

Privacy Information According to Art. 13 and 14 GDPR

1. General

The protection of your personal data is of particular concern to us. We therefore process your data exclusively in a lawful manner on the basis of the statutory provisions (especially GDPR, DSG 2018, TKG 2021). In this privacy policy, we inform you about the most important aspects of data processing – type, scope and purposes of the collection and use of personal data – in the context of the use of our website and in the context of other services of our company.

Only the German version of our privacy policy is legally binding text. The English translation serves as a legally non-binding information. Deviations of the English text or how it could be understood do not affect the exclusive legal validity of the German text and its meaning.

1.1. Responsibility for the Processing of your Data

The responsible person (“controller” within the meaning of Art. 4 no. 7 GDPR) of the processing of your personal data (“personal data” within the meaning of Art. 4 no. 1 GDPR) is:

Tourismusverband Gesäuse
Hauptstraße 35
A-8911 Admont
E-Mail: info@gesaeuse.at
Tel: +43 (0) 3613 21160 10

Data protection officer:

We take the protection of personal data seriously and have appointed an external data protection officer for this purpose. Our data protection officer is MMag. Martin Zeppezauer, Thurnbichlweg 50, A-6353 Going am Wilden Kaiser (www.zepedes.com). You can contact our data protection officer at the email address martin@zepedes.com.

1.2. Purposes, Categories of Data and Lawfulness of the Processing of Personal Data

Purposes of the processing of personal data

The purposes of processing your personal data generally result from our business activities as a tourism organization: making our online offers available, processing customer inquiries / orders / bookings, accounting, communication with business partners and customers. Detailed information on the purposes of processing and, if necessary, further processing for other compatible purposes as well as the processed data categories can be found in the detailed descriptions of the individual data processing processes.

General categories of data

- Personal master data (e.g. name, date of birth and age, address)
- Contact details (e.g. email address, telephone number, fax number)
- Communication data (time and content of communication)
- Order or booking data (e.g. ordered goods or commissioned services and invoice data such as service period, payment method, invoice date, tax identification number ...)
- Payment details (e.g. account number, credit card details)
- Contract data (content of contracts of any kind)
- Web usage data (e.g. server data, log files and cookies)

Processing of special categories of personal data according to Art. 9 GDPR

- Health data (only if you have given us your explicit consent to process your order (e.g. mediation of a hotel specializing in guests with food intolerances or allergies))

Lawfulness of the processing of personal data

There is basically no obligation to provide the data for the data processing described in this data protection declaration. Failure to provide this data simply means that we cannot offer these services. The legal basis for the processing of your personal data, which is necessary for the fulfilment of a contract with you or an order from you to us, is Art. 6 (1) lit. b GDPR. Insofar as the processing of personal data is necessary on our part to fulfil a legal obligation (accounting obligation, bookkeeping obligation or other legal documentation obligations), Art. 6 (1) lit. c GDPR serves as the legal basis. If processing is necessary to safeguard a legitimate interest of our company or a third party and your interests, fundamental rights and freedoms do not outweigh our interests, Art. 6 (1) lit. f GDPR (“legitimate interest”) serves as the legal basis for processing. In this case, we will also inform you about our legitimate interests. Unless we have any other legal basis explained above for the processing of personal data, we will ask for your consent to data processing, whereby in these cases we refer to Art. 6 (1) lit. a GDPR or in the case of the processing of special categories of data based on Art. 9 (2) lit. a GDPR as the legal basis. You can revoke this consent at any time free of charge without affecting the legality of the processing carried out on the basis of the consent until the revocation.

1.3. Transfers of Personal Data to Data Processors and Third Parties

We process your personal data with the support of data processors who support us in providing our services. These data processors are through a corresponding agreement within the meaning of Art. 28 GDPR with us obliged to strictly protect your personal data and may not process your personal data for any purpose other than to provide our services. You can find out which data processors are involved in the detailed descriptions of the individual data processing processes.

Your personal data will be passed on to companies other than our data processors to typical economic service providers such as banks, tax consultants or auditors. Transfer of personal data to state institutions and authorities only takes place within the framework of mandatory national legal provisions.

Depending on your order (e.g. for bookings and inquiries), your personal data will only be transmitted to hotel partners or other tourist service providers (members of our organization)

to the extent necessary to fulfil your order. The transmitted personal data vary depending on the service.

1.4. Transfers of Personal Data to Third Countries or International Organisations

In principle, we process your personal data in the EU. If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or if we use the services of our data processors or third parties, this will only take place if the requirements of Art. 44 ff. GDPR are available for the transfer to third countries: i.e. on the basis of special guarantees, such as the officially recognized determination of a data protection level corresponding to the EU or in compliance with officially recognized contractual obligations, the so-called "EU standard contractual clauses". If we rely on the EU standard contractual clauses as the legal basis for the transmission of your personal data, we will also check the admissibility of this data transmission as part of a comprehensive risk assessment. If we come to a negative result, we will not transfer these data without your explicit consent in accordance with Art. 49 (1) lit. a GDPR to a third country.

1.5. Data Erasure and Period of Data Storage

Your personal data will be deleted by us as soon as the purpose for which we collected your data no longer applies. Storage can also take place if we process the data for a purpose that is compatible with the original purpose. It can also take place if this is provided for by laws, ordinances or other provisions to which our company is subject.

1.6. Data Sources

We only collect your personal data from you and do not use any other data sources.

1.7. Profiling

We do not use any automated decision-making or profiling processes that have a legal effect on you or that significantly affect you in a similar manner. With your consent, however, we will use your usage data to get to know your interests better and thus to be able to display information of interest to you or to be able to make you tailor-made offers or to be able to display corresponding information to you on third-party websites or social media platforms.

