

# PRIVACY STATEMENT

## 1. NAME AND ADDRESS OF THE DATA CONTROLLER

The data controller within the meaning of the General Data Protection Regulation and other national data protection laws together with other data protection regulations is the:

LIKAR Rechtsanwälte GmbH  
Pestalozzistraße 1/II/13  
8010 Graz  
P.: +43 316 823 723  
E-Mail: dsb@likar-partner.at  
Website: www.likar-partner.at

## 2. GENERAL INFORMATION ON DATA PROCESSING

### 2.1 EXTENT OF THE PROCESSING OF PERSONAL DATA

In principle, we only collect and use our users' personal data to the extent required for the provision of a functional website and our content and services. The collection and use of our users' personal data only takes place regularly with the consent of the user. An exception applies in those cases in which it has previously not been possible to obtain consent for practical reasons and law permits the processing of the data.

### 2.2 LEGAL BASIS FOR THE PROCESSING OF PERSONAL DATA

Insofar as we obtain the consent of the person concerned for the processing of personal data, Art. 6 (1) (a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis for the processing of personal data.

In the processing of personal data necessary for the performance of a contract to which the person concerned is a party, Art. 6 (1) (b) of the GDPR serves as the legal basis. This also applies to processing operations required to carry out pre-contractual measures. Insofar as the processing of personal data is required to fulfill a legal obligation to which our company is subject, Art. 6 (1) (c) of the GDPR serves as the legal basis. In the event that vital interests of the person concerned or another natural person require the processing of personal data, Art. 6 (1) (d) of the GDPR serves as the legal basis. If the processing is necessary to safeguard the legitimate interests of our company or a third party, and if the interests, fundamental rights and freedoms of the person concerned do not prevail over the former interest, Art. 6 (1) (f) of the GDPR serves as the legal basis for processing.

### 2.3 DATA ERASURE AND STORAGE DURATION

The personal data of the person concerned will be deleted or blocked as soon as the purpose of its storage is no longer required. In addition, such storage may take place if provided for by the European or national legislator in EU regulations, laws or other regulations to which the controller is subject. Blocking or deletion of the data also takes place when a storage period prescribed by the standards mentioned expires, unless there is a need for further storage of the data for the conclusion or fulfillment of the contract.

## 3. PROVISION OF THE WEBSITE AND CREATION OF LOG FILES

### 3.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

Each time our website is accessed, our system automatically collects data and information from the computer system of the computer that is accessing it.

Here the following data is collected:

- (1) Information about the browser type and version used
- (2) The operating system of the user
- (3) Data of contact and service form (company, address, mail address, phone number, machine number, problem description)
- (4) The date and time of access
- (5) Data of our portal service (customer number, name, mail address, document number, change date, status, object number, document path)

The data are also stored in the log files of our system. This does not include the IP addresses of the user or other data that allow the assignment of the data to a user. Storage of this data, together with other personal data of the user, does not take place.

### 3.2 LEGAL BASIS FOR DATA PROCESSING

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

### 3.3 PURPOSE OF DATA PROCESSING

The data is used to optimize the website and to ensure the security of our information technology systems. This also includes our legitimate interest in the processing of data pursuant to Art. 6 (1) (f) of the GDPR.

### 3.4 DURATION OF STORAGE

The data will be deleted as soon as they are no longer necessary for the purpose for which it was collected. As far as the collection of data for the provision of the website is concerned this is the case when the session in question is ended.

### 3.5 POSSIBILITY OF OBJECTION AND REMOVAL

The collection of data for the provision of the website and the storage of the data in log files is essential for the operation of the website. There is therefore no possibility of objection on the part of the user.

## 4. USE OF COOKIES

### 4.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

Our website uses cookies. Cookies are text files that are stored in the Internet browser or from the Internet browser on the user's computer system. When a user visits a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string that allows the browser to be uniquely identified when the website is visited again. Cookies that are already on the computer can be deleted at any time. The procedure for doing so can be found in your browser manual (under „Help“ in the browser menu).

We use cookies to make our website more user-friendly. Some elements of our website require that the accessing browser is identified even after a page change.

