



PRIVACY POLICY FOR THIS WEBSITE

General information on data processing

1. SCOPE OF PROCESSING OF PERSONAL DATA

In principle, we only process your personal data insofar as this is necessary to provide the services and content you have requested and to maintain a functioning website.

2. LEGAL BASIS FOR THE PROCESSING OF PERSONAL DATA

Insofar as we obtain your consent for the processing of personal data, Article 6 (1) (a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis for this. If personal data is processed on the basis of your consent, you have the right to revoke your consent at any time for us to do so with effect for the future.

If the processing of your personal data is necessary to fulfil an agreement to which you are a party, Article 6 (1) (b) of the GDPR serves as the legal basis for this. This also applies to processing operations that are necessary to carry out pre-agreement measures.

Insofar as the processing of personal data is necessary to fulfil a legal obligation to which the Austrian Red Cross is subject, Article 6 (1) (c) of the GDPR serves as the legal basis for this.

In the event that crucial interests relating to you or another natural person require the processing of personal data, Article 6 (1) (d) of the GDPR serves as the legal basis for this.

If processing is necessary to safeguard a legitimate interest of our company or of a third party and if the interests, fundamental rights and freedoms of the person concerned do not outweigh the first-mentioned interest, Article 6 (1) (f) of the GDPR serves as the legal basis for processing. If we process data on the basis of a balancing of interests, you as the person concerned have the right to object to the processing of personal data, taking into account the requirements of Art. 21 of the GDPR.

3. DATA DELETION AND STORAGE PERIOD

Your personal data will be deleted or disabled as soon as the purpose of storage no longer applies. Storage can also take place beyond this period if this has been provided for by the European or national legislator in

Union regulations, laws or other regulations to which we are subject. The data will also be disabled or deleted if a storage period prescribed by the standards mentioned expires, unless there is a need for further storage of the data for the conclusion or fulfilment of an agreement.

4. YOUR RIGHTS

You have the right of access to your personal data (Art. 15 of the GDPR), the right to rectification (Art. 16 of the GDPR), the right to erasure (Art. 17 of the GDPR), the right to restriction of processing (Art. 18 of the GDPR), the right to object to processing (Art. 21 of the GDPR) and the right to data portability (Art. 20 of the GDPR), insofar as these rights exist in each individual case in accordance with the provisions mentioned. You can assert these rights with us at any time or you have the right to lodge a complaint with the supervisory authority responsible (see info box on the right).

DATA PROCESSING UNDERTAKEN BY ALL JOINT CONTROLLERS

As part of the joint responsibilities under Article 26 of the GDPR, all those controllers listed below have stipulated that all the obligations relating to the joint processing of personal data indicated are fulfilled by the Austrian Red Cross, in particular with regard to safeguarding the rights of data subjects, and that the Austrian Red Cross fulfils all information obligations in accordance with Article 12 ff of the GDPR in this privacy policy.

JOINT RESPONSIBILITIES:

Austrian Red Cross, ARC Burgenland, ARC Carinthia, ARC Lower Austria, ARC Upper Austria, ARC Salzburg, ARC Styria, ARC Tyrol, ARC Vorarlberg, ARC Vienna, Aus Liebe zum Menschen Foundation.

The Austrian Red Cross will answer inquiries from data subjects on controllers. Data subjects can contact the Data Protection Officers listed opposite, who will deal with everything else.

I. Provision of the website and creation of log files

1. DESCRIPTION AND SCOPE OF DATA PROCESSING

Our system automatically collects data and information from the requesting device every time our website is accessed.

The following data is collected:

- Information about the browser type and the version used
- The operating system of the requesting device
- The IP address of the requesting device, date and time of access
- Websites from which the user's system accesses our website

- Address of the page / file accessed
- Amount of data transferred
- Websites that are accessed by the user's system via our website

The data is also stored in the log files of our system. This data is not stored together with other personal data of the user.

2. LEGAL BASIS FOR DATA PROCESSING

The legal basis for the temporary storage of the data and log files is Art. 6 (1) (f) of the GDPR.