1.8. Safeguarding your Data Protection Rights

In principle, you have the right to information, correction, deletion and restriction of the processing of personal data in accordance with the GDPR. If the legal basis for the processing of your personal data is your consent or a contract concluded with you, you also have the right to data portability. You have the right to revoke any consent you may have given to the processing of your personal data. The lawfulness of the processing of your personal data up to the time of revocation is not affected by this. You have the right to object to the processing of your personal data for the purpose of direct marketing. In the event of an objection, your personal data will no longer be processed for the purpose of direct marketing. A detailed explanation of these rights can be found [here](#) in Chapter III.

Right of complaint

If you believe that the processing of your data violates data protection law or your data protection claims have otherwise been violated in any way, you can complain to the competent supervisory authority. In Austria, this is the data protection authority (Barichgasse 40-42, A-1030 Wien, email: dsb@dsb.gv.at).

2. Visiting our Website

In this section we inform you how we process your personal data when you visit our website.

Joint responsibility for the operation of this website

We operate this website (a sub-portal of the website www.steiermark.com) as a "joint controller" within the meaning of Art. 26 GDPR together with "Steirische Tourismus und Standortmarketing GmbH – STG" and have also concluded an agreement with this partner within the meaning of Art. 26 (1) sentence 2 GDPR, which obliges all partners, among other things, to provide you with the information about this joint processing of your personal data when you visit this website within the meaning of the Articles 12 to 14 GDPR, to ensure appropriate protection of this data and to allow you to exercise your rights as a data subject within the meaning of Art. 15 to 21 GDPR (see point 1.8 "Safeguarding your data protection rights" in this data protection information). The data protection information of "Steirische Tourismus und Standortmarketing GmbH – STG" with contact details and further detailed information on how it processes your personal data can be found at:

<https://www.steiermark.com/en/Privacy-Policy>. To exercise your rights as a data subject in connection with the processing of your personal data when you visit this website, you can contact us (see point 1.1 "Controller for the processing of your data" in this data protection information) as well as Steirische Tourismus und Standortmarketing GmbH - STG.

2.1. Presentation of the Website

Server data

For technical reasons, based on the legal basis of § 165 (3) S 3 TKG 2021 (required for the operation of our website), the following data, which your internet browser transmits to us or to our web space provider, will be processed (so-called "server log files"):

- Browser type and version
- Operating system and device type used (e.g. desktop / mobile)
- Website from which you are visiting us (referrer URL)
- Website you visit
- Date and time of your access
- Your internet protocol address (IP address)

This data, which is anonymous to us, is stored separately from any personal data you may have provided and therefore does not allow us to draw any conclusions about a specific person. They are evaluated for statistical purposes in order to be able to optimize our website and our offers.

SSL or TLS encryption

For security reasons and to protect the transmission of confidential content, such as B. Orders or inquiries that you send to us as the website operator, an SSL or TLS encryption. You can recognize an encrypted connection by the fact that the address line of the browser

changes from “http: //” to “https: //” or by the lock symbol in your browser line. If the SSL or TLS encryption is activated, the data that you transmit to us cannot be read by third parties.

Technical service providers

We create and edit the content of our website with the help of the following service provider. With this service provider we have concluded a corresponding agreement according to Art. 28 GDPR to process your data exclusively to the extent of our order:

Technical Conception:

- Valantic CX Austria GmbH (Gusswerk Halle 6, Söllheimerstraße 16, A-5020 Salzburg); More information on data protection at: <https://www.valantic.com/de/datenschutzerklaerung/>

Webhosting:

- Hetzner Online GmbH (Industriestr. 25, D-91710 Gunzenhausen). More information on data protection at: <https://www.hetzner.com/de/legal/privacy-policy/>

2.2. Cookies

Cookie Banner - Cookies on our website

Our website uses cookies, which help us to make our website more user-friendly and efficient for you, to carry out statistical analyses of the use of our website and also to show you content that is of interest to you on other websites. Cookies are small text files that are used to store information when visiting websites and are stored on the website visitor's computer. The legal basis for cookies, which are absolutely necessary for the proper operation of our website (e.g. shopping cart cookie), is § 165 (3) S 3 TKG 2021. Cookies that are not necessary for the function of our website (e.g. analysis or marketing cookies) are deactivated and will only be activated by your consent in accordance with Art 6 (1) lit. a GDPR in our cookie banner ("Accept"). By clicking on "Settings" you can activate or deactivate individual cookies or cookie groups. If you restrict the use of cookies on our website, you may no longer be able to use all functions of our website to their full extent. You can find detailed information about the cookies used on our website in our cookie banner.

The legal basis for the use of this cookie banner (consent management platform) to control and document your consent or settings regarding cookies and other tools requiring consent for accessing our website is our legal obligation in accordance with Art. 6 (1) lit. c GDPR. When accessing our website, a connection is established with the server of the provider of our cookie banner and subsequently a cookie is stored in your browser to store your cookie preferences. The processed data will be stored until the specified storage period expires or you delete these cookies.

We use the following cookie banner / the following provider:

- „Cookiebot“ by Usercentrics A/S (Havnegade 39, 1058 Copenhagen, Denmark); Further information on data protection can be found at: <https://www.cookiebot.com/en/privacy-policy/>.

Change the cookie settings in your web browser

How the web browser you are using handles cookies, i.e. which cookies are allowed or rejected, can be determined in the settings of your web browser. You can delete cookies already stored on your computer / device yourself at any time. Where exactly these settings are located depends on the respective web browser. Detailed information on this can be called up using the help function of the respective web browser.

