

## **Our data protection declaration**

The protection of your personal data is a particular concern of ours. So, we process your data exclusively based on legal stipulations. We have taken the technical and organisational action in accordance with legal stipulations to ensure the protection of the data referring to your person.

Here you will find information concerning the handling of the data referring to your person when you visit our website. It is necessary for us to gather data referring to your person for the provision of the functions and services on our website. We herewith declare which data we gather about you, what it is required for and which rights you have with regard to your data.

The responsibility for processing of person-related data on this website lies with:

Villacher Alpenstrassen GmbH

Rainerstrasse 2, 5020 Salzburg, Austria

Tel.: +43 662 873 673 - 0

Email: [info@villacher-alpenstrasse.at](mailto:info@villacher-alpenstrasse.at)

If you have any questions regarding data protection you can also contact our data protection facility:

Villacher Alpenstrassen GmbH

Rainerstrasse 2, 5020 Salzburg, Austria

Tel.: +43 662 87 36 73-0

Email: [info@villacher-alpenstrasse.at](mailto:info@villacher-alpenstrasse.at)

## **Informational use**

If you use our website, we gather technically required data that is transferred automatically to our server, including:

- IP address
- Date and time of enquiry
- Content of request
- Access status/HTTP status code
- Browser type
- Language and version of browser software
- Operating system

This is required technically in order for us to be able to show you our website. We also use the data to guarantee the safety and stability of our website. The legal basis for this gathering is point (f) of Article 6(1) of the GDPR.

## **Enquiries**

The email address, your name and your message made available to us in the framework of enquiries will be used by us exclusively for the purposes of processing of your enquiry, unless you have agreed to have additional informational material sent to you in the future.

## **Webcam**

Webcams are mounted on Rosstratte and Aichingerhütte that take continuous photographs for the purposes of weather and nature documentation. These photographs are saved long-term for archive purposes and the most current photographs are published on the website.

## **Use of cookies**

We use cookies to make it easier to use our website and to improve it. Cookies are pieces of text information that are saved on a computer when visiting a website via a browser. This permits recognition of a session, for example for continuous login on a website or for the shopping basket function in an online shop.

You can decide for yourself the scope of the cookies used by our website; a pop-up appears at the beginning of the website use, where the selection can be made. You can delete saved cookies at any time via the settings on your web browser. You can also adapt your settings on the web browser so that no cookies are saved. This would then mean that not all the functions of our website are available.

## **Google Analytics**

We use Google Analytics to analyse the use of our website and to improve it.

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are saved on your computer and which permit analysis of your use of the website. The information generated by the cookie concerning your use of this website is generally transmitted to a Google server in the USA and saved there. In the event of activation of IP anonymisation on this website, your IP address will first be abbreviated by Google within the member states of the European Union or in the other signatory countries to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transferred to a Google server in the USA and there abbreviated. On behalf of the operator of this website, Google will use this information to evaluate the use of the website, to produce reports concerning the website activities and to provide other services connected to website usage and internet usage for the website operator. The legal basis for the processing of data with the aid of Google Analytics is point (f) of Article 6(1) of the GDPR. The IP address gathered from your browser in the framework of Google Analytics is not amalgamated with other Google data.

You can prevent storing of cookies by a setting on your browser software: we would point out, however, that in this case you may then not be able to use all the functions of this website to the full extent. In addition, you can prevent the gathering of data by cookies and your use of the website (including your IP address) by Google and the processing of this data by Google, by downloading and installing the browser plug-in available from the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>

We use Google Analytics with the file extension "\_anonymizelp()". This ensures that the IP addresses are abbreviated (so-called IP-Masking). This means that reference cannot be made to specific persons.

In addition, the data is collected and processed on the basis of standard data protection clauses of the EU Commission.

Consent to the use of Google Analytics can also be revoked in the pop-up for the cookie settings, which is visible when the website is accessed for the first time.

Information about Google: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001

Further information about the conditions of use of Google:

[www.google.com/analytics/terms/de.html](http://www.google.com/analytics/terms/de.html)

Further information about data protection at Google:

[www.google.com/intl/de/analytics/privacyoverview.html](http://www.google.com/intl/de/analytics/privacyoverview.html)

## **Universal Analytics**

This website uses Google Analytics for equipment-spanning analysis. Each user receives a User ID for this purpose. You can deactivate the equipment-spanning analysis of your use in your customer account under “My Data”, “Personal Data”.

## **Google Ads Conversion-Tracking**

We use Google Ads to show you advertising on Google and other third-party websites. Conversion-Tracking allows us to determine the success of the individual advertising actions. This allows us to fulfil our purpose of showing you advertisements that are of interest to you and to make our website of greater interest to you. The legal basis for the processing of your data is point (f) of Article 6(1) of the GDPR.

The advertising is provided by Google via so-called “Ad Servers”. We use cookies for that purpose which allow measurement of certain parameters for success measurement, such as displaying advertisements or user clicks. If you arrive at our website via a Google advertisement, a Google Ad is saved on your PC. These cookies generally lose their validity after 30 days and are not intended to identify you personally. For this cookie, the Unique Cookie ID, Number of Ad Impressions per Placement (Frequency), the last impression (relevant for Post-View-Conversions) and Opt-Out Information (marking that the user does not want to be approached again) are generally saved as the analysis values.