3. PURPOSE OF THE DATA PROCESSING

The temporary storage of the IP address by the system is necessary to enable the website to be sent to the user's computer. To do this, the user's IP address must be stored for the duration of the session.

Storage in log files takes place in order to ensure the functionality of the website. In addition, we use the data to optimise the website and to ensure the security of our information technology systems. No personal evaluation of the data for marketing purposes is undertaken in this connection.

These purposes also include our legitimate interest in data processing in accordance with Art. 6 (1) (f) of the GDPR.

4. STORAGE PERIOD

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. The stored log files are deleted after fourteen days at the latest. In justified individual cases, extracts from log files can be stored for longer, insofar as and as long as this is necessary to ward off attacks or to enforce legal claims.

5. OPTION OF OBJECTION AND ERASURE

The collection of the data for the provision of the website and the storage of the data in log files is essential for the operation of the website. Consequently, the user does not have the option to object to it.

II. Use of cookies

1. DESCRIPTION AND SCOPE OF DATA PROCESSING

Our website uses cookies. Cookies are text files that are stored in the internet browser or by the internet browser on the user's computer system. When a user visits a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic character

string that enables the browser to be uniquely identified when the website is visited again.

Depending on the application, we distinguish between

- **Necessary cookies:** These help make a website usable by enabling basic functions such as page navigation and access to secure areas of the website. The website cannot function properly without these cookies.
- **Preference cookies:** These enable a website to remember information that affects the way in which a website behaves or looks, such as your preferred language or the region in which you are located.
- **Statistics cookies:** These help website operators understand how visitors interact with websites by collecting and reporting information anonymously.
- **Marketing cookies:** These are used to monitor visitors to websites. The Red Cross uses this information to design the website as best as possible for users.

The statistics and marketing cookies are so-called third-party cookies that are placed by service providers on our behalf.

2. LEGAL BASIS FOR DATA PROCESSING

The legal basis for the storage of necessary cookies is Art. 6 (1) (f) of the GDPR in association with § 96 (3) of the 2003 Telecommunications Act.

The legal basis for the storage of all other cookies is Art. 6 (1) (a) of the GDPR if the user has given his consent via the consent tool.

3. PURPOSE OF DATA PROCESSING AND STORAGE PERIOD

The purpose and storage period for the individual cookies can be found in the consent tool list following this point.

In the case of necessary cookies, their purpose is also to serve our legitimate interest in data processing in accordance with Art. 6 (1) (f) of the GDPR, i.e. the data processing that is absolutely necessary in order to be able to provide the service requested by the user (§ 96 (3) of the 2003 Telecommunications Act).

4. OPTION OF OBJECTION AND ERASURE

The storage of necessary cookies is essential for the operation of the website.

Consequently, the user does not have the option to object to it.

Consent for all other cookies can be revoked at any time via the [settings of the](#) [consent tool](#).

III. Web analysis with Google Analytics

1. DESCRIPTION AND SCOPE OF DATA PROCESSING

This website uses Google Analytics, a web analysis service from Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and enable your use of the website to be analysed. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. Since IP anonymisation is activated on this website, your IP address will be abbreviated and thus anonymised by Google within member states of the European Union or in other signatory states of the Agreement on the European Economic Area prior to it being sent to the USA. The full IP address will only be sent to a Google server in the USA and abbreviated there in exceptional cases. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website activity and internet usage. The IP address sent by your browser as part of Google Analytics will not be merged with other data from Google.

2. LEGAL BASIS FOR DATA PROCESSING

The legal basis for the storage of cookies and the integration of the web analysis service, with the consent of the user via the consent tool, is Art. 6 (1) (a) of the GDPR.

3. PURPOSE OF DATA PROCESSING AND STORAGE PERIOD

The purpose and storage period for the individual cookies can be found in the consent tool list under Section II. "Use of Cookies".

4. OPTION OF OBJECTION AND ERASURE

You can prevent the storage of cookies and integration of the web analysis service by revoking your consent via a corresponding [setting in the consent tool](#).

You can also prevent Google from collecting the data generated by the cookie relating to your use of the website (including your IP address) and from processing this by downloading and installing the [browser plug-in available under this link](#).