The following data is stored in the cookies and transmitted:

- (1) Language settings

In the data collected this way, the user is pseudonymized by technical means. This means that it is not possible to assign the data to the accessing user. The data are not stored together with other personal user data. On visiting our website, users will be informed about the use of cookies by an info banner and referred to this privacy policy.

## 4.2 LEGAL BASIS FOR DATA PROCESSING

The legal basis for the processing of personal data using cookies is Article 6 (1) (f) of the GDPR.

## 4.3 PURPOSE OF DATA PROCESSING

The purpose of using cookies is to make websites easier to use. Some features of our website are not available unless cookies are used. These functions require that the browser is recognized even after a page change.

The user data collected by these cookies, that are technically required, will not be used to create user profiles.

For these purposes, our legitimate interest lies in the processing of personal data pursuant to Art. 6 (1) (f) of the GDPR.

## 4.4 DURATION OF STORAGE, OPTIONS FOR OBJECTION AND DELETION

Cookies are stored on the user's computer and transmitted to our site by it. Therefore, as a user, you have full control over the use of cookies. You can disable or restrict the transmission of cookies by changing the settings in your internet browser. Previously stored cookies can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may not be possible to use all the functions of the website to the full.

# 5. NEWSLETTER

## 5.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

It is possible to subscribe to a free newsletter on our website. When registering for the newsletter, the data from the input mask are transmitted to us.

- (1) First name
- (2) Surname
- (3) Company
- (4) E-mail

In addition, on registration the following data is collected:

- (5) Date and time of registration
- (6) IP Address

Your consent for processing the data is obtained during the registration process and reference is made to this privacy policy.

The passing on of your data to our newsletter provider, "Mailchimp", operated by the Rocket Science Group, LLC, established in Atlanta, USA, takes place as part of the data processing for the dispatch of newsletters. We have concluded a contract for processing contracts within the meaning of Art. 28 of the GDPR. Your data will only be used to send information such as newsletters, product information, etc.

## 5.2 LEGAL BASIS FOR DATA PROCESSING

The legal basis for the processing of the data after the user has registered for the newsletter is the consent of the user in accordance with Art. 6 para. 1 lit. a GDPR.

## 5.3 PURPOSE OF DATA PROCESSING

The collection of the user's e-mail address is required to deliver the newsletter.

The collection of other personal data as part of the registration process serves to prevent misuse of the services or the email address used and to generate a personalized salutation.

#### 5.4 DURATION OF STORAGE

The data will be deleted as soon as they are no longer necessary for the purpose for which it was collected. The e-mail address of the user will be stored as long as the subscription is active.

#### 5.5 POSSIBILITY OF OBJECTION AND REMOVAL

The subscription to the newsletter can be canceled at any time by the user concerned. There is a link for this in each newsletter.

## 6. USE OF GOOGLE ANALYTICS AND GOOGLE ADWORDS

### 6.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

To improve efficiency of our website, we use the services of Google Analytics, a web analysis service provided by Google Inc. („Google“). Google Analytics uses so-called „cookies“, text files that are stored on your computer that allow your use of the website to be analyzed. The information generated by the cookie about your use of this website (including your IP address) will be transmitted to and stored by Google on a server in the United States. In order to protect the interests of users with regard to the protection of their personal data, this is carried out by an anonymization of the data. Your IP address is thus already unrecognizable to Google.

You can prevent the storage of cookies by changing the settings of your browser software; however, we would like to point out that in this case you may not be able to use all the functions of this website in full. In addition, you can prevent Google collecting the data generated by the cookie and related to your use of the website (including your IP address), and the subsequent processing of this data by Google, by downloading and installing the browser plug-in available at the following link [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).

This website also uses cookies for the purpose of attracting visitors to the Google Display Network through remarketing campaigns at a later date, using online advertising. To run remarketing ads, third parties such as Google use cookies that are based on a visit to our website. As a user, you have the option of disabling the use of cookies by Google, by calling up the following page for deactivating Google at [www.google.com/ads/preferences](https://www.google.com/ads/preferences).

