

# **PRIVACY POLICY** **MESSE CONGRESS GRAZ BETRIEBSGESELLSCHAFT M.B.H.**

## **FOR WEB SERVICES**

This privacy policy covers all the controller's Internet services and may change over time. New versions with validity dates are published for this purpose. Previous versions will be replaced by the current version.

**VERSION 2 DATED 11 JUNE 2018**

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## 1. WHO CONTROLS THE PROCESSING OF YOUR DATA AND WHOM CAN YOU CONTACT?

Protecting the personal data of our interested parties, customers and business partners is of utmost importance to us, Messe Congress Graz Betriebsgesellschaft m.b.H. This privacy policy informs you about the nature, scope and purposes of the collection and processing of your personal data. The controller responsible for processing within the meaning of the General Data Protection Regulation ("GDPR") and other national data protection laws of the Member States as well as other legal data protection provisions is:

Messe Congress Graz Betriebsgesellschaft m.b.H.  
Messeplatz 1  
8010 Graz  
Telephone: +43 (0)316/8088-0  
Fax: +43 316 8088-250  
E-mail: office@mcg.at

If you have any questions regarding data processing, please do not hesitate to contact us.

## 2. WHAT ARE PERSONAL DATA?

Personal data is information relating to an identified or identifiable person (such as name, address, billing information, IP address, etc.).

## 3. WHICH DATA ARE PROCESSED AND WHERE DO THESE DATA ORIGINATE FROM?

### 3.1. TECHNICAL DATA

Our website collects a number of general data and information every time it is accessed. Such general data and information are stored in the log files of the server.

The collected data may include

- (1) the browser types and versions used,
- (2) the operating system used by the system accessing the website,
- (3) the website from which a system has accessed our website (so-called referrer),
- (4) the sub-pages accessed on our website by the system;
- (5) the date and time the website is accessed,
- (6) the Internet Protocol address (IP address),
- (7) the Internet service provider of the system accessing the website; and
- (8) other similar data and information which may be used to avert or defend against danger in the case of attacks on our information technology systems.

When using this technical data and information, the controller will by no means determine your identity, i.e. the identity of the data subject. Instead, this information is required

- (1) to correctly display the contents of the website,
- (2) to optimise the contents of and any advertising relating to the website,

- (3) to guarantee the continued functionality of our IT systems and website technology
- (4) to provide law enforcement authorities with the information necessary for prosecution in case of a cyber attack, and
- (5) to improve the operation of our website. In particular, to detect and eliminate errors on the website and determine how much and often our website is used.

### **3.2. PERSONAL DATA**

Personal data (such as name, address, e-mail address etc.) which you voluntarily provide us with, e.g. by subscribing to a newsletter or making a contact enquiry, will be used by us for the purpose of providing the associated services (such as sending newsletters, answering enquiries) and stored for the duration of the usage or contractual relationship, with the exception if a longer storage period is required for the purpose of contract fulfilment, for prevailing legitimate interest, due to statutory retention obligations or for the assertion or defence of legal claims. You can revoke your consent at any time without giving reasons; for this purpose, please contact us at: [office@mcg.at](mailto:office@mcg.at) or click the links provided specifically for unsubscribing (e.g. in newsletters)

### **3.3. CONTACTING OPTION VIA THE WEBSITE**

Our website contains details allowing to quickly establish electronic contact to our company as well as to directly communicate with us, which also comprises a general address of the so-called electronic mail (e-mail address). If you contact us via e-mail or using a contact form, the personal data provided by you will be retained automatically. Such personal data provided by you on a voluntary basis will be stored for processing or contacting purposes. Unless explicitly stated, such personal data will not be forwarded to any third parties. The data will be erased after completion of the contact, except if a longer storage period is required for the purpose of contract fulfilment, for prevailing legitimate interest, due to statutory retention obligations or for the assertion or defence of legal claims.

### **3.4. COOKIES**

Our websites use cookies. Cookies are text files which are placed and stored in a computer system via a web browser. Many websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It comprises a string of characters which can be used to attribute websites and servers to the specific web browser in which the cookie has been stored. This enables the websites and servers visited to distinguish the specific web browser of the data subject from any other web browsers which contain different cookies. A specific web browser can be recognised and identified via the unique cookie ID.

The use of cookies allows us to provide users of the website with more user-friendly services, which would not be possible without the setting of cookies.

By means of a cookie, the information and services on our website can be optimised to suit the user. Cookies allow us to recognise the users of our website on a pseudonymised basis. The purpose of this recognition is to facilitate the use of our website for its users. For example, the user of a website which uses

cookies is not required to enter their login details again each time they visit the website, as this is dealt with by the website and by the cookie placed on the user's computer system.