You can prevent Google Analytics from collecting data by clicking on this [link](#). An opt-out cookie is installed that prevents the future collection of your data when you visit this website: [Disable the collection of data by Google Analytics for this website](#)

5. FURTHER INFORMATION FROM THE SERVICE PROVIDER

You can find more information on the terms of use and data protection at www.google.com/analytics/terms/de.html or at www.google.de/intl/de/policies/.

^ IV. Web analysis with Mouseflow

1. DESCRIPTION AND SCOPE OF DATA PROCESSING

This website uses Mouseflow, a web analysis tool from Mouseflow ApS, Flaesketorvet 68, 1711 Copenhagen, Denmark. The purpose of the data processing is to analyse this website and its visitors. For this purpose, data is collected and saved for marketing and optimisation purposes. Usage profiles can be created from this data under a pseudonym. Cookies may be used for this. With the web analysis tool Mouseflow, randomly selected individual visits (only with an anonymised IP address) are recorded. This creates a log of mouse movements and clicks with the intention of randomly playing back individual website visits and deriving potential improvements for the website from them. The data collected with Mouseflow will not be used to personally identify the visitor to this website unless the person concerned has granted separate consent and will not be merged with personal data regarding the bearer of the pseudonym.

2. LEGAL BASIS FOR DATA PROCESSING

The legal basis for the storage of cookies and the integration of the web analysis service, with the consent of the user via the consent tool, is Art. 6 (1) (a) of the GDPR.

3. PURPOSE OF DATA PROCESSING AND STORAGE PERIOD

The purpose and storage period for the individual cookies can be found in the consent tool list under Section II. "Use of Cookies".

4. OPTION OF OBJECTION AND ERASURE

You can prevent the storage of cookies and integration of the web analysis service by revoking your consent via a corresponding [setting in the consent tool](#).

You can also globally disable recording on all websites that use Mouseflow for the browser you are currently using under the following link: <https://mouseflow.de/opt-out/>

^ V. Conversion tracking with the Facebook pixel

1. DESCRIPTION AND SCOPE OF DATA PROCESSING

We use the “visitor action pixel” from Facebook on our website. This allows the behaviour of users to be tracked after they have clicked on an advertisement on Facebook. We use it to evaluate advertisements for statistical and market research purposes and to optimise future advertising measures.

This does not provide us with any personal data. At the same time, the data is also stored and processed by Facebook itself, so that Facebook can connect to the respective Facebook user profile.

2. LEGAL BASIS FOR DATA PROCESSING

The legal basis for the storage of cookies and the integration of the Facebook pixel, with the consent of the user via the consent tool, is Art. 6 (1) (a) of the GDPR.

The purpose and storage period for the individual cookies can be found in the consent tool list under Section II. "Use of Cookies".

4. OPTION OF OBJECTION AND ERASURE

You can prevent the storage of cookies and integration of the web analysis service by revoking your consent via a corresponding [setting in the consent tool](#).

You can also use restrict usage by Facebook in the current browser with the following tool: www.aboutads.info/choices/

5. FURTHER INFORMATION FROM THE SERVICE PROVIDER

Facebook can use this data for its own advertising purposes in accordance with the Facebook data use guidelines (<https://www.facebook.com/about/privacy/>).

The consent for this lies with Facebook and we have no influence over it.

VI. Joint newsletter

1. DESCRIPTION AND SCOPE OF DATA PROCESSING

You can subscribe to free newsletters on our website. When registering for a newsletter, the data from the input mask is forwarded to us.

In addition to the voluntary information provided in the respective form, we only process your e-mail address. However, this is absolutely necessary in order to be able to send you the newsletter.

We use the so-called double opt-in procedure for sending newsletters, i.e. we will only send a newsletter to the user if the latter has previously

confirmed his registration via a link included in the confirmation email sent for this purpose.

We want to ensure that only the user himself can register for a newsletter as the owner of the specified email address. The confirmation must be sent promptly after receipt of the confirmation email, otherwise the newsletter registration will be automatically deleted from our database (see below under VI./4.).