The following data are collected as part of the registration process:

- (1) The encrypted IP address of the user
- (2) The date and time of access
- (3) Frequency of page views
- (4) Use of website features
- (5) The operating system of the user
- (6) The user's internet service provider
- (7) Websites from which the user system came to our website
- (8) Websites that are accessed by the user's system through our website
- (9) Operating systems used by terminals
- (10) Age, gender, languages, interests, country of origin

### 6.2 LEGAL BASIS FOR DATA PROCESSING

The legal basis for the processing of the data is our legitimate interest in increasing efficiency as well as in financing the website as defined in Art. 6 (1) (f) of the GDPR.

### 6.3 PURPOSE OF DATA PROCESSING

Passing on the anonymized IP address to Google is used to increase the efficiency of our website and for related anonymous evaluations of user behavior, as well as for financing this website.

### 6.4 DURATION OF STORAGE

The data will be deleted as soon as it is no longer needed for the purpose of its collection but at the latest after a period of 26 months.

## 7. USE OF GOOGLE-TAG-MANAGER AND GOOGLE OPTIMIZE

### 7.1 DESCRIPTION AND EXTENT OF DATA PROCESSING

We use Google Optimize on our website. Google Optimize allows us to test different versions of our website and helps us to improve the user-friendliness according to the response of our users to the website. Google Optimize is a tool integrated in Google Analytics.

The Google Tag Manager is also a Google product that allows us to manage website tags through an interface. Tag Manager is a cookie-free domain that does not collect any personal data. The tool triggers other tags, which may collect data. Google Tag Manager does not access this data. If a deactivation has been carried out on the domain or cookie level, the settings will remain the same for all tracking tags implemented using Google Tag Manager. If you do not want to receive interest-based advertising, you can deactivate the use of cookies by Google for this purpose by going to [www.google.com/settings/ads/plugin](http://www.google.com/settings/ads/plugin).

The following website tags were recorded for our website using the Google Tag Manager:

#### **Facebook Pixel**

Our website uses "Facebook Pixel", a service of Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook")). Facebook pixel allows us to determine the visitors of our offer as a target group for the display of advertisements, so-called "Facebook Ads". We use the Facebook pixel to only display the Facebook ads we have placed to those Facebook users who have shown an interest in our website content.

The Facebook pixel is directly integrated by Facebook when you visit our website and can place a so-called cookie on your device, i.e. save a small file. Facebook assigns this information to your user account if you are registered with Facebook. For more information, see Facebook's privacy policy at [www.facebook.com/about/privacy/](http://www.facebook.com/about/privacy/).

#### **Adwords Conversion Tracking and Remarketing Tag**

Our website also uses Google AdWords Conversion Tracking and the Google AdWords Remarketing Tag, with the purpose of addressing visitors via remarketing campaigns with online advertising at a later time in the Google advertising network. Google AdWords places a cookie on your computer if you visit our website via an ad served by Google. See point 6: Google use of Google Analytics and Google Adwords.

#### **LinkedIn Insight Tag**

Our website uses LinkedIn Insight Tag from LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The LinkedIn Insight Tag enables us to determine the visitors of our offer as a target group for the display of advertisements, so-called "LinkedIn Ads". Accordingly, we use the LinkedIn Tag to only show the LinkedIn ads placed by us to those LinkedIn users who have shown an interest in our website offers.

LinkedIn members can control the use of their personal data for advertising purposes in their settings page and opt out of the LinkedIn tag on our website: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

### Leadfeeder Tag

Our website uses the service of the lead generation tool Leadfeeder from Liidio Oy, Leadfeeder, Mikonkatu 17 C, 00100 Helsinki, Finland. Leadfeeder accesses the IP addresses of website visitors and links the list of IP addresses with information about the companies that can be found on the Internet under these IP addresses. No personal data will be passed on to our company. For more information about lead feeders and the data collected, please visit: [www.leadfeeder.com/privacy](http://www.leadfeeder.com/privacy)

### 7.2 LEGAL BASIS FOR DATA PROCESSING

The legal basis for the processing of the data is our legitimate interest in increasing efficiency and financing our website within the meaning of Art. 6 para. 1 lit. f GDPR.