The data subject can prevent the placing of cookies by our website at any time by setting the web browser used accordingly and thus, permanently object to the placing of cookies. Furthermore, cookies which have already been placed can be erased at any time via a web browser or other software programmes. This is possible with all standard web browsers. If you as data subject disable the placing of cookies in the web browser used, you might not be able to use all the features of our website to their full extent.

### **3.5. NEWSLETTER**

#### **GENERAL INFORMATION ABOUT NEWSLETTERS**

Our website allows users to subscribe to our newsletter. The input mask used for this tells you which personal data is transferred when you order our newsletter.

We inform subscribers about our offers and activities at regular intervals by means of a newsletter. Our newsletter can only be received by you if

- (1) you have a valid e-mail address and
- (2) you have subscribed to the newsletter or
- (3) we have a legitimate interest in the existing business relationship.

Messe Congress Graz will store the information you provide in the newsletter form and use it to keep in touch with you, to send you updates and marketing information and to analyse the popularity of the newsletter. We use the MailChimp tool for marketing automation. This is a service provided by The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318, USA. The use is based on your consent in the sense of point (a) Art. 6(1) GDPR. The adequate protection of your data is guaranteed by certification within the framework of the EU-U.S. Privacy Shield Framework. By subscribing to the newsletter, you agree that the information provided by you will be transferred to MailChimp and processed exclusively on our behalf. Under no circumstances will Messe Congress Graz forward your data to other third parties.

A confirmation e-mail might be sent to the e-mail address you entered when first subscribing to the newsletter as part of the double-opt-in procedure. This confirmation e-mail serves to verify whether the holder of the e-mail address as data subject has authorised receipt of the newsletter.

When you subscribe to the newsletter, we additionally store the IP address attributed by the Internet service provider (ISP) of the computer system used by you at the point in time of subscription as well as the date and time of subscription. The collection of this data is required in order to retrace the (potential) misuse of the data subject's e-mail address at a later point in time and is therefore needed for our legal protection.

The personal data collected in connection with subscription to the newsletter is used exclusively for the delivery of our newsletter. Furthermore, newsletter subscribers could be informed via e-mail, if this is necessary to operate the newsletter service or if a related registration is required, as might be the case in

the event of modifications to the newsletter offering or changes to the technical conditions. No personal data collected in connection with the newsletter service will be forwarded to other third parties. You can cancel your subscription to our newspaper at any time. The consent you gave to us for the retention of personal data for the delivery of the newsletter can be withdrawn at any time. Each newsletter contains a corresponding link for the purpose of withdrawal of consent. You can also unsubscribe from our newsletter at any time by sending an e-mail to [office@mcg.at](mailto:office@mcg.at) or by sending a letter to our head office.

### **NEWSLETTER TRACKING**

Our newsletters contain so-called tracking pixels. A tracking pixel is a miniature image which is embedded in e-mails sent in HTML format to make it possible to record a log file and to carry out a log file analysis. This allows us to statistically analyse the success or failure of online marketing campaigns. The embedded tracking pixels help us recognise if and when an e-mail was opened by you and which links contained in the e-mail were accessed by you.

Such personal data collected using the tracking pixels contained in the newsletters are retained and evaluated by us to optimise the delivery of the newsletter and to adapt the content of future newsletters even better to the interests of the data subject. The use is based on our legitimate interest in the sense of point (f) Art. 6(1) GDPR. Such personal data will not be forwarded to third parties. You are entitled to withdraw your declaration of consent to receive the newsletter at any time.

### **3.6. USE OF GOOGLE ANALYTICS**

Our website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). The adequate protection of your data is guaranteed by certification of Google within the framework of the EU-U.S. Privacy Shield Framework. The use is based on our legitimate interest in the sense of point (f) Art. 6(1) GDPR. The adequate protection of your data is guaranteed by certification of the service provider within the framework of the EU-U.S. Privacy Shield Framework.

(List available at <https://www.privacyshield.gov/list> )

The purpose of using Google Analytics is to obtain user statistics in order to adapt and optimise our website. Google Analytics uses so-called 'cookies' (also see section 3.4 of this policy); these are small text files that are saved on your computer and allow an analysis of your use of our website.

The information regarding your use of the website generated by the cookie includes

- the type/version of the browser,
- the operating system in use,
- the referrer URL (the page visited beforehand),
- the hostname of the accessing computer (IP address) as well as
- the time of server request, and

will usually be transferred to a Google server in the USA and stored there. Additionally, we have extended Google Analytics with the code "anonymizeIP" on this website. This guarantees that your IP address will be

masked, so that all data will be collected anonymously. Only in exceptional cases will the full IP address be transferred to a Google server in the US and shortened there.

