Our Privacy Policy

The protection of your personal data is very important to us. We therefore process your data exclusively on the basis of the statutory provisions. In accordance with the statutory requirements, we have taken the necessary technical and organisational measures to ensure the protection of your personal data.

Here you will find information on how we handle your personal data when you visit our website. In order to provide the functions and services of our website, it is necessary for us to collect personal data about you. Below, we explain which data we collect, why this is necessary and what rights you have in relation to your data.

The controller responsible for the processing of personal data on this website is:

Villacher Alpenstraßen GmbH

Rainerstraße 2, 5020 Salzburg

Tel.: +43 662 873 673 - 0

Email: info@villacher-alpenstrasse.at

If you have any questions about data protection, you may also contact our data protection office:

Villacher Alpenstraßen GmbH

Rainerstraße 2, 5020 Salzburg

Email: datenschutz@grossglockner.at

Informational use

When you use this website, we collect technically necessary data that is automatically transmitted to our server, including:

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

This is technically necessary in order to display our website to you. We also use the data to ensure the security and stability of our website. The legal basis for the collection is Art. 6 para. 1 lit. f GDPR.

Enquiries

If you contact us by email, telephone or by any other means, we process the data you provide, in particular your name, contact details and the content of your enquiry, exclusively for the purpose of handling your request and for any follow-up questions.

Depending on the content of the enquiry, the legal basis is Art. 6 para. 1 lit. b GDPR if the enquiry serves to take steps prior to entering into a contract or to perform a contract, or Art. 6 para. 1 lit. f GDPR on the basis of our legitimate interest in handling enquiries.

Webcam

Along the Villach Alpine Road, panoramic cameras and webcams are installed at various locations and continuously take images to document weather, visibility, road and natural conditions. These include locations such as Aichingerhütte, car park P7 and Rosstratte.

The images are published on our website and may be stored for archive purposes, depending on the respective camera system.

The cameras are directed towards displaying the landscape, weather and road conditions. To the extent that personal data is processed in this context, this is done on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR in informing our visitors about current weather, visibility and road conditions and in documenting alpine natural and weather events.

Use of cookies and consent management

We use cookies and similar technologies on our website. Cookies are small data records that may be stored on your device via your web browser when you visit a website.

Some cookies are technically necessary for the website to function properly. These include, for example, cookies that are required for displaying the website, security, the purchase process in the webshop, page navigation or storing your cookie settings. The legal basis for setting or reading technically necessary cookies is Section 165 para. 3 TKG 2021. To the extent that personal data is processed in this context, this is done on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR in providing a functional, secure and user-friendly website.

Cookies and comparable technologies that are not necessary for the functioning of our website, in particular for preference, statistics and marketing purposes, are deactivated by default and are only activated once you have given us your consent. In this case, processing is based on your consent pursuant to Art. 6 para. 1 lit. a GDPR. These cookies help us to better understand the use of our website, improve our offering, provide functions and evaluate advertising measures.

When you first visit our website, you can use the cookie banner to specify which cookie categories you would like to consent to. You can select or reject individual categories. You can change or withdraw your consent at any time with effect for the future via the cookie settings on the Cookiebot website. Detailed information on the cookies used on our website and their purpose can be found in the cookie banner.

We use Cookiebot by Usercentrics as our consent management platform on our website. The provider is Usercentrics A/S, Havnegade 39, 1058 Copenhagen, Denmark. Cookiebot enables your cookie settings to be managed, stored and documented. When you access our website, a cookie may be placed in your browser for this purpose in order to store your selection for future visits.

Processing within the scope of consent management is carried out on the basis of Art. 6 para. 1 lit. c GDPR in order to fulfil legal obligations to obtain and document consent. To the extent that processing is also necessary for the technical provision and management of cookie settings, it is additionally carried out on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR.

You can delete cookies via your browser settings or generally prevent cookies from being stored. In this case, not all functions of the website may be fully available.

Further information on data processing by Cookiebot by Usercentrics can be found in Cookiebot by Usercentrics' privacy notice. https://www.cookiebot.com/de/privacy-policy/

Google Tag Manager

We use Google Tag Manager on our website, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Tag Manager is used to centrally manage website tags and to technically integrate and trigger other services, in particular analytics and marketing services.

Google Tag Manager itself does not create independent user profiles for us and is not used for the independent analysis of user behaviour. However, Google Tag Manager can be used to integrate other services that may themselves process personal data or use cookies or similar technologies. These services are described separately in this Privacy Policy.

Where services for statistics or marketing purposes are integrated via Google Tag Manager, they are activated only after you have given your consent via our cookie banner. In this case, processing is based on your consent pursuant to Art. 6 para. 1 lit. a GDPR. To the extent that Google Tag Manager is technically necessary to ensure the integration and management of tags and the consideration of your cookie settings, processing is carried out on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR in the secure and efficient technical management of our website.

