Audit AG - the appointed auditors of Aument AG.

In addition to the entities listed above, Aument uses certain technical service providers (e.g., hosting, communication, and support infrastructure) strictly as sub-processors. These providers do not access client data for regulatory, compliance, accounting, or audit purposes and operate solely under Aument’s technical instructions in accordance with applicable data protection laws.



Aument is the entity responsible for collecting your Personal Data and acting as “data controller”. This will be the entity with whom you intend to conclude - or have concluded - a contract, whose website(s) and/or app you have accessed or with whom you interact in any other way.

When we refer to "Personal Data" under this Privacy Notice, we mean any information through which we can identify you as an individual (e.g. your name, telephone number, email address etc).

This Privacy Policy may be reviewed and amended, therefore, Aument recommends to read it on the regular basis.

### **Scope of this Privacy Notice**

This Privacy Notice applies to the processing of Personal Data of (prospective) clients, (websites and apps) visitors and third parties.

- ***(Prospective) clients*** - When we do business with our clients, the Personal Data we process include the contact details of (legal) representatives and contact persons of the client. This Personal Data is collected in different ways, for example, at our website, app, via email, chat, over the phone, SMS or through forms, requests and registrations you submit, and offline during business events and/or meetings.
- ***Website visitors*** - When you visit our website(s) we process your Personal Data among others in connection with registrations, purchases, inquiries, and subscriptions for receiving direct marketing materials. We also collect limited data automatically when you browse our website(s).

The one person may act as the prospective client and website visitor simultaneously.

### **What Personal Data do we process?**

The type of Personal Data we process varies depending on the type of relationship we have with you and the kind of services we provide to you.

#### ***(Prospective) clients***

We process the following Personal Data of our (prospective) clients to the extent available to us and in accordance with applicable law and regulation:

- your contact details - your name, address and any other contact details you provide, such as your telephone number and e-mail address;



- your communication data - any requests or complaints you make and any other data that we receive if we communicate with you via email or through our website;
- your use of our services - information relating to your use of our Services, such as information related to your registration and purchases;
- your financial details - financial information disclosed to us which can be linked to you as a client such as bank account details;
- video/audio call recordings – Aument uses video identification to comply with AMLA due diligence duties and is obliged to make an audio recording of such processes according to the FINMA Circular 2016/7; <https://www.finma.ch/en/news/2018/07/20180717-mm-video-online-id/>
- webinar recordings and recordings of other events - when you attend webinars or other meetings hosted by us, we may make sound and/or video recordings and or photos. We will inform you beforehand if this is the case. You can choose to leave the webinar or meeting in case you have objections to such recording; and
- any other Personal Data - this includes any Personal Data that you disclose in the course of your onboarding or during contractual relationship with us;
- your company details – when you act as a legal representative.

### *Website visitors*

We process the following Personal Data when you access our website(s):

- your contact details - your name, address and any other contact details which you provide to us, such as your telephone number and email address;
- your communication data - any requests or complaints you make and any other data that we receive when communicating with you; and
- data collected automatically - when you access our website(s), we collect data automatically through your browser or device by making use of cookies and other technologies including Google Analytics. In this way we track website visitors and collect information about your use of our website(s). If you want to know more about these automatically collected data, please see below our Cookie and Google Analytics Policy and third-party content.

Aument does not collect the personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and does not process genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.



**COOKIES:** When you use our Site, we may store cookies on your computer (as well as other tracking technologies like web beacons, pixels etc.) in order to facilitate and customize your use of our Site.

A cookie is a small data text file, which a website stores on your computer's hard drive (if your web browser permits) that can later be retrieved to identify you to us. Our cookies may store information regarding your registration to our newsletter or demo services.

You are always free to decline our cookies if your browser permits, but such disabling may cause some of the features of our Site to not operate properly and your online experience may be limited. You may find the direction to disable cookies at the following links:

- [Opera for Desktop](#)
- [Apple Safari for Desktop](#)
- [Google Chrome for Desktop](#)
- [Google Chrome for Mobile](#)
- [Mozilla Firefox](#)
- [Microsoft Windows Internet Explorer](#)

We also provide you with the option to select or deselect the cookies by means of the cookie-banner, that appears on the screen when entering Aument website.

The legal basis for the processing of data lies in the consent you give us by choosing the option at the cookie-banner within the meaning of the Art. 6 Para. 1 Let. A GDPR or in Aument legitimate interest in ensuring functionality and optimization of the website according to the Art. 6 Para. 1 Let. f GDPR. You can at any time request not to process such data by contacting us via means defined in the Contact Section.