On our behalf, Google will use this information to analyse your use of the website, to compile reports about the website activities and to provide further services towards the website operator which are connected to the use of both this website and the internet. By changing your browser settings accordingly, you can prevent cookies from being stored; please note, however, that you may not have full access to all the functions of the website in this case.

You can also prevent the data generated by the cookie and relating to the use of the website on your part (including your IP address) from being gathered and processed by Google by downloading and installing the browser plug-in which is available at the link below: <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Further information on data protection in the context of Google Analytics is available in the Google Analytics Help feature (<https://support.google.com/analytics/answer/6004245?hl=en>).

### **3.7. USE OF SOCIAL MEDIA**

Our website offers you the possibility to use our Social Media Newsroom.

You can share links to our content on social media platforms by using so-called "Social Bookmarks".

We also use so-called social media plug-ins from various service providers in the USA.

If the plug-in is stored on one of our website pages that you have visited, your Internet browser downloads an icon of the plug-in from the respective service provider's servers in the USA. Your IP address and the date and time of your visit to our website are collected and processed by the service provider.

If you are logged in to the service provider while visiting one of our pages that is equipped with the plug-in, the data relating to your specific visit will be recognised. The provider may assign the information collected in this way to your personal user account there and may publish it via the service provider's platform. If you wish to prevent this, you must either log out of the service provider's platform before visiting our website or make the appropriate settings in your respective user account.

Furthermore, no personal data is automatically transferred to these providers.

Personal data will only be transferred if you click on one of the social media icons: When you access the respective social media provider's website, data is automatically transferred to the respective service provider and stored there (including US providers in the USA).

The use is based on our legitimate interest in the sense of point (f) Art. 6(1) GDPR. The adequate protection of your data is guaranteed by certification of the service provider within the framework of the EU-U.S. Privacy Shield Framework.

(List available at <https://www.privacyshield.gov/list> )

For further information, please refer to the provider's privacy policies listed below. There, you will also find further information about your rights regarding this topic and your privacy settings options:

|                     |   |
|---------------------|---|
| Google and YouTube: | <a href="https://www.google.com/intl/en/policies/privacy/">https://www.google.com/intl/en/policies/privacy/</a>   |
| Facebook:           | <a href="https://www.facebook.com/privacy/explanation">https://www.facebook.com/privacy/explanation</a>   |
| Instagram:          | <a href="https://www.facebook.com/help/instagram/155833707900388/">https://www.facebook.com/help/instagram/155833707900388/</a>                               |
| Flickr:             | <a href="https://policies.oath.com/ie/en/oath/privacy/products/flickr/index.html">https://policies.oath.com/ie/en/oath/privacy/products/flickr/index.html</a> |
| Twitter:            | <a href="https://twitter.com/privacy">https://twitter.com/privacy</a>   |

### 3.8. USE OF YOUTUBE

We have integrated components from YouTube on our website. YouTube is an online video portal where video publishers can publish videos free of charge, and where other users can watch, rate, and comment on these, also free of charge. YouTube allows the publication of all kinds of videos, which is why both complete films and television shows, but also music videos, trailers or videos created by the users themselves can be accessed via the online portal.

The operator of YouTube is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Through each visit to one of the individual pages of this website which is operated by us and into which a YouTube component (YouTube video) has been integrated, the web browser on the information technology system of the data subject will be automatically prompted to download a display of the corresponding YouTube component from YouTube by the YouTube component. Further information on YouTube can be accessed at <https://www.youtube.com/yt/about/>. As part of this technical procedure, YouTube and Google are made aware of the specific sub-page of our website you visited.

If you are logged into YouTube at that time, YouTube will, if a sub-page containing a YouTube video is accessed, recognise which specific sub-page of our website you are visiting. This information will be collected by YouTube and Google and matched with your corresponding YouTube account.

Through the YouTube component, YouTube and Google will always receive notification of any visit you made to our website if you are simultaneously logged into YouTube when you access our website; this will occur regardless of whether you click on the YouTube video or not. If you do not want such a transfer of information to YouTube and Google to take place, you can prevent this transfer by logging out of your YouTube account before accessing our website.

The use is based on our legitimate interest in the sense of point (f) Art. 6(1) GDPR. The adequate protection of your data is guaranteed by certification of the service provider within the framework of the EU-U.S. Privacy Shield Framework.