In addition, it is possible to generally object to cookies and similar tracking technologies using the services listed below by setting your individual preferences - which technologies you want to allow for usage and interest-based advertising:

- European Interactive Digital Advertising Alliance (EDAA):
<https://www.youronlinechoices.com/uk/your-ad-choices>
- Network Advertising Initiative (NAI):
<https://optout.networkadvertising.org/?c=1#!%2F>

2.3. Communication with us

Contact form and email

On our website, we offer you the option of contacting us by email and / or using a contact form. In this case, the information you provide will be processed for the purpose of processing your contact based on the legal basis of contract fulfilment in accordance with Art. 6 (1) lit. b GDPR. There is a legitimate interest on our part pursuant to Article 6 (1) lit. f GDPR for the use of a contact form. The legitimate interest lies in offering our website visitors an opportunity to contact us that does not require them to call up their own e-mail client. There is no legal or contractual obligation to provide this personal data. Failure to provide it simply means that you do not submit your request and we cannot process it. The data will only be passed on to third parties if this is stated on the website or in this data protection declaration or is necessary for the fulfilment of the contract or if this is required by statutory provisions. We only save your data for as long as is expedient for processing your inquiries or for any queries you may have.

2.4. Online Shop (s) / Booking Portal (s)

For the purpose of providing contractual services as well as their payment and execution in the context of online purchases, bookings and prospectus orders, we process your personal master data, contract and payment data and communication data (IP address and server log files) on the basis of the legal bases of Art. 6 (1) lit. b GDPR (fulfilment of the contract) as well as Art. 6 (1) lit. c GDPR (legal obligation for invoicing and archiving).

We store this data as long as the purpose requires it, statutory provisions provide for this (retention period of invoices according to § 132 BAO for 7 years; voucher orders until the expiry of the redemption period for 30 years) or we store this data on the basis of the legal basis of Art. 6 (1) lit. f GDPR (legitimate interest) to defend against possible liability claims. If you cancel the order process, we will save the data to clarify possible problems during the order process for 14 days.

There is no legal or contractual obligation to provide personal data. Failure to provide them simply means that we cannot process your bookings / orders.

Feratel DESKLINE online bookings, booking requests and brochure orders

For the processing of online bookings, brochure orders and inquiries, we process your personal data in order to be able to provide you with the booked services with the help of our service provider feratel Media Technologies AG (Maria-Theresien-Straße 8, A-6020 Innsbruck). For this purpose, we store and process inventory data, communication data, contract data, payment data of our customers, interested parties and other business partners. The processing takes place for the purpose of providing contractual services or for the fulfilment of pre-contractual services on the basis of the legal basis of Art. 6 para. 1 lit. b GDPR (booking processes, answering requests for quotations and sending brochures) as well as Art. 6 (1) lit. c GDPR (legally required retention periods of bookings or invoices). For this purpose, the data fields marked as required are required for the establishment and fulfilment of the contract. We disclose your personal data in the context of this data processing to third parties (hotel partners or other tourist service providers) on the basis of the legal basis of Art. 6 (1) lit. b GDPR (if it is necessary for the processing of a booking process), or on the basis of our legitimate interest according to Art. 6 (1) lit. f GDPR for the use of appropriate booking software. We have concluded a corresponding agreement with feratel in accordance with Art. 28 GDPR as a data processor, which ensures that your data is processed exclusively within the scope of our order. Further information on the data protection of feratel under: <https://www.feratel.com/en/privacy-policy.html>.

Feratel Webshop

To process the order/booking of holiday vouchers, merchandising articles and tourist services, we use the system of feratel Media Technologies AG (Maria-Theresien-Straße 8, A-6020 Innsbruck) as our data processor. For the processing of orders/bookings the following information is required: salutation, first and last name, address, e-mail address. We have concluded a corresponding agreement with feratel in accordance with Art. 28 GDPR as a data processor, which ensures that your data is processed exclusively within the scope of our order. Further information on feratel's data protection can be found at: <https://www.feratel.com/en/privacy-policy.html>.

External payment service providers

To pay for the order processes / bookings, we use external payment service providers on the legal basis of Art. 6 (1) lit. b GDPR (fulfilment of the contract), via whose platforms you can make your payments. The payment data entered by you as part of the order (e.g. account numbers, credit card numbers including check digits, passwords / TANs, etc.) are processed exclusively by our payment service providers and are not visible to us. We only receive a confirmation of the payment made or information from our payment service providers that the payment could not be made. Further information on the data protection and terms and conditions of our payment service providers can be found at:

- Datatrans AG, Kreuzbühlstrasse 26, CH-8008 Zürich.
Tel. +41 44 256 81 91
E-Mail: info@datatrans.ch
<https://www.datatrans.ch/de/datenschutzbestimmungen/>
- Stripe, Inc., 510 Townsend Street, San Francisco, CA 94103, USA
E-Mail: support@stripe.com
<https://stripe.com/at/privacy>

2.5. Web Analysis - Statistical Analyses of our Website

Google Tag Manager

We use the service of the provider Google Ireland Limited ("Google") (Gordon House, Barrow Street, Dublin 4, Ireland) to be able to manage website tags via a common tool of Google. The Google Tag Manager tool itself (which implements the tags) is a domain that does not set cookies and does not collect any other personal data. The tool triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If a deactivation has been made at the domain or cookie level, it will remain in place for all tracking tags implemented with Google Tag Manager. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least a case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. Further information on Google's data protection can be found at: <https://policies.google.com/privacy?hl=en-GB>. Learn more about how Google uses personal data: <https://business.safety.google/privacy/>.