We also use a tool called “Google Analytics” to collect information about your use of the website. Google Analytics collects information such as how often the users access the website, what pages they visit when they do so, etc. We use the information we get from Google Analytics only to improve our website and services.

Google Analytics collects the IP address assigned to you on the date you visit websites, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to this website is restricted by the Google Analytics Terms of Use and the Google Privacy Policy.



### Third party content (e.g. social media links)

Some of the content used on our Website includes applications made available by third parties, such as social media buttons or links that allow you to share content or links to our Website through the relevant third-party platforms.

These third-party applications themselves may facilitate collection of information by those third parties, through your interactions with the applications and sometimes even if you do not interact directly with them.

We are not responsible for the technical operation of these applications or the collection and use practices of the relevant third parties. Please visit the relevant third-party websites to understand their privacy practices and options they may make available to you in relation to their collection of your Personal Data.

### **For what purposes do we process your Personal Data?**

- If you are a (prospective) client or website visitor, we process your Personal Data to send you marketing communications (such as newsletters) via email or other electronic means. We will only do so after we have received your consent. You can withdraw your consent at any time.
- We process your Personal Data to comply with legal obligations, such as maintaining appropriate business records, AMLA duties of due diligence, complying with lawful requests from governmental agencies and public authorities, and to comply with applicable law and regulation.
- We also process your Personal Data for our legitimate (business) interests.

### **What is our legal basis for processing your Personal Data?**

At all times, we process your Personal Data in accordance with applicable data protection laws. This means that we will only use your Personal Data if this is sufficient, relevant and limited to what is necessary.

The legal bases for processing your Personal Data are the following:

- to act upon your consent;
- to perform the contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;



- to comply with a legal obligation;
- to pursue our legitimate (business) interests (or those of third parties), which include, but is not limited to the following:
  - to manage our internal client database (CRM) and to maintain contact with you for marketing purposes or other commercial purposes;
  - to operate and expand our business activities, to develop and improve the quality of our Services, to better understand you as a client (client optimization), and to generate aggregated statistics about the users of our Services;
  - to measure and understand the effectiveness of our marketing;
  - to ensure the integrity of our systems (for example, prevention of hacking, fraud and spamming) and to maintain the security of website;
  - to ensure functionality and optimization of the website;
  - to fulfil management and recordkeeping purposes as well as training and learning purposes;
  - to detect fraud and prevent crimes; and
  - to facilitate business operations and corporate transactions.

### **With whom do we share your Personal Data?**

We may share your Personal Data with third parties who assist us in the delivery of our services, or in order to operate and expand our business activities. We will only do so on a strictly need-to-know basis and after entering into the necessary contractual arrangements with such parties.

We may share your Personal Data with the following parties:

- other Aument group entities - Your Personal Data may be shared internally with other Aument group entities for internal administrative, management or business purposes. Your Personal Data will only be used by Aument group entities for business operation and marketing purposes. Aument group is global, so the data may be processed in a country other than Switzerland. We ensure that the level of treatment by other group companies corresponds the protection level required by law in Switzerland and guaranteed by this Privacy Notice.
- service providers - To assist us in providing our services we engage third party vendors, such as business partners, suppliers (including IT service providers, KYC/AML service providers) and analytics and search engine providers supporting us in the improvement and optimization of our website (e.g. Google Analytics);
- third parties in case of legal requirement - We also disclose your Personal Data to third parties where this is required by law (e.g. tax authorities, governmental, judicial agencies



etc.) or in the context of an investigation, regulatory requirement, judicial proceeding, court order or legal proceeding; and

- third parties in case of corporate transactions - Information about our clients, including Personal Data, may be disclosed as part of a corporate transaction.

Our clients acknowledge that the integration of Third-Party Services may entail the transfer of Client Data from the Hosted Services to the relevant Third-Party Services and consent to the sharing of Personal Data.

Under the revised Swiss Federal Act on Data Protection (nFADP), which came into force on September 1, 2023, the requirement for private entities to register data files with the [Federal Data Protection and Information Commissioner \(FDPIC\)](#) has been abolished and instead, now maintains an internal record of processing activities.

### **How do we share your Personal Data?**

We take all necessary steps to ensure that your Personal Data is shared and treated securely and in accordance with this Privacy Notice and the applicable legislation of Switzerland regarding the sharing of personal data which is governed by the **New Federal Act on Data Protection (nFADP)** to align more closely with the EU's GDPR.