(List available at <https://www.privacyshield.gov/list> )

The YouTube privacy policy, which can be accessed at [www.google.com/intl/en/policies/privacy/](http://www.google.com/intl/en/policies/privacy/), provides information on the collection, processing, and use of personal data by YouTube and Google.

### 3.9. USE OF THE MCG BLOG

You can make public comments on our blog (WordPress), where we publish various articles on relevant topics. Comments are only possible for registered users. In order to be able to log in, we collect and store a user name and an e-mail address as part of the user registration process. You can manage other data yourself after registration in your profile area. You can voluntarily provide your first and last name, a profile

picture, free text information and a link to your Facebook account (for registration via Facebook). These data do not have to be disclosed. If you specify these, we will store the data for the purpose of the blog until withdrawal or until you remove the data from the profile yourself.

If you submit a comment, it will be published under the corresponding blog post and the user name (pseudonym if applicable) provided by you (and optional data provided by yourself) will be displayed. If you post a comment, we store your e-mail and IP address internally. This is because we may be liable for the publication of unlawful content. Comments are not reviewed before publication. We will erase comments if they contain (possibly) illegal content.

The use is based on your consent in the sense of point (a) Art. 6(1) GDPR. The adequate protection of your data is guaranteed by certification of the service provider within the framework of the EU-U.S. Privacy Shield Framework.

(List available at <https://www.privacyshield.gov/list> )

### **3.10. MATOMO (FORMERLY PIWIK)**

We use Matomo (formerly: "PIWIK") on our website. This is an open source tool to analyse how our pages are being used.

mcg processes the following data:

- your IP address,
- the mcg pages you visited
- the frequency of your visits
- the time you spend on our pages
- websites from which you were linked to our pages (referrer URL).

The use is based on our legitimate interest in the sense of point (f) Art. 6(1) GDPR.

To collect this data, we store a cookie on your end device via your Internet browser. This cookie is valid for one week.

We use Matomo with an anonymisation function. This means that we can no longer assign it to you or to the Internet connection used.

If you do not want this, you have the option of preventing the storage of cookies by setting your web browser accordingly. For further information, please see the "Cookies" section.

### **3.11. INTEGRATION OF OTHER THIRD-PARTY TECHNOLOGIES**

Third party services and libraries are integrated on our website, in particular from Google (e.g. web fonts, maps), in order to optimise loading speeds and page display. This involves accessing these providers' resources from external servers (and therefore also transferring data such as the IP address), which may be located outside the European Union.

Google Fonts, Google reCAPTCHA and Google Maps are services provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA.

Google Fonts is used for the uniform display of external fonts on our pages.

For this purpose, a connection to the Google server in the USA is established when our Internet pages are being accessed. Google determines from which website your enquiry was sent and to which IP address the web font is to be transferred.

Google Maps is used to display our location and to provide directions.

If Google Maps is accessed, Google stores a cookie on your computer via your Internet browser. Your user settings and data are processed to display our location and provide directions. We cannot rule out that Google uses servers in the USA for such purpose. Google determines from which website your enquiry was sent and to which IP address the directions are to be transferred. If you do not agree to such data processing, you have the option to prevent installation of the cookies by setting your web browser accordingly. For more information on this, please refer to the "Cookies" section above.

We use Google reCAPTCHA for security reasons (avoidance of unwanted, automated access to our site). Google determines from which website the data is being entered or an enquiry is being sent. In addition to your IP address, Google may also collect other data necessary for the service.

The use is based on our legitimate interest in the sense of point (f) Art. 6(1) GDPR.

The adequate protection of your data is guaranteed by certification of the service provider within the framework of the EU-U.S. Privacy Shield Framework.

(List available at <https://www.privacyshield.gov/list> )

We have integrated a Wetter.at service into our website to provide you with current weather information at Messe Graz as well as a weather cam recording of Messe Graz.

Technical information such as the IP address is transferred to the wetter.at site.

The widget also uses cookies (see section 3.4).

The use is based on our legitimate interest in the sense of point (f) Art. 6(1) GDPR.

