

## Data protection

IMC Fachhochschule Krems GmbH respects the privacy of all visitors to its website. This document provides an overview of the data collected on users of the IMC Fachhochschule Krems GmbH website and how such data are used. The collection, processing and use of data is conducted in accordance with the provisions of the *Datenschutzgesetz* ([Austrian Data Protection Act] (DSG)).

### Generation of personal data

According to the Data Protection Act, personal data is information which may be used to identify users. This includes, for example, a user's name, e-mail address, private or business address, and telephone number.

No personal data is collected automatically by websites of IMC Fachhochschule Krems GmbH; i.e., we only receive such data when it is input by the user voluntarily. Some of our webpages collect personal data in this manner, such as your name, e-mail address, private or business address or telephone number. Demographic information such as your post code, age, sex and interests may also be collected. Additional data might also be requested on a voluntary basis during the registration process for events staged/organised by or with IMC Fachhochschule Krems GmbH. In the case of events that require a registration fee to be paid, further information may be collected, e.g. your credit card number and billing address. This information will be requested by a third party vendor and is subject to the data protection policy of the vendor.

### Statistical analysis

IMC Fachhochschule Krems GmbH also gathers additional data for statistical purposes. When visiting our website or using our services, users will be notified if such information is to be collected. This information is gathered anonymously and cannot be traced to a specific person. For example, data is collected by our website from your browser, with the aid of website analysis tools (see section on Google analytics below). This includes data such as the websites from which you arrived at the IMC Krems website, the search engine(s) and the keywords used in a search for the site, the pages of the website that you view, the length of your visit to the site and the height and width of your browser window. IMC Fachhochschule Krems GmbH also uses technology such as cookies and webbeacons (see section on Webbeacons below) to collect information about the pages displayed, the links that you click on, and other actions that you carry out on the site. In addition, we receive standard data that your browser sends to websites that you visit, for example IP address, browser type and language, the times you access the site and the sites that you are directed to by our website.

This data is processed for the purposes of enabling use of the website (establishing a connection), system security, technical administration of the network infrastructure and optimisation of our internet services.

### Newsletter, e-mail communications

If you receive newsletters or promotional e-mails from IMC Fachhochschule Krems GmbH, webbeacons (see section on Webbeacons below), customised links or other technologies may be used to ascertain whether you have opened the e-mail and which links you click on. This helps us to prepare e-mails and other information that are tailored to your requirements.

In order to enable consistent and personalised interaction with IMC Fachhochschule Krems GmbH, data collected by a service or webpage of IMC Fachhochschule Krems GmbH may be combined with data collected by other services or webpages of IMC Fachhochschule Krems GmbH. Data collected might also be supplemented by data obtained from other organisations. IMC Fachhochschule Krems GmbH may also use the services of other organisations to identify a general geographical area based on your IP address, and to tailor specific services to your location.

You can unsubscribe from IMC Krems newsletters at any time. You can cancel your subscription either by sending us an e-mail, or by clicking on a link at the end of the newsletter.

### Webbeacons

Websites and other services provided by IMC Fachhochschule Krems GmbH may contain electronic images, known as Webbeacons or 1x1 gifs, that enable cookies to be delivered and the number of visitors to a site to be tracked. IMC Fachhochschule Krems GmbH may insert Webbeacons into promotional e-mails or newsletters, in order to ascertain whether the messages are opened and whether they prompt a reaction.

IMC Fachhochschule Krems GmbH may use Webbeacons from third party suppliers to create aggregated statistics, and to enable evaluation of the success of promotional campaigns or other operations on our websites.

### Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site.

The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your web browser. However, please note that by doing so, you might not be able to use this website's full functionality. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. You may object the data collection and storage at any time with effect for the future.

### Google+1

This website uses the Google+1 button from the Google+ social network. This service is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). The button is identified by the Google+1 logo and the label "+1".

When you access one of our webpages that contains this button, your browser establishes a direct connection with Google's servers. Google directly transfers the Google+1 button content to your browser, which integrates that content into the site, enabling Google to receive information about your having accessed the respective page of our website. If you are logged in to Google at the same time, Google may also log your visit in your Google account, even if you do not click on the button. If you click on Google+1 button, the corresponding information will be sent directly to Google by your browser and stored by Google. Therefore, we have no influence on the extent of data collected by Google via the Google+1 button. Further information on the purpose and scope of data collected by Google and how it is processed and used, as well as your rights and options regarding privacy settings can be found in the Google +1 Button Privacy Policy: <http://www.google.com/intl/en/+/policy/+1button.html>

If you are a Google+ member, and/or have a Google account, and do not wish Google to collect information about you when using our website and to link such information to your Google account, you must log out of Google+ and/or your Google account before visiting our website.

### Facebook social plugins

This website uses the "Like" button/social plugins ("plugins") of the facebook.com social network, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The button (plugin) is identified by the Facebook logo and the words "Like" or "Share on Facebook".

When you access one of our webpages that contains this button, your browser establishes a direct connection with Facebook's servers. Facebook directly transfers the plugin content to your browser, which integrates that content into the site, enabling Facebook to receive information about your having accessed the respective page of our web site. If you are logged in to Facebook at the same time, Facebook may also log your visit in your Facebook account, even if you do not click on the button. If you press the "Like" button, the corresponding information will be sent directly to Facebook by your browser and stored by Facebook. For further information on the purpose and scope of data collected by Facebook and how it is processed and used, as well as your rights and options regarding privacy settings please refer to Facebook's privacy policy.

If, as a Facebook member, you do not want Facebook to collect data about you via our web site, you must log out of Facebook before accessing our web site. It is also possible to block Facebook social plugins with add-ons for your browser, for example with the Facebook Blocker.

### Disclosure of data

IMC Fachhochschule Krems GmbH does not sell, rent or lease any data collected via interaction with the website or services of IMC Fachhochschule Krems GmbH to third parties. On occasion, IMC Fachhochschule Krems GmbH may make data available to contracted suppliers so that we can provide certain services. These suppliers have the necessary technical and organisational preconditions for the fulfillment of the obligation to provide information, rectification and erasure of your data. In such cases, the disclosure of data is conducted in accordance with the provisions of the Austrian Data Protection Act as amended. IMC Fachhochschule Krems GmbH will only disclose data about you when required by law, or when ordered to do so by the courts.

### Changes

Changes to our data protection policy will be published here. This means that at any time, you are able to find information on the data we store, and how we collect and use such data. When changes to these provisions are made, the date under "Date last updated" at the very end of this data protection policy will be amended accordingly.



### **Deletion of personal data**

If you have supplied personal data to us and would like this data to be deleted, please send an e-mail to [marketing@fh-krems.ac.at](mailto:marketing@fh-krems.ac.at), or write to IMC Fachhochschule Krems GmbH, Piaristengasse 1, 3500 Krems, Austria. Please also contact us using either of these addresses if you would like to know what data we have stored about you. We will attempt to reply to your request as quickly as possible.

This information on data protection does not apply to websites that you may access via hyperlinks on the IMC Fachhochschule Krems GmbH website.

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