

Privacy Policy

The confidentiality of your personal data is very important to us. We therefore process your data exclusively in accordance with existing law (GDPR, TKG 2003). This Privacy Policy serves to inform you about the most important data processing aspects related to the use of our website.

Contact us

If you contact us through the form on the website or by e-mail, the data you enter will be stored for six months for the purpose of processing your request and any follow-up questions.

Cookies:

Our website uses so-called cookies. These are small text files that are stored on your device through your browser. They are not malicious.

We use cookies to make our offering more user-friendly. Some cookies remain on your device until you delete them. They allow us to recognise your browser the next time you visit our website.

If you do not want this, you can configure your browser so that it informs you about any cookies to be saved and allows you to accept them on a case-by-case basis.

Deactivating cookies may limit the functionality of our website.

Newsletter:

You have the option of subscribing to our newsletter. To send you our newsletter we need your e-mail address and your consent to receive the newsletter. To subscribe, please use the e-mail address info@wpk.at

You can terminate your subscription to the newsletter at any time. Please send the request for termination to the following e-mail address: news@wpk.at or use the "unsubscribe" link in every newsletter.

Collection of access data:

We collect information about every access to the server on which our service is located (so-called server log files) within the limits of our legitimate interests in accordance with Art. 6 para. 1 lit. f. GDPR. Access data include the name of the accessed website, file, date and time of access, volume of transferred data, notification of successful access, browser type including version, user's operating system, referrer URL (the previously visited site), IP address and the requesting provider.

Google Analytics:

In the pursuit of our legitimate interests (i.e. interest in the analysis, optimisation and operation of our online offering in accordance with Art. 6 para. 1 lit. f. GDPR), we use Google Analytics, a Web analysis service of Google Inc. ("Google"). Google uses cookies. The information collected by the cookie about the use of the online offering by the users is generally sent to a Google server in the USA and stored there.

Google is certified under the Privacy Shield agreement and so guarantees that it respects European data protection laws. Find out more here: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>.

Google will use this information on our behalf to evaluate the use of our online offering by the users, to generate reports about the activities within this online offering, and to provide us additional services associated with the use of this online offering and Internet use. This may entail the creation of pseudonymous usage profiles of the users.

We only use Google Analytics with activated IP anonymization. This means that the IP addresses of users located in member states of the European Union or in other states party to the agreement on the European Economic Area are shortened. The full IP address is only sent to a Google server in the USA and shortened there in exceptional cases.

Facebook, Custom Audiences and Facebook Marketing services:

Within our online offering, and within our legitimate interest to analyse, optimise and operate our online offering, we use the so-called "Facebook pixel" of the social network Facebook, operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or, if you are located in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook").

Facebook is certified under the Privacy Shield agreement and so guarantees that it respects European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

The Facebook Pixel helps Facebook determine the users of our online offering as a target group for advertisements (so-called "Facebook Ads"). We therefore use the Facebook pixel to show the Facebook Ads activated by us only to those Facebook users who have shown an interest in our online offering or who have certain characteristics (e.g. an interest in specific issues or products, determined by the websites visited) that we provide to Facebook (so-called "Custom Audiences"). The Facebook pixel also helps us ensure that our Facebook ads correspond to users' potential interests and are not irritating. The use of the Facebook pixel further allows us to measure the effectiveness of Facebook advertisements for statistical and market research purposes by letting us see whether users were redirected to us after clicking on a Facebook advertisement (so-called "conversions").

The Facebook pixel is directly linked to Facebook when you access our website and may leave a so-called cookie, a small text file, on your device. When you then log in to Facebook or visit Facebook while logged in, your visit to our online offering is marked in your profile. The information gathered on you is anonymous to us and therefore does not allow us to determine the identity of users. However, the data is stored and processed by Facebook, so a connection to the respective user profile is possible and may be used by Facebook or for our own market research and advertisement purposes. If we transfer data to Facebook for comparison purposes, this data is encrypted locally in the browser and only then sent to Facebook over a secure https connection. This is only done to compare our data with the data equally encrypted by Facebook.

Also within the pursuit our legitimate interests, we use the "Custom Audiences from File" process of the social network Facebook, Inc. In this case the e-mail addresses of the newsletter subscribers are uploaded to Facebook. The upload is encrypted. The upload serves only to determine the recipients of our Facebook advertisements. This lets us ensure that the ads are only shown to users who are interested in our information and services.

The processing of the data by Facebook is in accordance with Facebook's own data policy. Accordingly, general notes on the display of Facebook Ads, in Facebook's data policy: <https://www.facebook.com/policy.php>. You can find specific information and details on the Facebook pixel and its function in Facebook's help section: <https://www.facebook.com/business/help/651294705016616>.

You can refuse the collection of your data through the Facebook pixel and its use to display Facebook Ads. To configure what type of advertisements you see in Facebook, you can go to the page set up by Facebook and follow the instructions for the configuration of usage-based advertising: <https://www.facebook.com/settings?tab=ads>. The settings are platform-independent, meaning that they apply to all devices, such as desktop computers and mobile phones.

Furthermore, you can refuse the use of cookies used for measuring reach and for advertisement through the deactivation page of the Network Advertising Initiative (<http://optout.networkadvertising.org/>) and additionally the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

Your rights:

You generally have the right to information, correction, deletion, limitation, data portability, revocation and opposition. If you have reason to believe that the processing of your data breaches the data protection law or that your rights arising from this law were otherwise infringed in any way,

you can lodge a complaint with the regulatory authority. In Austria, this authority is the Austrian Data Protection Authority (Datenschutzbehörde).

You can reach us under the following address:

Department for company communications (*Abteilung Unternehmenskommunikation*),
Pelikangasse 9-15,
A-1090 Vienna.

You can reach our data protection officer at **datenschutz@wpk.at** or at the following phone number:
+43140180