

# Privacy policy

The protection of your personal data and the reserve to the basic right for data protection is important to us. We strictly adhere to the legal requirements when processing your personal data and would like to inform you of our data collection and use so that you feel safe when you visit our website. The following data protection declaration explains which of your data is collected on our website and which and how the data is processed and used and who you can contact if you have any concerns.

## 1. Scope

This privacy policy applies only to the website [www.kaiser-bummelzug.at](http://www.kaiser-bummelzug.at) operated by Kaiser Bummelzug / Alexandra Schreder e.U. (referred to as “Kaiser Bummelzug” or “we”). It does not apply to websites that are not linked to this privacy policy or those operated by third parties such as Facebook. We recommend that you review the privacy policies published on those websites.

**By using this website you agree to the following provisions of our privacy policy.**

You have the right to revoke your consent to this privacy policy or individual sections at any time in writing by contacting us (see section 9).

## 2. Collection, processing and use of personal data

Personal data means any information which allows us to identify you and can be traced back to you, such as your name, email address, phone number and any reference data you give us when you register.

We will only collect, use and transmit your personal data if licit or if you agree to data collection. We collect your information directly from your entries and automatically via the online application’s technology.

### 2.1 Collection, processing and use of your personal data

We collect, store and process your data for the entire purchase transaction, technical administration, statistical analysis, our own marketing purposes (see section 2.2) as well as for preventing criminal offence and fraud or for detecting security threats. In particular, we use your data for the following actions:

- to provide and improve our service and support;

- to contact you according to your request;
- for data analyses;
- for internal audits;
- to prevent and detect security threats, fraud and other malicious activities;
- to meet our legal obligations and carry out our agreements;
- to create accounts and statistics on access behaviour (e.g. number of accesses to a source, number of accesses per client in total and per source, changes in access frequency).

#### 2.1.1 Log files

When visiting our website [www.kaiser-bummelzug.at](http://www.kaiser-bummelzug.at), protocol data, so-called log files, are stored by default for technical reasons. These datasets contain the following data: date, time, name of the opened page, IP address, the website from which you visit us (referrer URL), browser type, and operating system. We also capture and store automatically which pages you visit. This data is stored and analysed anonymously. Anonymously means that it is not possible or possible only with disproportionately great effort of time, costs and workforce, that data be attributed to a certain or determinable natural person.

#### 2.1.2. Transmission to third parties

Your personal data will only be transmitted to third parties where legally permissible (to enforce or fulfil a regulatory order, a law or an arbitrary measure, to detect and prevent safety threats, fraud or any other malicious activities, to protect or enforce our rights and property or to protect the rights or personal security of our staff and third parties), for marketing purposes or if you have given your consent.

It is possible that contents of third parties such as maps of Google Maps, videos of YouTube, RSS feeds or graphics of other websites are incorporated within our website. This always implies that the provider of these contents detects the IP address of the user, because without the IP address it would not be possible to send the contents to the user's browser. Therefore, the IP address is required in order to display these contents. We attempt to use only contents of providers who use the IP address only to transmit the contents. However, we have no influence on this, in case the third parties store your IP address e.g. for statistical purposes. If this becomes known we will inform you about it.

Your personal data is partially stored by third parties such as Google, Facebook, etc. in the USA and will be disclosed by them for special purposes. To learn for which purposes your data is disclosed, we recommend you review the respective privacy policy.

### **3. Cookies and targeting**

Accepting cookies is not a prerequisite to visit our websites. However, we point out that the use of certain functions is only possible if you allow us to use cookies, otherwise our website's functions may be limited.

### **3.1. What are cookies?**

Cookies are text files that are stored locally on the hard drive of your computer and are re-sent to the webserver if you access the website at a later time.

Basically, there are two different types of cookies, so-called session cookies that are deleted once you close your browser, and temporary/permanent cookies that are stored on your device for a longer period of time or unlimited time. This storage helps us to design our websites and offers for you and facilitates the use by storing certain entries that you have made so that you do not have to repeat them constantly.

We also apply web beacons (counting pixels) in browsers. Web beacons are third party cookies and are placed on a website or in an email (newsletter) so that the visitor's online behaviour on the website or clicking on the newsletter can be analysed.

### **3.2. Which cookies does Kaiser Bummelzug use?**

Most cookies we use are automatically deleted from your hard drive when you close the browser (end of session; therefore they're also called session cookies).

Furthermore we also use cookies that stay on your hard drive. At another visit it is automatically recognised that you have already visited our website and which entries and settings you prefer. These temporary or permanent cookies (operating life 1 month to 10 years) are stored on your hard drive and delete themselves after the specified time. These cookies especially serve to make our offer more user-friendly, more effective and safer. Thanks to this data it is possible e.g. that information is shown which is specially matched to your interests. The sole purpose of these cookies is to adapt our offers to the customers' wishes as best as possible and enable you to surf on our website as comfortably as possible.