### **How do we secure your Personal Data?**

Aument takes reasonable steps to ensure that your Personal Data is properly secured using appropriate technical, physical, and organizational measures.

We take steps to limit access to your Personal Data to those individuals who need to have access for one of the purposes listed in this Privacy Notice. Furthermore, we contractually ensure that every third party processing your Personal Data on our behalf maintains at least equal security and integrity standards.

### **How long do we store your Personal Data?**

We store your Personal Data on the basis of applicable law and regulation and as long as is required to satisfy the purpose for which the data is processed (for example, for the time necessary for us to provide you with client service, answer queries or resolve technical problems), unless a longer period is required for purposes such as complying with retention obligations for record keeping or commercial requirements.



## **Which rights do you have with respect to your Personal Data?**

Subject to certain exemptions and exceptions, you have certain rights in relation to the Personal Data processed by Aument:

- Information right. The data subject has the right to be informed about the collection and use of the personal information. Aument informs the data subject about the data collection at the point of data collection by the mean of this Privacy Policy.
- Right of the access. On the request from the data subject, Aument gives access to the personal data by confirming whether Aument is processing the data, on what legal basis and provides copy of personal data processed.
- Correction right. The data subject may at any time request to rectify inaccurate or incomplete personal data.
- Deletion right. Under the certain circumstances provided in law, e.g. listed in the Art. 17 Para 1 GDPR, the data subject may request to erase personal data.
- Right to restrict of processing. If one of the conditions listed in the Art. 18 Para 1 GDPR applies, the data subject may restrict the processing of the personal data.
- Data portability right means the data subject may ask Aument to provide a copy in a machine-readable format of the Personal Data that Aument processes.
- Right to complain. The data subject may at any time contact Aument with their concerns with regard to this Privacy Policy. The data subject may also complain to an appropriate data privacy regulatory authority or supervisory authority, e.g. [Federal Data Protection and Information Commissioner \(FDPIC\)](#). A list of local data protection authorities in EEA countries is published [here](#).
- Right of revocation. The data subject can at any time withdraw its consent for processing of the data. Please, note that a withdrawal of consent does not affect the lawfulness of any processing which has taken place prior to your consent being withdrawn and that we can only action your request in accordance with applicable law.
- Right to object. The data subject may object, on grounds relating to his or her particular situation, if the lawfulness of the data collection is based on the public interest or legitimate interests of the controller or third party.

The above-mentioned rights are subject to some exemptions in case the public or Aument's legitimate interest is in question. Aument shall check whether the data subject is entitled to the exercised right and contact the data subject within one month.

## **Does this Privacy Notice apply when you link through to other websites?**



Our websites may, from time to time, contain links to and from third-party websites, such third-party websites may be managed by business partners or social media networks. If you follow a link to any of these websites, please note that these websites have their own privacy notices and that we do not accept any responsibility or liability for these policies/notices. Please consult the policies/notices posted on such websites before you submit any Personal Data.

## **Artificial Intelligence**

Aument AG may incorporate artificial intelligence (AI) technologies into certain services to enhance performance, efficiency and quality of our offerings or to support our professional obligations. These technologies assist in tasks such as data analysis, programming, communication, content creation, document preparation, summarization, translation, and security monitoring.

Please note that AI is not used in all our services, and its use is always subject to careful consideration and oversight. We are committed to transparency regarding AI usage, regularly reviewing and assessing these technologies to ensure Aument AG's professional quality and ethics standards, as well as internal policies and guidelines. Any use of AI by Aument AG adheres to applicable local and international laws and regulations.

## **Contact details**

If you require any information on the data protection at our website or would like to make any requests regarding your personal data or this Privacy Notice, please contact us via email [info@ument.com](mailto:info@ument.com). We will respond to your request, if consistent with applicable law and regulation and as soon as reasonably practicable.

As part of your request, please indicate which Personal Data you would like to receive, (have changed or removed from our database) or what limitations you would like to put on our use of the data. Please note that we may need to retain certain Personal Data for recordkeeping purposes, for the purposes requested by the law, and/or to complete any transactions that you began prior to requesting a change or deletion.

Please note that any request to remove your Personal Data may result in cancelling your registration on Aument platform.

As your Personal Data is processed on the basis of your consent, you may withdraw consent at any time by sending an email to [info@ument.com](mailto:info@ument.com).