Further information on Google's privacy practices can be found at https://www.google.com/policies/privacy/. More information on how Google uses personal data can be found at https://business.safety.google/privacy/.

Google Analytics 4

We use Google Analytics 4 on our website, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Analytics 4 is integrated via Google Tag Manager and is used only if you have consented to its use via our cookie banner.

Google Analytics 4 helps us to statistically evaluate the use of our website and continuously improve our online offering. In doing so, information about your use of our website may be processed, such as pages accessed, time spent on the website, interactions with the website, time of access, device used, browser, operating system, referrer URL and approximate location information derived from the IP address, such as country, region or city.

According to Google, Google Analytics 4 does not log or store individual IP addresses of users from the EU. According to Google, IP addresses are discarded before storage or are not logged.

Processing is based on your consent pursuant to Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time with effect for the future via the cookie settings on our website.

Google processes data within the scope of Google Analytics 4 in accordance with the Google Data Processing Terms. Depending on the settings of the Google Analytics property and linked Google services, Google may also process data for its own purposes.

In this context, data may also be transmitted to Google servers outside the European Union or the European Economic Area. In particular, the EU-US Data Privacy Framework and standard contractual clauses approved by the European Commission may apply to data transfers.

Further information on data processing by Google can be found in Google's privacy policy and terms of use: https://www.google.com/policies/privacy/ or https://business.safety.google/privacy/.

Google Ads Conversion Tracking

We use Google Ads Conversion Tracking, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The service is integrated via Google Tag Manager and is used only if you have consented to its use via our cookie banner.

Conversion tracking enables us to determine whether users perform a specific action on our website after clicking on a Google ad, for example making a purchase in the webshop or carrying out another action defined as a conversion. This allows us to statistically evaluate the effectiveness of our Google Ads campaigns and optimise our advertising measures.

For this purpose, cookies or similar technologies may be stored on or read from your device. In particular, information about the ad clicked, the page accessed, the time of access, the browser and device used, and the conversion carried out may be processed. We do not receive any information from Google that enables us to identify you directly.

Processing is based on your consent pursuant to Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time with effect for the future via the cookie settings on our website.

Google processes data partly under its own responsibility and partly on our behalf. Google's data processing is governed by Google's privacy policy and data processing terms. Further information can be found at:
https://policies.google.com/privacy

Google Ads Remarketing

We use Google Ads Remarketing, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The service is used only if you have consented to the use of marketing cookies via our cookie banner.

Google Ads Remarketing enables users who have already visited our website to be shown our offers again on Google websites and platforms or on third-party websites.

For this purpose, cookies or similar technologies may be stored on or read from your device. Your usage behaviour on our website may be evaluated pseudonymously. We do not directly identify you personally in this process.

Processing is based on your consent pursuant to Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time with effect for the future via the cookie settings on our website.

Further information on data processing by Google can be found in Google's privacy policy. Detailed information on the cookies used and their retention period can be found in our cookie banner.

Meta Pixel and Meta Conversions API

We use Meta Pixel and Meta Conversions API on our website, services provided by Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland. These services are used only if you have consented to the use of marketing cookies via our cookie banner.

Meta Pixel and Meta Conversions API enable us to determine whether users perform a specific action on our website after clicking on or viewing an advertisement on Facebook or Instagram, for example making a purchase in the webshop or carrying out another action defined as a conversion. This allows us to statistically evaluate the effectiveness of our Meta advertising campaigns and optimise our advertising measures.

These services may also be used to address users of our website again with relevant advertising content on Facebook, Instagram or other Meta services and to create target groups for advertising campaigns, provided that you have consented to the use of marketing cookies.

For this purpose, cookies or similar technologies may be stored on or read from your device. In addition, event data may be transmitted to Meta on the server side. In particular, information about the page accessed, the time of access, the browser and device used, the ad clicked, automatically detected website events and page and product information may be processed, to the extent that such information is available on our website.

The data collected may be linked by Meta to your Facebook or Instagram account and used for Meta's own purposes, in particular for measuring and personalising advertising, if you are logged in to a Meta service or if Meta can recognise you in another way. We have only limited influence over this data processing by Meta.

Processing by us is based on your consent pursuant to Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time with effect for the future via the cookie settings on our website.

Further information on data processing by Meta can be found in Meta's privacy policy. https://www.facebook.com/privacy/policy/ .

Integration of social media content and external media

Our website may include links or buttons to our profiles on social networks and external media platforms, in particular Facebook, Instagram and YouTube. In the case of mere links or buttons, personal data is generally only transmitted to the respective provider if you actively click on the link or button.

In addition, external media content may be embedded on our website, for example YouTube videos, Instagram posts or comparable content. If you access, play or actively enable such content, a connection to the servers of the respective provider may be established. Personal data may be processed in this context, such as your IP address, information about your device, browser data, date and time of access, and information about which page you visited. If you are logged in to the respective service at the same time, the provider may be able to associate this information with your user account.