### **3.3. Which data is stored in the cookies?**

The cookies used by Kaiser Bummelzug only store pseudonymised data. When the cookie is activated, it receives an identification code and your personal data is not associated with this identification code. Your name, IP address or similar data that would enable direct association of the cookie with you is not incorporated into the cookie.

#### **Google Analytics**

\_ga (operating life 2 years)

\_gid (operating life 24 hours)

#### **Google Remarketing**

IDE – Doubleclick (operating life 1 year)

DSID – Doubleclick (operating life 1 week)

#### **Cookies Accepted**

cookiesAccepted (operating life 1 year)

### **3.4. Re-Targeting**

In some circumstances our websites may use so-called re-targeting technologies. By using these technologies we can make the internet offers more interesting for you.

This technology enables us to address internet users who are already interested in

our shop or internet presence and our products with advertisement on our partners' websites. The display of these advertising materials on our partners' pages is based on a cookie technology and an analysis of the previous user behaviour. This form of advertising is entirely pseudonymous. By using cookies, your usage data will be collected, stored and used. Furthermore, your data in cookies will be stored beyond the end of the browser session and may be made available again during your next visit of the websites.

### **3.5. How can you prevent the storage of cookies?**

In your browser you can set up that storing cookies is only accepted if you agree and thereby prevent future storage of cookies. If you want to accept only Kaiser Bummelzug's cookies, but not those of our service providers and partners, you can choose "block third party cookies" in your browser's setup. The help function on the menu bar of your web browser shows you how to reject new cookies and deactivate those already stored. If you block cookies, it is possible that you may not (or no longer) be able to register, log in or use the service of our website to its full extent.

You can manage many online advertising cookies of companies on the American page <http://www.aboutads.info/choices/> or the EU page <http://www.youronlinechoices.com/uk/your-ad-choices/>.

**I agree that Kaiser Bummelzug uses the data disclosed by me as well as pseudonymised usage data to present personalised advertisement and/or special offers and services.**

## **4. Web-Analyse**

### **4.1. Google Analytics**

This website uses Google (Universal) Analytics of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043, USA.

Google (Universal) Analytics uses methods that enable an analysis of your use of the website, such as cookies, which are text files stored on your computer. The information generated by the cookies about your use of the website is usually transmitted to and stored by Google on servers in the USA. When the IP anonymisation is activated on this website, the IP address will be truncated prior to transmission within Member States of the European Union or other parties to the Agreement on the European Economic Area. The full IP address is sent to and truncated by Google servers in the USA in exceptional cases only. Your anonymised IP address transmitted by your browser through Google Analytics will not be associated with any other data held by Google. You may refuse the collection of data generated by cookies and based on the use of the website (incl. IP address) for Google as well as the processing of this data by Google by downloading and installing the browser plug-in available on <http://tools.google.com/dlpage/gaoptout?hl=en> . Alternatively you can click on this link to prevent future collection of data by Google Analytics on this website. This stores an opt-out cookie on your terminal device. If you delete your cookies, you have

to click on the link again.

You can find more information on the site policy and data protection on <https://www.google.com/intl/en/policies/>

**By using this website you agree to the processing of the data collected on you by web analysis services in the manner explained above and for the previously mentioned purpose.**

## **5. Access to your personal information and its accuracy**

According to the data protection law you have the right to free information on your stored data as well as the right to correction, disabling or erasure of data, among others.

We take the protection of your data very seriously. To make sure that personal data is not transmitted to third parties, please send your request by email or mail to us as described in section 9, including your clear identification.

## **6. Data security**

We use a number of data security measures to ensure the confidentiality and integrity of your personal information.

## **7. Changes in this privacy policy**

If we change this privacy policy, we will publish the amended version with an updated version date here.

## **8. Transmission of personal information to third countries**

Your personal data may be transmitted to other countries mentioned in section 4 for processing.

**By using our services, you expressly agree to the transmission of your data into countries outside of your country of residence, which may have different data protection regulations than your country.**

## 9. Contact

If you have any comments or questions regarding this privacy policy or our processing of your data, please contact:

Kaiser Bummelzug  
Alexandra Schreder e.U.  
Speckbacherstr. 41  
6380 St. Johann in Tirol  
Tel: +43 664 4028874  
E-Mail: [info@kaiser-bummelzug.at](mailto:info@kaiser-bummelzug.at)

This privacy policy was last updated on 21.01.2021. The day of coming into effect of this policy for a certain website depends on the day on which this website first receives a link to this updated policy.