### 7.3 PURPOSE OF DATA PROCESSING

The internal processing of the (partly) personal data serves to increase the efficiency of our website, use information for anonymised statistical evaluations of user behavior and place targeted advertising for interested customers and by doing so help financing this website. Personal data will not be passed on to third parties.

### 7.4 STORAGE DURATION

The data will be deleted as soon as they are no longer needed to achieve the purpose.

## 8. USE OF YOUTUBE

Our website uses embedded videos from the video platform YouTube.com, which is offered by YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA, to post your own videos and make them publicly available.

Please note that when you follow a link on YouTube, YouTube stores your data (e.g. IP address) as user profiles in accordance with its own data usage guidelines and uses them for its own business purposes.

We do not process personal data when we access the videos.

## 9. GOOGLE MAPS

Our website uses Google Maps, a service of Google Inc., 1600 Amphitheater Parkway Mountain View, CA 94043, USA. We use Google Maps to present maps that are embedded in our website. This does not result in the processing of personal data.

## 10. RIGHTS OF THE PERSON CONCERNED

If your personal data is processed, you are the person concerned and you have the following rights vis-à-vis the data controller:

### 10.1 RIGHT TO INFORMATION

You can request a confirmation from the data controller as to whether personal data relating to you is processed by us.

If such processing takes place, you can request information about the following from the data controller:

- (1) The purposes for which the personal data are processed;
- (2) The categories of personal data which are processed;
- (3) The recipients or categories of recipients to whom the personal data has been disclosed or will be disclosed;

- (4) The planned duration of storage of the personal data concerning you, or, if not possible, specific criteria for determining the duration of storage;
- (5) The existence of a right to correction or deletion of personal data concerning you, of the right to the restriction of processing by the data controller or the right to object to such processing;
- (6) The existence of a right of appeal to a supervisory authority;
- (7) All available information about the origin of the data, if the personal data is not collected by the person concerned;
- (8) The existence of automated decision-making including profiling according to Art. 22 (1) and (4) of the GDPR and - at least in such cases - meaningful information concerning the logic involved as well as the scope and desired impact of such processing on the person concerned.

You have the right to request information about whether your personal information is transmitted to a third country or an international organization. In this context you may request the appropriate guarantees in accordance with Art. 46 of the GDPR in connection with the reported transmission.

## 10.2 RIGHT OF CORRECTION

You have a right to correct and/or complete the processed personal data concerning you, vis-à-vis the data controller should it be inaccurate or incomplete. The data controller must make the correction without delay.

## 10.3 RIGHT TO RESTRICTION OF PROCESSING

You may request the restriction of the processing of your personal data under the following conditions:

- (1) If you contest the accuracy of the personal data that concerns you for a period of time, thus allowing the data controller to check the personal data for correctness
- (2) The processing is unlawful and you reject deletion of the personal data and instead demand a restriction of use of the personal data;
- (3) The data controller no longer requires the personal data for the purposes of the processing, but you need it to assert, exercise or defend legal claims; or
- (4) If you file an objection to the processing in accordance with Art. 21 (1) of the GDPR but it has not yet been decided whether the legitimate reasons of the data controller prevail vis-à-vis your reasons.

If the processing of personal data concerning you has been restricted, this data may only be used with your consent or for the purpose of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person or for reasons of important public interest of the European Union or a Member State.

If the restriction on processing has been carried out in accordance with the above conditions, the data controller will inform you before the restriction is lifted.

## 10.4 RIGHT TO DELETE

### a) Obligation to delete

You may require the data controller to delete your personal information without delay, and the data controller is required to delete that information immediately if one of the following is true:

- (1) The personal data concerning you is no longer required for the purposes for which they were collected or are processed in another way.
- (2) You revoke your consent to the processing based on Art. 6(1)(a) or Art. 9 (2)(a) of the GDPR, and there is no other legal basis for processing.
- (3) You file an objection according to Art. 21 (1) of the GDPR to the processing and there are no legitimate reasons for processing, or you file an objection to the processing according to Art. 21 (2) of the GDPR.
- (4) The personal data concerning you has been processed unlawfully.
- (5) The deletion of the personal data concerning you is for compliance with a legal obligation in accordance with European Union law or the law of the Member States to which the data controller is subject.
- (6) The personal data concerning you was collected in relation to information society services in accordance with Art. 8 (1) of the GDPR.



