

## **PRIVACY STATEMENT ARA INNOVATION SPACE (WEBSITE)**

Data protection and privacy are important to us and we are committed to protecting the privacy of individuals who visit the website of the ARA Innovation Space initiative. All personal and company data are kept confidential and handled in compliance with national and European data protection and data security legislation.

### **1. Who is responsible for data processing and who can you contact?**

Altstoff Recycling Austria AG (ARA AG) is responsible for processing your personal data. Our contact information is listed below.

- Postal address: ARA AG, Mariahilfer Str. 123, 1062 Vienna, Austria
- Fax: +43 1 595 35 35
- Email: office@ara.at

You can contact our data protection officer as follows.

- Postal address: ARA AG, Mariahilfer Str. 123, 1062 Vienna, Austria
- Fax: +43 1 595 35 35
- Email: datenschutz@ara.at

### **2. Which data are being processed?**

We collect the following information when you visit the innovation.ara.at website: date and time of your visit of a page on our website, your IP address, name and version of your web browser, operating system used, the URL of the website you visited before browsing to our website and the information you provide yourself by filling out the contact form (first name, last name and email address).

The personal data we collect when you sign up for our mailing list include your first name, last name and email address.

### **3. Cookies**

We use cookies on the innovation.ara.at website. Cookies are small text files that can be stored on your computer by your web browser when you visit a website. Cookies allow us to make our website more user-friendly, effective and secure. Cookies do not damage your computer in any way, and they do not contain viruses. Cookies cannot access, read or modify any other data on your computer.

Most of the cookies we use are so-called session cookies, which means they are deleted automatically after you leave our website. Other cookies remain on your device until you delete them manually using your browser. These cookies allow us to recognise your browser during your next visit.

There are a number of steps you can take to control cookies on your computer – you can adjust your browser settings to notify you each time before downloading a cookie. You can also block cookies or delete those that have already been stored on your computer.

Please be aware that the full functionality of this website may be affected and you may not be able to use certain features of the innovation.ara.at website if cookies are rejected.

#### 4. Web analytics service Google Analytics

The innovation.ara.at website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.

Google Analytics uses cookies (text files) that are stored on your computer and allow us to analyse how you use the website.

Our processing of your data is based on our overriding legitimate interest (Article 6 paragraph 1 (f) General Data Protection Regulation – GDPR) of compiling easy-to-use access statistics in a cost-efficient manner.

The information generated by the cookie about your use of the innovation.ara.at website (including your IP address and the URLs of the web pages you visited) will be transmitted to and stored by Google on servers in the USA. We do not store any of your data collected for Google Analytics.

The innovation.ara.at website uses the IP anonymisation feature offered by Google Analytics, which means that Google will truncate/anonymise your IP address upon receipt. Google uses this information to perform the following tasks for us: evaluate your use of the website, compile reports on website activities and perform other services connected to the use of the website and the Internet. Google will not collate the IP address transferred by your browser in connection with Google Analytics with any other data.

You can prevent your data from being collected by Google Analytics on this website by clicking the link below. This will set an opt-out cookie that prevents the future collection of your data when visiting the innovation.ara.at website.

<https://tools.google.com/dlpage/gaoptout>

For more information of Google's terms of service and Google's privacy policy, go to <https://marketingplatform.google.com/about/analytics/terms/de/> and <https://www.google.at/intl/at/policies>, respectively.

Google is certified under the Privacy Shield Framework, which is a guarantee that Google will comply with EU data protection requirements.

#### 5. Social Media Plugins (use of third-party cookies on this website)

##### 5.1 Our website uses the **Twitter Feed** plugin, which is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter").

The plugin is deactivated. This means that by visiting our website, your data is not automatically transferred to Twitter. Transformation of data only takes place after you actively click on the respective link.

Twitter is certified under the Privacy Shield Framework, which is a guarantee that Twitter will comply with EU data protection requirements.

##### 5.2 Our website uses the plugin **YouTube Video Player** by Google Inc. (see details under (4)) to display videos we have uploaded to youtube.com.

Our website embeds videos using YouTube's privacy-enhanced mode. According to YouTube, this mode prevents YouTube from saving Cookies and from collection information about visitors to pages that have YouTube videos embedded on them. Information will only be collected if a visitor engages with a video.

## **6. What are the purposes and legal basis for processing your data?**

We will process your personal data for the following purposes:

- to make the innovation.ara.at website available to you;
- to improve and further develop the innovation.ara.at website;
- to compile usage statistics;
- to detect, prevent and analyse attacks on the innovation.ara.at website;

The legal basis for processing your data is our overriding legitimate interest (pursuant to Article 6 paragraph 1 (f) GDPR), which consists in achieving the purposes listed above.

In addition, we will use your personal data to carry out your wishes, respond to your requests and meet your requirements (contact enquiry). In these cases, the legal basis for processing your data is that we have to process your contact enquiry.

In addition, if you consented to such use of your personal data, we will use your personal data to send you newsletters, emails and electronic notifications with information on ARA Innovation Space activities, workshops or events, new offers and other industry-specific notifications. You can revoke your consent at any time by contacting us (see contact details under (1)). This revocation will not affect the legitimacy of data processing before the receipt of the revocation.

## **7. Who will have access to your data?**

Those of our employees who need your data to fulfil contractual and legal obligations and pursue legitimate interests will have access to your data for the purposes stated above. In addition, data processors we work with (specifically IT and back office providers) will have access to your data to the extent required for them to provide their services.

## **8. How long will we keep your data?**

We will process your personal data in electronic form on a needs basis to achieve the purpose or for as long as we have your consent to send you our info mails, and after that for the duration of the legal retention period; after that your data will be deleted or stored in depersonalised form only.

## **9. What are your data protection rights?**

You have the right to request and receive, free of charge, information on the personal data we hold about you, the origin of the data, the recipient(s) to whom they may be disclosed and the purpose of data processing.

In addition, you have the right to correction of any mistakes in your personal data, the right to erasure of your personal data, the right to restriction of processing of your personal data and the right to data portability. Please do not hesitate to contact us if you have any questions about your rights or other issues concerning our use of your personal data (see contact details under (1)).

Finally, you have the right to lodge a complaint with the supervisory authority, which in Austria is the Austrian Data Protection Authority.

## **10. Changes to the privacy statement**

We reserve the right to amend our privacy statement to reflect new developments and changing legal requirements. We recommend that you read our privacy statement on a regular basis so you are always up to date about the protection of data we gather.