

## **DATA PROTECTION NOTICE FOR THE HOFBURG VIENNA WEBSITE [www.hofburg.com](http://www.hofburg.com)**

### **1 PREAMBLE**

**1.1** We, Wiener Kongresszentrum Hofburg Betriebsgesellschaft m. b. H. (hereinafter “HOFBURG Vienna”) take the protection of your data very seriously. This notice is intended to explain and describe how we, as a data controller under data protection law, process your data in connection with this website, and your rights as a data subject.

**1.2** All processing of data is carried out in accordance with the EU General Data Protection Regulation (GDPR) and the applicable laws of the Republic of Austria.

### **2 GENERAL**

The following sections provide information on the manner, scope and purpose of collection, processing and use of personal data, which is collected on our website [www.hofburg.com](http://www.hofburg.com) and its subsites.

### **3 PURPOSE AND LEGAL BASIS FOR PROCESSING**

**3.1** We process your personal data for the following purposes:

- .. to make this website available to you, and to further improve and develop the website;
- .. to be able to prepare usage statistics;
- .. to identify, prevent and investigate attacks on our website;
- .. to be able to answer your enquiries;
- .. to be able to form a contract in respect of granting exclusive rights to press photos (online photo archive);
- .. to pursue legal claims, in particular with regard to copyright, and
- .. to be able to send you a newsletter.

**3.2** The legal basis for processing your personal data in this way is our legitimate interest in accordance with article 6(1)(f) of the EU General Data Protection Regulation (GDPR), based on achieving the purposes stated above in section 3.1.

### **4 STATISTICAL DATA**

**4.1** For technical reasons, among other data, the following usage data is collected and transmitted by the internet browser used by a HOFBURG Vienna user (hereinafter “statistical data”):

- .. Visited website and history
- .. Time of visit
- .. Volume of data transmitted, in bytes
- .. Source/reference to how you arrived at the website
- .. Browser used
- .. Operating system used
- .. IP address used

**4.2** Statistical data is stored separately from any user data provided (see also section 5 of this privacy statement) and is evaluated for statistical purposes (see also section 5 of this privacy statement).

## **5 USER DATA**

**5.1** In addition to statistical data, we process the information that you provide when filling in our contact forms or when you register for our online picture archive (hereinafter “user data”). HOFBURG Vienna stores user data carefully and in accordance with technical standards. However, no responsibility can be taken for attacks by hackers.

**5.2** There is no obligation for you to provide the data that we request on our website. However, if you do not provide the data, it is not possible for you to use all of the website’s features (e.g. the online picture archive). Where available, the following data should be entered when filling in our contact forms or registering for the online picture archive:

- .. First name
- .. Last name
- .. Organisation/company
- .. Address, country, telephone number
- .. E-mail address

**5.3** When registering for the online picture archive, we also request the following data:

- .. User name
- .. E-mail address
- .. Password

**5.4** Optionally, you may also provide your title, mobile phone number and website address.

**5.5** The personal data you provide when using the contact form will be stored and used to contact you and for statistical analysis. Further use will not be made of the data, subject to section 5.6 of this privacy statement.

**5.6** You will find a declaration of consent for our **newsletter** below the contact form. If you declare your consent, we will put your data in our e-mail newsletter distribution list, in order for marketing material to be sent to you by e-mail. You are under no obligation to give your consent, and you may revoke it at any time. To revoke your consent, send an e-mail to: [unsubscribe@hofburg.com](mailto:unsubscribe@hofburg.com).

**5.7** There is no obligation for you to provide the data that we request on our website. However, if you do not provide the data, it is not possible for you to use all of the website’s features.

## **6 TRANSMISSION OF YOUR PERSONAL DATA**

For the purposes stated above, we transmit your statistical data to IT services providers (web hosts, administrators, etc.).

### **6.1 Duration of Storage**

In principle, we store your statistical data for a period of three months. Data is only retained beyond this period if necessary to investigate confirmed attacks on our website. User data that you have shared with

us via the contact form or registration is stored for as long as you have an account with us and thereafter for as long as required by law.

## **6.2 Your rights in connection with personal data**

Under the law, you are entitled:

- .. to verify whether we have stored your personal data, what personal data we have stored, and to receive copies of the data;
- .. to request the correction, modification or deletion of your personal data that is incorrect or has not been processed in accordance with the law;
- .. to request that we restrict the processing of your personal data, and
- .. under certain circumstances to forbid the processing of your personal data or revoke the consent you have granted for processing;
- .. to request data portability;
- .. to know the identity of third parties to whom we transmit your personal data, and
- .. to file complaints with the competent authority.

## **7 COOKIES**

**7.1** This website uses cookies. A cookie is a small file that can be stored on your computer when you visit a website. Cookies are generally used to offer users additional functions on a website. For example, they may be used to make navigating the website easier, to enable you to pick up where you left off on a page you have previously visited, and/or to save your preferences and settings for when you visit a website again. Cookies cannot access, read or modify any other files on your computer.

**7.2** Most of the cookies on this website are session cookies. These are deleted automatically when you leave the website. Persistent cookies, however, remain on your computer until you manually delete them in your browser. We use persistent cookies to help us recognise you, when you next visit our website.

**7.3** If you would like to monitor cookies on your computer, you can select browser settings that mean you will receive a message when a website wants to save cookies. You can also block or delete cookies that have been saved on your computer. If you would like to know more about how to do this, please use your browser's Help function.

**7.4** Please note that blocking or deleting cookies will restrict online processes and may prevent you from being able to use this website fully.