These cookies allow Google to recognise your internet browser again. Provided that a user has visited certain pages of the website of an Ads customer, and that the cookie saved on their computer has not expired, Google and the customer can detect that the user has clicked on the advertisement and was directed to that web page. A different cookie is allocated to each Ads customer. Cookies cannot therefore be traced via the websites of Ads customers. We, ourselves, do not gather and process person-related data in the stated advertising activities. We just receive statistical evaluations provided by Google. Based on these evaluations, we can detect which of the advertising actions used is particularly effective. Further data from the use of advertising is not obtained, and, in particular, we cannot identify users on the basis of this information.

The Marketing Tools used allow your browser automatically to create a direct connection to Google servers. We have no influence on the scope and other use of the data by Google and we provide information to the level of our knowledge: The incorporation of AdWords Conversion-Tracking allows Google to receive information that you have called up a certain section of our internet presence or that you have clicked on one of our advertisements. Provided that you are registered with a Google service, Google can attribute the visit to your account. Even if you are not registered with Google, or if you have not logged yourself in, it is possible that the service provider could discover and save your IP address.

You can prevent storing of cookies by a setting on your browser software: we would point out, however, that in this case you may then not be able to use all the functions of this website to the full extent. In addition, you can prevent the gathering of data by cookies and your use of the website (including your IP address) by Google and the processing of this data by Google, by downloading and installing the browser plug-in available from the following link:

<http://www.google.com/settings/ads/plugin>

In addition, the data is collected and processed on the basis of standard data protection clauses of the EU Commission.

Consent to the use of Google Analytics can also be revoked in the pop-up for the cookie settings, which is visible when the website is accessed for the first time. Further information about Google data protection can be found here: <http://www.google.com/intl/de/policies/privacy>  
<https://services.google.com/sitestats/de.html>

## **Google Ads Remarketing**

We use Google Ads Remarketing. This application allows you to see advertising from us on other websites after visiting ours. This is carried out by cookies saved on your browser through which your use behaviour when visiting various different websites can be gathered and evaluated by Google. This means that Google can detect your previously having visited our website. Amalgamation of the data gathered in the framework of remarketing with your personal data, that may be saved by Google, does not take place, according to Google's own statement. Pseudonymisation is used in particular in remarketing, according to Google.

## **Social Plugins**

At present we use the following Social Media Plug-Ins: Youtube. In this process, the person-related data is transferred to the individual plug-in service provider and stored there with the help of a button.

The individual plug-in service provider saves the data gathered about you as use profiles and uses them for purposes of advertising, market research and/or demand-oriented structuring of their website. Evaluation such as this is carried out particularly (also for users not logged in) for the display of demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to countermand the creation of these user profiles and you need to refer to the individual plug-in service provider to exercise this right. The plug-ins allow us to offer you the opportunity of interacting with the social networks and other users so that we can improve our offer and structure ourselves in a more interesting way for you as the user. The legal basis for the use of plug-ins is point (f) of Article 6(1) of the GDPR.

Data forwarding takes place irrespective of whether you have an account with the plug-in service provider or not, and are logged in there. If you are logged in at the plug-in service provider, then your data gathered on our site is allocated directly to your account with the plug-in service provider. With US service providers, transfer is to the USA; they have subjected themselves to the EU-US Privacy Shield: [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework)

Further information about the purpose and scope of data gathering and its processing by the plug-in service provider is available in the following stated data protection declarations of these service providers. Here you can also obtain information about your rights and setting possibilities in this regard for the protection of your private sphere:

- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4 Ireland  
<https://support.google.com/youtube/answer/10364219?hl=en#zippy=%2Cyoutube-does-not-sell-your-personal-information>  
<https://www.youtube.com/howyoutubeworks/our-commitments/protecting-user-data/>

## **Duration of storage**

We process and store your data only as long as is required for the processing or for the fulfilment of legal obligations. After the purpose of the processing expires, your data is blocked or deleted. If additional legal obligations exist for storage, then we block or delete your data when the legal storage deadlines expire.

## **Your rights**

You have the following rights with respect to us concerning your personal data:

- 1) **Right of information**  
You have the right to request confirmation as to whether we process your personal data. If this is the case, then you have the right of information about this personal data and other information, such as the purposes of the processing, the receiver and the planned duration of storage or the criteria for determination of the duration.
- 2) **The right to correction and supplementation**  
You have the right to request immediate correction of incorrect data. With consideration of the purposes of the processing, you have the right to request supplementation of incomplete data.
- 3) **Right to delete ("The right to be forgotten")**  
You have the right to deletion, provided that processing is not required. This is the case, for example, if your data is no longer required for the original purposes, if you have retracted your declaration of data protection consent or if the data is processed not in accordance with the law.
- 4) **Right to restriction of processing**  
You have the right to restrict processing, e.g. if you are of the opinion that the personal data is incorrect.
- 5) **Right to data transferability**  
You have the right to receive your personal data in a structured, current and machine-readable format.
- 6) **Right of objection**  
You have the right, at any time, for reasons that arise from your special circumstances, to object to the processing of certain personal data.  
In the case of direct advertising, you, as the person concerned, have the right, at any time, to object to the processing of your personal data for the purposes of advertising of that type; this applies also to profiling, provided that this is connected to direct advertising of that type.
- 7) **Right to retraction of your data protection consent**  
You can, at any time, retract your consent to personal data processing for future effect. The legal correctness of the processing that has taken place up to the point of retraction is not affected by this.

In addition, you can, at any time, lodge a complaint with a data protection authority (contact data: Österreichische Datenschutzbehörde [Austrian Data Protection Authority], Barichgasse 40-42 8, 1030 Vienna, Austria; Tel: 0043 1 521 52-25 69; Email: [dsb@dsb.gv.at](mailto:dsb@dsb.gv.at)), if, for example, you are of the opinion that the data processing is not in agreement with the data protection regulations.