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider of this service is Google Ireland Limited ("Google") (Gordon House, Barrow Street, Dublin 4, Ireland). The legal basis for the use of this service is your consent in accordance with Art. 6 (1) lit a GDPR. Google Analytics uses cookies that are stored on the website visitor's computer and that enable an analysis of the use of our website by the site visitor. The information generated by the cookie about your use of our website is usually stored on European servers and only in exceptional cases transmitted to a Google server in the USA and stored there. We use Google Analytics with activated IP anonymization. This means that your IP address is usually shortened by Google within the European Union and only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least a case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. The IP address transmitted by the corresponding browser as part of Google Analytics will not be merged with other Google data. On our behalf, Google will use the resulting information to evaluate the use of the website in order to compile reports on website activity. The collection by Google Analytics can be prevented by the site visitor adjusting the cookie settings for this website. The collection and storage of the IP address and the data generated by cookies can also be objected to at any time with effect for the future. The corresponding browser plugin can be downloaded and installed under the following link: <https://tools.google.com/dlpage/gaoptout>. User data is stored for 14 months. Further information on the use of data by Google, setting and objection options, can be found in Google's privacy policy (<https://policies.google.com/privacy>) as well as in the settings for the presentation of advertisements by Google (<https://adssettings.google.com/authenticated>). Learn more about how Google uses personal data: <https://business.safety.google/privacy/>.

Google Signals Extension to Google Analytics

As an additional function to Google Analytics, we use "Google Signals" on this website. If you have activated personalized ads in your Google account and have linked your device with which you visit our website to your Google account, Google can analyze your usage behavior across devices (cross-device tracking). For example, Google can see how users search for products on a website on a smartphone and later return to complete purchases on a tablet

or laptop. The Google Signals extension also provides us with additional demographic data and data on the interests of our website visitors for even more targeted online advertising campaigns, which, however, are anonymous to us. If you want to stop Google's cross-device analysis, you can deactivate the "Personalized Advertising" function in the settings of your Google Account. For more information, please visit: https://support.google.com/My-Ad-Center-Help/answer/12155154?hl=en&ref_topic=11583829&sjid=6726979475871235225-EU For more information about Google Signals, please visit the following link: <https://support.google.com/analytics/answer/7532985?hl=en&sjid=6726979475871235225-EU#zippy=%2Cthemen-in-diesem-artikel%2Cin-this-article>

Google Ads Conversion Tracking

Our website uses the service "GoogleAds Conversion Tracking" of the provider Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland). When we place advertising ads on Google, we use so-called conversion tracking. When you click on an ad placed by Google, a cookie is set for conversion tracking (storage period 30 days). This is how we recognize that you clicked on one of our ads and were redirected to our website. However, we do not receive any personal information, but only learn the total number of users who clicked on one of our ads and were redirected to our page with a conversion tracking tag. We use Google Ads Conversion Tracking on the legal basis of your consent (settings via our cookie banner) in accordance with Art. 6 (1) lit. a GDPR. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. Further information on the use of data by Google, setting and objection options, can be found in Google's privacy policy (<https://policies.google.com/privacy>) as well as in the settings for the presentation of advertisements by Google (<https://adssettings.google.com/authenticated>). Learn more about how Google uses personal data: <https://business.safety.google/privacy/>.

2.6. Webmarketing

Google Remarketing

On the legal basis of your consent pursuant to Art. 6 (1) lit. a GDPR, our website uses the functions of "Google Analytics Remarketing" in conjunction with the cross-device functions of Google AdWords and Google DoubleClick. The provider is Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland). This feature makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google AdWords and Google DoubleClick. In this way, interest-based, personalized advertising messages that have been adapted to you depending on your previous usage and surfing behavior on one device (e.g., mobile phone) can also be displayed on another of your devices (e.g., tablet or PC). If you have given your consent, Google will link your web and app browsing history to your Google Account for this purpose. In this way, the same personalized advertising messages can be displayed on every device on which you sign in with your Google Account. To support this feature, Google Analytics collects Google-authenticated user IDs, which are temporarily linked to our Google Analytics data to define and create audiences for cross-device advertising. Cookies are deleted after 1 year. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. You can permanently object to cross-device remarketing/targeting by deactivating personalized advertising in your Google Account; follow this link here: <https://www.google.com/settings/ads/onweb/>. The summary of the collected data in your Google Account takes place exclusively on the basis

of your consent, which you can give or revoke with Google (Art. 6 (1) lit. a GDPR). Further information on Google's data protection can be found at: <https://www.google.com/policies/privacy/>. Learn more about how Google uses personal data: <https://business.safety.google/privacy/>.

Facebook-Pixel

In order to place target group-directed advertisements on Facebook and to be able to track the actions of users after they have seen or clicked on a Facebook advertisement, we use the Facebook pixel of Meta Platforms Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). This allows us to display and evaluate or optimize our Facebook advertisements on Facebook that is of interest to you on Facebook with the data collected anonymously for us (we do not see any personal data of individual users, but only the overall effect). Storage period max. 12 months. According to their data protection information, Facebook links this data to the Facebook account of Facebook users and can thus display content that corresponds to their interests. For specific information about how the Facebook pixel works, see the Facebook Help Center at: <https://de-de.facebook.com/business/help/651294705016616>. You can make settings regarding usage-based advertising on Facebook yourself in your Facebook account: <https://www.facebook.com/settings?tab=ads>. Further information can be found in Facebook's privacy policy at: <https://www.facebook.com/privacy/explanation>.