## **8 LINKS TO OTHER WEBSITES**

This website contains links to other websites. The data controller is not responsible for privacy statements or how your data is handled by other websites, and the data controller has no influence over the processing of personal data by other websites. This privacy statement is only applicable to data that is collected and processed by the data controller itself.

## **9 GOOGLE ANALYTICS PRIVACY STATEMENT**

**9.1** This website uses Google Analytics, a web analytics service provided by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. We



# HOFBURG

V I E N N A

process your data on the basis of our legitimate interest, in order to collect easily-analysed website usage statistics in a cost-efficient way (article 6(1)(f) GDPR).

**9.2** The information generated by the cookie about your use of the website (including your IP address and the urls of visited websites) will be transmitted to and stored by Google on servers in the United States. We do not store any of your data that is collected in connection with Google Analytics.

**9.3** This website uses IP anonymization as offered by Google Analytics. Your IP address will be shortened/anonymised as soon as it is received by Google. On our behalf, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services to us relating to website activity and internet usage. Google will not associate the IP address transferred by your browser in the context of Google Analytics with any other data held by Google.

**9.4** You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. Furthermore, you can prevent the collection of data by Google in connection with Google Analytics by downloading and installing the browser plug-in through the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

**9.5** You can also prevent the collection of data by Google Analytics on this website by clicking on the link below. This will install an opt-out cookie, that will prevent collection of your data when visiting this website in future: [Deactivate Google Analytics](#)

**9.6** Further information on Google's terms of service and privacy policy can be found here: <https://www.google.com/analytics/terms/gb.html> and here: <https://www.google.at/intl/at/policies/#>

## 10 MATOMO ANALYTICS

**10.1** This website uses the Matomo service for statistical purposes. The statistical data is stored on a European server and is not passed on to third parties. Matomo does not set any cookies on the user's terminal device. IP addresses are anonymised.

**10.2** You can also opt out of Matomo tracking here: [Include opt-out function](#).

## 11 SOCIAL MEDIA PLUG-INS

**11.1** HOFBURG Vienna uses social media plug-ins on its hofburg.com website (e.g. share and like buttons) for the social networks Facebook (facebook.com), Google+ (plus.google.com), LinkedIn (linkedin.com) and Xing (xing.com).

.. facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"),

.. Google+, operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google+")

.. LinkedIn, operated by LinkedIn Ireland Unlimited Company Wilton Plaza, Wilton Place, Dublin 2, Ireland

.. Xing, operated by XING SE Dammtorstrasse 30 20354 Hamburg Germany



# HOFBURG

V I E N N A

**11.2** The social media plug-ins are initially deactivated (greyed-out). They are only activated when the user first clicks on them. At that point, the source code for the plug-ins is downloaded from the social media providers' servers. If you then wish to use the social media plug-ins, you need to click on them a second time, to use the function offered by each plug-in (this is known as a two-click solution for additional data protection).

**11.3** When you use a plug-in, you send i) your IP address, ii) the url of the website you are visiting, and iii) cookies to the social media provider. By this means, the social media provider receives personal data concerning you and your visit to our website.

## 12 GOOGLE MAPS

This website uses Google Maps to display maps and directions. Google Maps is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). By using this website, you consent to the collection, processing and use of data collected automatically and that you submit by Google, its representatives, and third parties. Terms of use for Google Maps can be found at [https://www.google.com/intl/en-GB\\_GB/help/terms\\_maps.html](https://www.google.com/intl/en-GB_GB/help/terms_maps.html)

## 13 FACEBOOK REMARKETING

**13.1** Within our on-line offer so-called "Facebook pixels" of the social network Facebook, which are Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are based in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland is operated ("Facebook"). With the help of the Facebook pixel it is possible for Facebook to designate the visitors of our offer as a target group for the presentation of advertisements, so-called "Facebook Ads". Accordingly, we use the Facebook pixel to display the Facebook ads we have been sent only to those Facebook users who have also shown an interest in our website. In other words, with the help of the Facebook pixel, we want to make sure that our Facebook ads are in line with the potential interest of users and are not annoying. With the help of the Facebook pixel, we can also understand the effectiveness of the Facebook ads for statistical and market research purposes, by seeing if users were redirected to our site after clicking on a Facebook ad.

**13.2** The Facebook pixel is integrated when calling our website directly through Facebook and can on your device a so-called cookie, i. save a small file. If you subsequently log in to Facebook or visit Facebook in the logged-in state, the visit of our offer will be noted in your profile. The data collected about you are anonymous to us, so do not give us any conclusions about the identity of the users. However, the data is stored and processed by Facebook, so that a connection to the respective user profile is possible. The processing of the data by Facebook is part of Facebook's data usage policy. Accordingly, you will learn more about how the remarketing pixel works and more generally about how Facebook ads are displayed in Facebook's Data Usage Policy: <https://www.facebook.com/policy.php>.

**13.3** You may object to the capture by the Facebook Pixel and use of your data to display Facebook Ads. To do this, you can go to the page set up by Facebook and follow the instructions for the usage-based advertising settings: <https://www.facebook.com/settings?tab=ads> or the contradiction on the US-American site <http://www.aboutads.info/choices/> or the EU page <http://www.youronlinechoices.com/>.



The settings are platform independent, they are adopted for all devices, such as desktop computers or mobile devices.

## **14 OUR CONTACT DETAILS**

If you have questions or concerns about the processing of your personal data, please contact us:

Wiener Kongresszentrum Hofburg Betriebsges.m.b.H.

Heldenplatz, 1010 Vienna, Austria

[Privacy Statement@hofburg.com](mailto:Privacy Statement@hofburg.com)

The feminine form shall apply likewise to the masculine form. For the sake of convenience the masculine form has been chosen in these guidelines.

Last update: 03/2023