In connection with data processing for the dispatch of newsletters, no data passed on to third parties outside the Austrian Red Cross. The data will only be used to send the newsletter to which you have subscribed.

2. LEGAL BASIS FOR DATA PROCESSING

The legal basis for the processing of data is the user's voluntary consent expressed by submitting the form for newsletter registration in accordance with Article 6 (1) (a) GDPR.

3. PURPOSE OF THE DATA PROCESSING

The collection of the user's email address is used to deliver the newsletter. The collection of other personal data during the registration process serves to prevent misuse of the services or the email address used.

4. STORAGE PERIOD

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. The user's data is therefore stored for as long as the subscription to the newsletter is active.

If the user does not complete the registration for the newsletter because he does not click on the link in the confirmation email sent due to the double opt-in procedure, the data will be deleted after 14 days.

5. OPTION OF OBJECTION AND ERASURE

The subscription to a newsletter can be cancelled or consent can be withdrawn by the user at any time. There is a corresponding link in each newsletter for this purpose, which the user can use to unsubscribe from the newsletter.

DATA PROCESSING BY THE SOLE CONTROLLER LISTED TO THE RIGHT

VII. Contact form and email contact

1. DESCRIPTION AND SCOPE OF DATA PROCESSING

A contact form is available on our website that can be used to contact us electronically. If a user makes use of this option, the data entered in the input mask will be forwarded to us and saved. This data is:

- Name
- Email
- Address
- Telephone number
- IP address of the user
- Date and time of registration

For the processing of the data, your consent is obtained as part of the dispatch process and reference is made to this data protection declaration.

Alternatively, you can contact us using the email addresses provided. In this case, the user's personal data sent with the email will be saved. If emails are sent to service addresses of the Austrian Red Cross (office@roteskreuz.at, service@roteskreuz.at, info@roteskreuz.at, spende@roteskreuz.at), these emails will be forwarded directly to the organisational unit responsible for the email content in order to keep things as simple as possible for the user.

Data will not be passed on to third parties in this connection. The data will only be used to process the conversation.

2. LEGAL BASIS FOR DATA PROCESSING

If the user has given his / her consent, the legal basis for processing the data is Article 6 (1) (a) of the GDPR.

The legal basis for the processing of the data that is forwarded in the course of sending an email is Article 6 (1) (f) of the GDPR. If the aim of the e-mail contact is to conclude an agreement, the additional legal basis for processing is Art. 6 (1) (b) of the GDPR.

3. PURPOSE OF THE DATA PROCESSING

We process the personal data from the input mask only so that we can deal with the query about which we have been contacted. If you contact us by email, we also have a necessary and legitimate interest in processing the data.

The other personal data processed during the dispatch process is used to prevent misuse of the contact form and to ensure the security of our information technology systems.

4. STORAGE PERIOD

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. For the personal data from the input mask of the contact form and data that was sent by email, this is the case when the respective conversation with the user has ended. The conversation is completed when it can be inferred from the circumstances that the matter in question has been definitively clarified.

5. OPTION OF OBJECTION AND ERASURE

The user has the option at any time of revoking his consent for the processing of personal data. If the user contacts us by email, he can object at any time to the storage of his personal data. In such a case, the conversation cannot be continued.

In this case, all personal data stored in the course of contacting us will be deleted.

For more information regarding data protection in your Federal State and direct contact with the Data Protection Officer responsible, select your Federal State from here from the list below.

FEDERAL STATE

Data Protection Officer Data Protection

AUSTRIAN RED CROSS

Wiedner Hauptstrasse 32
1040 Vienna

☎ [**+43 1 58900 955**](tel:+43158900955)

✉ [**datenschutz@roteskreuz.at**](mailto:datenschutz@roteskreuz.at)

Austrian Data Protection Authority Supervisory Authority

Barichgasse 40–42
1030 Vienna

Open to the public as agreed with the clerk responsible

☎ [**+43 1 52 152-0**](tel:+431521520)

✉ [**dsb@dsb.gv.at**](mailto:dsb@dsb.gv.at)

Web <https://www.dsb.gv.at>