Pinterest Tag (Pinterest Conversion Tracking)

In order to optimize our Pinterest campaigns and to measure their conversion (effectiveness), we set the Pinterest Tag (Pinterest Conversion Tracking Pixel) of Pinterest Europe Ltd. (Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland) on the legal basis of Art. 6 (1) lit. a GDPR (consent). This allows us to display advertisements of interest to our website visitors, who are also Pinterest members, on Pinterest. It also allows us to track the actions of Pinterest members after they have seen or clicked on one of our Pinterest ads. The following personal data is processed: information about the type of hardware and operating system used, its IP address, the time of access to our website, the type and content of the advertisements we place and the reaction to our advertisements. These data are anonymous to us and do not allow us to draw any conclusions about the identity of the respective user. Pinterest may, according to its own information, connect this data to your Pinterest account and also use it for its own advertising purposes. We process this data with Pinterest Europe as "Joint Controller" and have concluded an agreement with Pinterest Europe in accordance with Article 26 GDPR (JCA – Joint Controller Agreement), which obliges all partners to provide you with the corresponding information about this joint processing within the meaning of Articles 12 to 14 GDPR, to ensure appropriate protection of this data and to enable you to exercise your rights as a data subject within the meaning of the Art. 15-21 GDPR. We have agreed with Pinterest Europe that Pinterest Europe is responsible for asserting data subject rights pursuant to Articles 15-20 GDPR with regard to the personal data processed / stored by Pinterest Europe in the context of joint processing. If personal data is processed by Pinterest Europe in the context of joint processing on the legal basis of legitimate interest (Art. 6 (1) lit. f GDPR), you are entitled to the right to object acc. Art. 21 GDPR. Further information on exercising your rights as a data subject and general information on data protection at Pinterest Europe Ltd. can be found at: <https://policy.pinterest.com/de/privacy-policy#section-residents-of-the-eea>. Information on the individual setting of the data collected by Pinterest can be found at: <https://help.pinterest.com/de/article/personalization-and-data>.

Adform

On the legal basis of your consent pursuant to Art. 6 (1) lit. a GDPR, our website uses the online marketing tool "Adform" of Adform Germany GmbH (Großer Burstah 50-52, D-20457

Hamburg). Adform uses cookies to serve ads relevant to users of our website. Adform also helps us to improve our performance and evaluate our campaign performance. By integrating the Adform cookie, Adform receives information about which pages of our website you have viewed and which of our ads you have clicked on (conversion tracking). You can revoke your consent to the collection and transmission of data to Adform through the settings in our cookie banner, or make appropriate settings in your browser. For more information on Adform's privacy policy, please [visit https://site.adform.com/privacy-center/overview/](https://site.adform.com/privacy-center/overview/).

TikTok Analytics

In order to be able to track actions of TikTok users on our website after they have seen or clicked on one of our TikTok ads or messages, or to place target group-directed advertisements on TikTok, we use within our website TikTok Pixel of the Chinese social media platform TikTok on the legal basis of your consent in accordance with Art. 6 (1) lit. a GDPR. The company responsible for data processing in the EU or the European area is TikTok Technology Ltd. (10 Earlsfort Terrace, Dublin, D02 T380, Ireland). This allows us to display and evaluate or optimize our advertisements on the TikTok platform. So we will only show you ads that are of interest to you on TikTok with help of the data collected on our website anonymously for us in this way (we do not see any personal data of individual users, but only the overall effect). We have no influence on the further processing of your personal data by TikTok. Since TikTok (at least partially) processes personal data outside the EU in unsafe third countries, we have agreed the EU Standard Contractual Clauses with TikTok. The legal basis for a possible data transfer to the USA is your consent acc. Art. 49 (1) lit. a GDPR. Further information can be found in this data protection information under the point "Transfers of personal data to third countries". Further information on the processing of personal data by TikTok can be found at: <https://www.tiktok.com/legal/privacy-policy-eea?lang=de>. You can contact TikTok's Data Protection Officer at the following link: <https://www.tiktok.com/legal/report/DPO>.

2.7. Integration of other Third-Party Services and Content

We integrate content or functions of third parties within our website. This always presupposes that the providers of this content or functions perceive the IP address of the users. Without the IP address, they would not be able to send the content to the browser of the respective user. The IP address is therefore required for the presentation of this content. We endeavor to use only such content whose respective providers use the IP address only for the delivery of the content. However, we have no influence on whether the third-party providers store the IP address, e.g., for statistical purposes. The legal basis for the use of these services, insofar as they are necessary for the functioning of our website, is our legitimate interest in accordance with Art. 6 (1) lit. f GDPR, otherwise your consent according to Art. 6 (1) lit. a GDPR. Information on the purpose and scope of the further processing and use of the data by the providers of the embedded services/content as well as further information within the meaning of the Art. 13 and 14 GDPR can be found under the information links listed below. The following services/content are embedded in our website:

Google Maps

Unsere Website verwendet den Dienst Google Maps des Anbieters Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Irland). Diese Funktion ermöglicht es, Ihnen entsprechendes Kartenmaterial innerhalb unseres Webauftritts anzuzeigen. Dabei werden Ihre IP-Adresse sowie Informationen zu Browserversion und Spracheinstellungen an die Server der Google Ireland Ltd. übermittelt. Laut eigenen Angaben von Google werden die Daten bei Google für 1 Jahr gespeichert. Es besteht unsererseits ein berechtigtes Interesse

iSd. Art. 6 (1) lit. f DSGVO für den Einsatz von Google Maps. Unser berechtigtes Interesse liegt in einer einheitlichen und optisch ansprechenden Darstellung unserer Website sowie in einer geographischen Darstellung der Angebote unserer Region. Wir setzen Google Maps jedoch nur ein, sofern Sie dazu eingewilligt haben. Die Rechtsgrundlage für die Verarbeitung Ihrer Daten ist somit Ihre Einwilligung gem. Art. 6 (1) lit. a DSGVO. Google ist zertifizierter Partner des EU-US Data Privacy Framework. Die rechtliche Grundlage für (zumindest fallweise) Datentransfers in die USA stellt somit ein Angemessenheitsbeschluss der Europäischen Kommission iSd. Art. 45 (3) DSGVO dar, mit dem die Europäische Kommission der USA ein angemessenes Datenschutzniveau bescheinigt. Weitere Informationen zu den Datenschutzrichtlinien von Google finden Sie unter: <https://www.google.com/intl/de/policies/privacy/>.