## **b) Information to third parties**

If the data controller has made public the personal data concerning you and is obliged to delete them according to Art. 17 (1) of the GDPR, he shall, taking into account the technology available and the implementation costs, take appropriate measures, including those of a technical nature, to inform those persons responsible for processing the personal data that you as the person concerned have requested the deletion of all links to such personal data or any copies or replications of such personal data.

## **c) Exceptions**

The right of deletion does not apply if the processing is required

- (1) In order to ensure the exercise of the right to freedom of expression and information;
- (2) To fulfill a legal obligation required by the laws of the European Union or of the Member States to which the data controller is subject, or to carry out a task which is in the public interest or takes place as part of the exercise of official authority that has been conferred on the data controller;
- (3) On the grounds of public interest in the matter of public health pursuant to Art. 9 (2) (h) and (i), as well as Art.9 (3) of the GDPR;
- (4) For archive purposes in the public interest, scientific or historical research purposes or for statistical purposes in accordance with Art 89(1) of the GDPR to the extent that under the legislation named in paragraph a) it is expected that the achievement of the objectives of this processing are made impossible or seriously impaired, or
- (5) For the establishment, exercise or defense of legal claims.

## **10.5 RIGHT TO INFORMATION**

If you have the right to enforce the correction, deletion or restriction of the processing by the data controller, he is obligated to inform all recipients to whom the personal data has been disclosed, of the correction or deletion of the data or the restriction of its processing, unless this proves impossible or would involve disproportionate effort. You have a right to be informed about these recipients by the data controller.

## **10.6 RIGHT TO DATA PORTABILITY**

You have the right to receive the personal data that you have provided to the person responsible in a structured, common and machine-readable format, if technically possible. Furthermore you have the right to transmit this data to another person without hindrance by the data controller and to whom the personal data has been provided, provided that

- (1) The processing is based on consent according to Art. 6(1)(a) of the GDPR or Art. 9(2)(a) of the GDPR or in a contract according to Art. 6(1)(b) of the GDPR and
- (2) The processing uses automated procedures.

In exercising this right, you also have the right to require that the personal data relating to you are transmitted directly from one data controller to another data controller, insofar as this is technically feasible. The civil liberties and rights of other persons shall not be affected by this.

The right to data portability does not apply to the processing of personal data required for the performance of a task that is in the public interest or the exercise of official authority that has been delegated to the data controller.

## **10.7 RIGHT OF OBJECTION**

You have the right at any time, for reasons arising from your particular situation, to object to the processing of your personal data that takes place pursuant to Art. 6 (1) (e) of the GDPR.

The data controller will no longer process the personal data relating to you unless he can demonstrate compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or the processing is for the purpose of enforcing, exercising or defending legal claims.

If the personal data relating to you are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for the purpose of such advertising; this also applies to profiling insofar as it is associated with such direct mail.

If you object to processing for direct marketing purposes, your personal data will no longer be processed for such purposes.

Regardless of Directive 2002/58/EC, you have the option, in the context of the use of information society services, of exercising your right to object through automated procedures that use technical specifications.

#### **10.8 RIGHT TO REVOKE THE DATA PROTECTION CONSENT DECLARATION**

You have the right to revoke your data protection declaration at any time. The revocation of consent does not affect the legality of any processing carried out on the basis of the consent given before revocation.

#### **10.9 RIGHT TO COMPLAIN TO A SUPERVISORY AUTHORITY**

Without prejudice to any other administrative or judicial remedy, you have the right to complain to a supervisory authority, in particular in the Member State of your residence, place of work or place of alleged infringement, if you believe that the processing of the personal data concerning you violates the GDPR.

The supervisory authority to which the complaint has been submitted shall inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 of the GDPR.