To the extent that external media content is not technically necessary, it will only be loaded if you have consented to its use via our cookie banner or actively enable the respective content. In this case, processing is based on your consent pursuant to Art. 6 para. 1 lit. a GDPR. You can withdraw your consent at any time with effect for the future via the cookie settings on our website.

The privacy policies of the respective providers apply to the further processing of personal data by those providers. Further information can be found in the providers' privacy notices:

Meta: https://www.facebook.com/privacy/policy/ and https://privacycenter.instagram.com/policy/ Google/YouTube: https://policies.google.com/privacy

Press and event photos

In the context of events, photo and video recordings may be made in which participants are recognisable. Such recordings are made only after prior information or consent of the persons concerned and may be used for the purpose of documenting the event and for press and public relations work, in particular on our website, in press releases, printed materials or on our social media channels.

Processing is carried out on the basis of your consent pursuant to Art. 6 para. 1 lit. a GDPR and, where applicable, on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR in documenting our events and in our press and public relations work.

You can withdraw consent that you have given at any time with effect for the future. If you would like a photo or video in which you are recognisable to no longer be used or to be deleted, please send us a short message at datenschutz@grossglockner.at. The lawfulness of processing carried out before withdrawal remains unaffected.

Job applications

If you apply for an open position via our website or via an application form, we process the personal data you provide exclusively for the purpose of handling your application and conducting the application process.

The data processed may include, in particular, your name, contact details, CV, references, proof of qualifications, cover letter and any other application documents you provide.

Processing is carried out in order to take steps prior to entering into a contract pursuant to Art. 6 para. 1 lit. b GDPR and on the basis of our legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR in selecting suitable applicants and in establishing, exercising or defending possible legal claims.

There is no statutory or contractual obligation to provide your personal data. However, without the required application data, we cannot process your application.

Your application data is generally processed only internally and made accessible only to those persons involved in the respective application process. It will not be passed on to third parties unless there is a statutory obligation to do so or you have expressly consented.

If no employment relationship is established, we store your application data for a maximum of 6 months after completion of the application process. Longer storage takes place only if you have expressly consented to us keeping your documents on file for future vacancies. In this case, we store your application data for a maximum of 2 years, unless you withdraw your consent beforehand.

You can withdraw consent to keeping your application on file at any time with effect for the future.

Data transfer to third countries

When individual services are used, in particular Google and Meta services, personal data may be transferred to countries outside the European Union or the European Economic Area.

Such a transfer will take place only if there is an appropriate basis under data protection law. This may include, in particular, an adequacy decision by the European Commission, certification of the respective provider under the EU-US Data Privacy Framework or the conclusion of standard contractual clauses approved by the European Commission.

The EU-US Data Privacy Framework applies only to data transfers to those US companies that are certified accordingly. Where consent is required for individual services, data processing or data transfer takes place only on the basis of your prior consent.

Retention period

We process and store personal data only for as long as this is necessary for the respective purpose or as long as statutory retention periods apply.

Once the purpose of processing no longer applies or statutory retention periods have expired, personal data will be deleted or blocked unless there is another legal basis for longer storage.

Where specific retention periods are stated in individual sections of this Privacy Policy, these shall take precedence. For cookies and comparable technologies, the retention periods specified in the cookie banner apply. There you will find more detailed information on the individual cookies used, their purpose and respective retention period.

Your rights

You have the following statutory rights vis-à-vis us with regard to the personal data concerning you:

1) Right of access
   You have the right to request confirmation as to whether we process personal data concerning you. If this is the case, you have the right to access this personal data and to receive further information, such as the purposes of processing, the recipients and the planned storage period or the criteria used to determine that period.

2) Right to rectification and completion
   You have the right to request the immediate rectification of inaccurate data. Taking into account the purposes of the processing, you have the right to request the completion of incomplete data.

3) Right to erasure ("right to be forgotten")
   You have the right to erasure to the extent that processing is no longer required. This is the case, for example, if your data is no longer necessary for the original purposes, if you have withdrawn your data protection consent, or if the data has been processed unlawfully.

4) Right to restriction of processing
   You have the right to restriction of processing, for example if you believe that the personal data is inaccurate.

5) Right to data portability
   You have the right to receive the personal data concerning you in a structured, commonly used and machine-readable format.

6) Right to object: You have the right to object at any time, on grounds relating to your particular situation, to the processing of certain personal data concerning you.
   In the case of direct marketing, you as the data subject have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing; this also applies to profiling insofar as it is related to such direct marketing.

7) Right to withdraw your data protection consent
   You may withdraw consent to the processing of your personal data at any time with effect for the future. However, the lawfulness of processing carried out before the withdrawal remains unaffected.

You may also lodge a complaint with a data protection supervisory authority at any time, for example if you believe that data processing is not in compliance with data protection regulations. The competent

authority is in particular the Austrian Data Protection Authority (Österreichische Datenschutzbehörde), Barichgasse 40-42, 1030 Vienna, Tel.: +43 1 521 52-0, email: dsb@dsb.gv.at.