General Solutions Karten-Dienst

Wir nutzen zur kartographischen Darstellung den Karten-Dienst der Firma General Solutions Steiner GmbH (Bruggfeldstraße 5/III, 6500 Landeck). Dazu wird das Kartenmaterial vom Server der General Solutions Steiner GmbH geladen. Dabei werden folgende Daten an General Solutions übertragen: die besuchte Seite unseres Webauftritts, die IP-Adresse Ihres Endgerätes und ggfs. Standortdaten. Die Rechtsgrundlage für die Verarbeitung Ihrer Daten ist Art. 6 (1) lit. f DSGVO (berechtigtes Interesse). Unser berechtigtes Interesse besteht in einer ansprechenden Darstellung unseres Online-Angebots bzw. der geographischen Darstellung der Angebote unserer Region. Im Falle der Standortdaten von Mobilgeräten ist die Rechtsgrundlage Ihre Einwilligung nach Art. 6 (1) lit. a DSGVO, indem Sie die Weitergabe von Standortdaten auf Ihrem Mobilgerät freigeben. Weitere Informationen zum Datenschutz von General Solutions unter: <https://general-solutions.eu/uploads/Datenschutzerklaerung.pdf>.

Vimeo

Wir binden Videos der Plattform "Vimeo" des Anbieters Vimeo Inc. (555 West 18th Street, New York 10011, USA) ein. Die Implementierung erfolgt aufgrund von Art. 6 (1) lit. f DSGVO, wobei unser Interesse in der reibungslosen Integration der Videos und der damit ansprechenden Gestaltung unserer Webseite liegt. Wir setzen Vimeo jedoch nur ein, sofern Sie dazu eingewilligt haben. Die Rechtsgrundlage für die Verarbeitung Ihrer Daten ist somit Ihre Einwilligung gem. Art. 6 (1) lit. a DSGVO. Wenn Sie eine Seite aufrufen, in die wir ein Vimeo Video eingebettet haben, wird eine Verbindung zu den Vimeo-Servern hergestellt und dabei der Inhalt durch Mitteilung an Ihren Browser auf der Internetseite dargestellt. Laut den Angaben von Vimeo werden nur dann Ihre Daten (insbesondere welche unserer Internetseiten Sie besucht haben) sowie gerätespezifische Informationen inklusive der IP-Adresse an den Vimeo-Server übermittelt, wenn Sie das Video anschauen. Da Vimeo personenbezogenen Daten auch außerhalb der EU in den USA verarbeitet, haben wir mit Vimeo die EU-Standardvertragsklauseln vereinbart. Durch den Klick auf das Video willigen Sie in diese Übermittlung ein. Weitere Informationen zum Datenschutz von Vimeo unter: <https://vimeo.com/privacy>.

YouTube

Wir binden Videos der Plattform "YouTube" des Anbieters Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Irland) im erweiterten Datenschutzmodus ein. Die Implementierung erfolgt aufgrund von Art. 6 (1) lit. f DSGVO, wobei unser Interesse in der reibungslosen Integration der Videos und der damit ansprechenden Gestaltung unserer Webseite liegt. Wir setzen YouTube jedoch nur ein, sofern Sie dazu eingewilligt haben. Die Rechtsgrundlage für die Verarbeitung Ihrer Daten ist somit Ihre Einwilligung gem. Art. 6 (1) lit. a DSGVO, welche Sie jederzeit für die Zukunft widerrufen können. Wenn Sie eine Seite aufrufen, in die wir ein YouTube Video eingebettet haben, wird eine Verbindung zu den Google-Servern hergestellt und dabei der Inhalt durch Mitteilung an Ihren Browser auf der

Internetseite dargestellt. Laut den Angaben von Google werden im erweiterten Datenschutzmodus nur dann Ihre Daten (insbesondere welche unserer Internetseiten Sie besucht haben) sowie gerätespezifische Informationen inklusive der IP-Adresse an den YouTube-Server übermittelt, wenn Sie das Video anschauen. Google ist zertifizierter Partner des EU-US Data Privacy Framework. Die rechtliche Grundlage für (zumindest fallweise) Datentransfers in die USA stellt somit ein Angemessenheitsbeschluss der Europäischen Kommission iSd. Art. 45 (3) DSGVO dar, mit dem die Europäische Kommission der USA ein angemessenes Datenschutzniveau bescheinigt. Sind Sie gleichzeitig bei Google eingeloggt, werden diese Informationen Ihrem Mitgliedskonto bei Google zugeordnet. Dies können Sie verhindern, indem Sie sich vor dem Besuch unserer Website von Ihrem Mitgliedskonto abmelden bzw. unter folgendem Link individuelle Einstellungen in Ihrem Google Konto vornehmen: <https://adssettings.google.com/authenticated>. Weitere Informationen zum Datenschutz von YouTube unter: <https://www.google.com/policies/privacy/>.

TrustYou Bewertungen

Wir binden auf unserer Website ein Widget von TrustYou für die Darstellung von Bewertungen unserer Mitgliedsbetriebe (Unterkünfte in unserer Region) ein. Anbieter dieses Dienstes ist die TrustYou GmbH (Agnes-Pockels-Bogen 1, D-80992 München). Für die Einbindung bzw. Anzeige dieser Bewertungen ist es erforderlich, dass die IP-Adresse sowie Informationen zu Endgerät, Browserversion und Spracheinstellungen unserer Websitebesucher an den Server von TrustYou (Serverstandort Deutschland) übermittelt werden. Es besteht unsererseits ein berechtigtes Interesse iSd. Art. 6 (1) lit. f DSGVO für den Einsatz von TrustYou. Unser berechtigtes Interesse liegt in einer transparenten Information bezüglich der Qualität unserer Mitgliedsbetriebe. Sie haben das Recht der Verarbeitung zu widersprechen. Ob der Widerspruch erfolgreich ist, ist im Rahmen einer Interessensabwägung zu ermitteln. Weitere Informationen zum Datenschutz von TrustYou unter: <https://www.trustyou.com/de/downloads/privacy-policy-de.pdf>.