#### **4. FOR WHAT PURPOSES AND BASED ON WHAT LEGAL BASIS ARE THE DATA PROCESSED?**

We process your personal data in line with the provisions of the European General Data Protection Regulation (GDPR) and the national data protection laws either

- to carry out pre-contractual measures or to fulfil our contractual obligations (point (b) Art. 6(1) GDPR), within the framework of the business relationship to process jobs, orders, supply contracts, etc.;
- to fulfil legal obligations (point (c) Art. 6(1) GDPR) within the framework of tax, company law or other relevant laws and regulations;

- to protect our legitimate interests or the legitimate interests of a third party (point (f) Art. 6(1) GDPR);  
To support and promote the business relationship and to inform you in the best way possible, we process and transfer product information, advertising messages and marketing material as well as information to initiate subsequent business transactions in the sense of a prevailing legitimate interest to you until revoked. If you do not wish to receive this, please let us know by sending an e-mail to [office@mcg.at](mailto:office@mcg.at) or [office@ambgraz.at](mailto:office@ambgraz.at) or by post.
- or within the framework of your voluntary consent (point (a) Art. 6(1) GDPR).

The processing of your data serves to establish and conduct our business relationship as well as to process an enquiry and your information about our products or services and our affiliated companies. In addition, the processing of data serves the provision of a functional and optimised website, as well as the marketing and presentation of our company.

If consent is required for processing, it will be obtained. Consent can be given by you completely voluntarily. If you have granted us consent to process your personal data for a specific purpose, your data will only be processed on the basis of this consent in accordance with the purpose stipulated in the declaration of consent and to the extent agreed upon therein. Any consent given can be withdrawn at any time with effect for the future by post or by e-mail to [office@mcg.at](mailto:office@mcg.at). This does not affect the lawfulness of data processing carried out up to this time.

Moreover, we would like to inform you that we do not use automated decision-making pursuant to Art. 22 GDPR to reach a decision on the establishment and performance of a business relationship.

#### **5. ARE YOU OBLIGATED TO PROVIDE DATA?**

Within the framework of the business relationship, the provision of personal data is necessary for the proper execution of the contract and business management. If you do not provide us with this information, we will either not enter into any contract with you or we will terminate any contract with you.

Data from your browser is also automatically made available to us during your visit. If you do not wish for this to happen, you can set your browser accordingly.

You are, however, not obligated to provide your approval for the processing of data that is not relevant or is not required to be processed for legal or regulatory reasons.

#### **6. WILL YOUR DATA BE TRANSFERRED?**

We will only forward your data if this is necessary to achieve the intended purpose.

The positions or employees within our company who need your data to fulfil the contractual and/or legal obligations or for processing within the scope of your consent will receive it. In addition, we transfer your data within our group of companies as far as this is necessary for the fulfilment of contractual and/or legal obligations or for processing within the scope of your consent.

It may be necessary for your personal data to be disclosed to recipients in order to achieve the stated purposes. Such disclosure may take the form of transfer, dissemination or any other form of provision. You can view the detailed list of our recipients at any time on our website under "Data protection" ([www.mcg.at/datenschutz](http://www.mcg.at/datenschutz)). We will also be happy to provide you with the list of recipients in paper form free of charge.

It is possible that some of the named recipients are located outside your country or process your personal data there. The level of data protection in other countries may not be the same as in your country. However, we only transfer your personal data to countries for which the EU Commission has decided that they have an adequate level of data protection or we take measures to ensure that all recipients have an adequate level of data protection. We regularly check that guarantees for your data security are in place.

All employees, processors and distribution partners are contractually obliged to treat your data in a confidential manner and to only process them as part of their provision of services.

#### **7. HOW LONG WILL YOUR DATA BE RETAINED?**

We will only retain your data for as long as is necessary for the purposes we collected your data for. We store your personal data in any case as long as there are statutory retention obligations (e.g. Austrian Commercial Code – *UGB*, Austrian Federal Fiscal Code – *BAO*, etc.) or limitation periods for potential legal claims (in certain cases up to 30 years) have not yet expired.

#### **8. WHAT DATA PROTECTION RIGHTS DO YOU HAVE AND HOW CAN YOU ASSERT THESE RIGHTS?**

Under applicable law, you are entitled, among other things,

- to check whether and which personal data we process about you and to receive copies of these data,
- to rectification, completion of personal data that are inaccurate or have been processed in an unlawful manner,
- to request the erasure of data,
- to require us to restrict the processing of personal data,
- to object to the processing of personal data,
- to require data portability, and
- to know the identity of third parties to whom the personal data are transferred.
- You can claim or assert your rights against us, Messe Congress Graz Betriebsgesellschaft m.b.H.

If we process your data on the basis of your consent, you have the right to withdraw this consent at any time by e-mail to [office@mcg.at](mailto:office@mcg.at) or by post to **Messe Congress Graz Betriebsgesellschaft m.b.H.** This does not affect the lawfulness of data processing carried out up to this time.

You also have the right to lodge a complaint with the Austrian data protection authority, or another data protection supervisory authority in the EU, particularly at your place of residence or place of work.