GeoSphere Austria Wettervorhersage (ZAMG)

Wir binden Daten zur Wettervorhersage des Anbieters GeoSphere Austria (Hohe Warte 38, A-1190 Wien) in unsere Website ein. Die Implementierung erfolgt aufgrund unseres berechtigten Interesses gem. Art. 6 (1) lit. f DSGVO, wobei unser Interesse in einer Information über Wetterprognosen für unsere Region innerhalb unserer Webseite liegt. Wenn Sie eine Seite aufrufen, in die wir GeoSphere Austria Wetterdaten eingebettet haben, wird eine Verbindung zu den GeoSphere Austria Servern hergestellt und dabei der Inhalt durch Mitteilung an Ihren Browser auf der Internetseite dargestellt. Dazu ist es notwendig, dass Ihre IP-Adresse samt einigen Browserinformationen (Browsertyp, Browserversion etc.) samt Informationen dazu, wann Sie diese Seiten aufgerufen haben, an den GeoSphere Austria Server übermittelt wird. Weitere Informationen zum Datenschutz von GeoSphere Austria unter: <https://www.zamg.ac.at/cms/de/topmenu/datenschutz>.

Webcams

Wir binden zur aktuellen Darstellung des Wetters in unserer Region Webcams anderer Websites von Anbietern in unserer Region in unsere Website ein. Die Implementierung erfolgt aufgrund unseres berechtigten Interesses gem. Art. 6 (1) lit. f DSGVO, wobei unser Interesse in einer Information zum aktuellen Wetter in unserer Region innerhalb unserer Webseite liegt. Wenn Sie eine Seite aufrufen, in die wir Webcams eingebettet haben, wird eine Verbindung zu den Servern der Anbieter hergestellt und dabei der Inhalt durch Mitteilung an Ihren Browser auf der Internetseite dargestellt. Dazu ist es notwendig, dass Ihre IP-Adresse samt einigen Browserinformationen (Browsertyp, Browserversion etc.) samt Informationen dazu, wann Sie diese Seiten aufgerufen haben, an die Server der Anbieter übermittelt wird.

Social Wall Snapshotboard

In order to display social media content relevant to us (e.g., posts by Instagram or Facebook users about us), we integrate the online tool "Snapshotboard" from the provider Grizzly New Technologies GmbH (Mondscheingasse 6, A-8010 Graz) into our website. The implementation is based on our legitimate interest pursuant to Art. 6 (1) lit. f GDPR, whereby our interest is to provide our website visitors with an overview of interesting contributions from other social media accounts about us. When you visit a page in which we have embedded Snapshotboard, a connection to the Snapshotboard servers is established and the content is displayed on the website by notifying your browser. For this purpose, it is necessary that your IP address together with some browser information (browser type, browser version, etc.) as well as information about when you accessed these pages is transmitted to the Snapshotboard server. Further information on Snapshotboard's data protection can be found at: <https://grizzly.cc/datenschutz/>

3. Other Data Processing in Business and Customer Contact

In this section we inform you about other data processing processes outside our website.

3.1. Job Applications

The contact data and application documents transmitted to us in the course of a job application will be processed by us exclusively internally for the purpose of selecting suitable candidates for an employment relationship. There is no legal or contractual obligation to provide the personal data. Failure to do so will only result in you not submitting your request and we will not be able to process it. The personal data transmitted in this way will be stored by us in accordance with the statutory provisions for a maximum of 6 months, in the case of the explicit consent of the applicant to keep the documents in evidence, for a maximum of 2 years.

3.2. Online Presence in Social-Media

In addition to our website, we maintain online presences within social networks and platforms. The legal basis for using these services is our legitimate interest in accordance with Art. 6 (1) lit. f GDPR. Our legitimate interest lies in communicating with the customers and business partners there and in being able to inform them about our services on these networks. When accessing the respective networks and platforms, the terms and conditions and the privacy policies of the respective operators of these networks apply. Further information on the processing of your personal data by the respective providers of these services (which personal data is processed for which purposes on the basis of which legal basis, how long this data is stored by the respective provider and, if applicable, how long this data is stored by the respective provider). Information on profiling and third-country transfers) can be found below in the descriptions of the individual services or via the information links listed there.

Wonderlink Link Tree

In order to provide users of our social media channels with access to our content of the individual platforms via a page / link (Wonderlink link tree), we use the "Wonderlink" service of the service provider Seyffert with Himmelspach GmbH (Boppstrasse 10, 10967 Berlin, Germany). This service, which is hosted on German servers, does not use cookies or other

tracking technologies to analyse user data or create user profiles. The use of this service is in our legitimate interest in accordance with Art. 6 (1) lit. f GDPR. Our legitimate interest lies in a clear presentation and linking of all our social media content, which makes it easier for interested users to find us on the individual platforms. Our Wonderlink page also leads visitors of the individual platforms to our privacy policy. Detailed data protection information about Wonderlink can be found at: <https://en.wonderlink.de/privacy>.

Facebook Fanpage

We operate a Facebook fan page on the "Facebook" platform of the company Meta Platforms Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). The legal basis for the processing of the personal data associated with this is our legitimate interest within the meaning of Art. 6 (1) lit. f GDPR. Our legitimate interest is to provide customers and potential new customers with information about us and our offers via this information channel. We would like to point out that you use this Facebook page and its functions at your own risk. This applies in particular to the use of the interactive functions (e.g. commenting, sharing, rating). When you visit our Facebook page, Facebook collects, among other things: Your IP address and other information collected in the form of cookies or other tracking technologies. The data collected about you in this context will be processed by Facebook and may be (at least partially) transferred to the USA. Facebook / Meta is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least on a case-by-case basis) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies an adequate level of data protection in the USA. In a decision, the ECJ found that "Facebook" and the operator of a Facebook fan page are responsible for this personal data as joint controllers within the meaning of Art. 26 GDPR. Facebook provides the contract for joint data processing at the following link:

https://www.facebook.com/legal/terms/page_controller_addendum. We, as the site operator of our fan page, have no influence on the specific contents of the agreement. What information Facebook receives and how it is used (how Facebook uses the data from visits to Facebook pages for its own purposes, to what extent activities on the Facebook page are assigned to individual users in order to individualize content or advertising, how long Facebook stores this data, whether data from a visit to the Facebook page is passed on to third parties, and much more), describes Facebook in general terms in its data usage policy. There you will also find information about how to contact Facebook and how to set up advertisements. The Privacy Policy is available at the following link:

<https://www.facebook.com/privacy/policy/>. As a fan page operator, we do not receive any additional (not publicly visible) information about individual Facebook users from Facebook's analyses, but only statistically processed information (e.g. total number of page views, page activity, post reach, etc.) that helps us to make our posts more attractive.

Instagram

Instagram is an online service for sharing photos and videos. We have a profile (account) on Instagram. The provider is Meta Platforms Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). For more information on the processing of your personal data through the use of Instagram and how to contact us, please visit:

<https://privacycenter.instagram.com/policy/>

Pinterest

Pinterest is a mixture of social network and search engine whose focus is on visual content, i.e. images and videos. We use this service to generate interest in other of our content on the Internet (especially our website) with so-called PINs. The provider of this service is Pinterest Europe Ltd. (Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland). For more information on the processing of your personal data through the use of Pinterest and how to contact us, please visit: <https://policy.pinterest.com/de/terms-of-service>.

TikTok

TikTok is a video portal for short videos that also offers functions of a social network. We use this service to generate interest in our offers with short videos. The provider is TikTok Technology Ltd. (10 Earlsfort Terrace, Dublin, D02 T380, Ireland). For more information on the processing of your personal data through the use of Pinterest and how to contact us, please visit: <https://www.tiktok.com/legal/privacy-policy-eea?lang=de>.

LinkedIn

In order to stay in contact primarily with business partners, we use the web-based social network service LinkedIn. The provider is LinkedIn Ireland Unlimited Company (Wilton Place, Dublin 2, Ireland). For more information on the processing of your personal data through the use of LinkedIn and how to contact us, please visit: <https://de.linkedin.com/legal/privacy-policy>.

YouTube

We use a YouTube channel via the video portal "YouTube" to publish our videos. The service is provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). For more information on the processing of your personal data through the use of YouTube and how to contact us, please visit: <https://www.google.com/policies/privacy/>.

Vimeo

We use a Vimeo channel via the video portal "Vimeo" to publish our videos. The provider of the service is Vimeo Inc. (555 West 18th Street, New York 10011, USA). For more information on the processing of your personal data through the use of Vimeo and how to contact us, please visit: <https://vimeo.com/privacy>.

3.3. Sweepstakes

Your personal data provided for participation in our competitions (e-mail address, name, address) will be used by us exclusively to identify a winner, inform him of the prize and send him prizes. Your data will not be passed on to third parties. The legal basis for the processing of your personal data is the fulfilment of the contract in accordance with Article 6 (1) lit. b GDPR. There is no legal or contractual obligation to provide the personal data. Failure to provide the data will only result in you not being able to participate in the competition. Your data will be stored for the duration of the competition and – for the processing of any prizes and claims for damages – for a maximum of 3 years thereafter and then deleted. By participating, you also agree that your name will be published on our website as well as on our public social media channels in the event of winning.

3.4. Photo/Video documentation at events

In the case of events, it may happen that we create photos and videos of these events or have them created by photographers commissioned by us, on which you are recognizable as a participant of these events. We need these photos / videos to document and advertise our events and will therefore also publish them in our media (e.g., print brochures, website and social media) and make them available to other media owners (print and online) for the promotion of our event. There is no legal or contractual obligation on your part to provide this data. The legal basis for the processing of your personal data (images and videos on which you are recognizable) is our legitimate interest pursuant to Art. 6 (1) lit. f GDPR. Our legitimate interest lies in our right to public relations (presentation of our activities) and the promotion of our events. You have the right to object to the processing. Please address your objection to the e-mail address provided by us in this data protection declaration.

However, it can be assumed that our above-mentioned interest in the use of the photos does not unduly interfere with your rights as a person depicted. This is especially true because we create these photos / videos in public space and point out the production and use of the photos / videos in the run-up to each event. We also always make sure that no legitimate interests of persons depicted are violated. If, for reasons particularly worthy of consideration, your personal rights and freedoms are violated by an image / video created by us, we will refrain from further processing / publication. Removal from print media that have already been circulated cannot take place. In this case, however, we will make a deletion on our website or in our social media channels. We generally delete photos / videos of events if we no longer need these images to document and advertise these events.

3.5. Registration for Events and Guest Programme

It is possible to register for events of different providers in our region in our information offices. For this purpose, we process your personal data (name, e-mail address and telephone number). This data will be processed by us on the basis of the legal basis of Art. 6 (1) lit. b GDPR (contract fulfilment/pre-contractual measures) and also passed on to the respective organizer. This data will be deleted or destroyed by us after the event.

Current version of the privacy information of 19.10.2024