

“Newsletter subscription” Privacy Statement

We are committed to protecting your personal data and comply strictly with legal requirements whenever we collect or process your personal data.

We process your personal data exclusively within the framework of the provisions of the European Union General Data Protection Regulation (EU GDPR) and the Austrian data protection regulations, especially the Austrian Data Protection Act (DSG). The following section provides more detailed information about us and the type, scope and purpose of the data we collect and how we use it:

About us

The data controller is FHW Fachhochschule-Studiengänge Betriebs- und Forschungseinrichtungen der Wiener Wirtschaft GmbH (FHWien der WKW).

Address: Währinger Gürtel 97, 1180 Vienna, Austria

Email: servicepoint@fh-wien.ac.at

Email for data protection issues: datenschutz@fh-wien.ac.at

Collection and processing of data

If you subscribe to one of our newsletters, we will process both the personal data provided by you and the data collected during the subscription process. This includes the data you enter in the corresponding fields of the newsletter subscription form (in particular your name and email address) and analytical data (in particular your IP address, the date on which you subscribed to our newsletter, whether the newsletter was opened and when, whether the newsletter could not be delivered temporarily or permanently, whether you unsubscribed, which links in the newsletter you clicked on, your last identified location, the email client you used during the last interaction and which end device you used).

The legal basis for processing your data is your consent in accordance with Article 6(1)(a) EU GDPR. Data processing is carried out exclusively for the purpose of subscribing to the newsletter in question and managing your subscription, including analyzing its use in order to optimize the newsletter content and better tailor it to your interests.

You are not legally or contractually required to provide your personal data, but it is necessary for subscribing to our newsletter and for processing your subscription. If you do not provide this data, you will not be able to subscribe to our newsletter.

Withdrawal of consent

You can withdraw your consent at any time by letter or email or by clicking on the link provided at the end of each newsletter we send you. Withdrawal of your consent means that your data may no longer be processed from the time we receive your withdrawal of consent. Withdrawal of your consent does not affect the lawfulness of processing based on your consent before its withdrawal.

Who do we share your data with?

Data processors contracted by us, such as cloud services, IT service providers, printers, newsletter software and mail service providers, may process your data on our behalf to fulfill the purposes described above, provided that they offer guarantees for the security of the data.

We use the following external service providers to manage newsletters:

- We use the email marketing software of the provider CleverReach GmbH & Co. KG, Schaffjückenweg 2, 26180 Rastede, Germany ("CleverReach"): We have concluded a data processing agreement with CleverReach in accordance with Article 28 EU GDPR. Your personal data is processed exclusively within the EU/EEA. Further information can be found in CleverReach's privacy policy: <https://www.cleverreach.com/en-de/privacy-policy/>.

We use CleverReach for the "TeamLife Update" newsletter, for example,

or

- We use the CRM system of the external provider Salesforce.com Germany GmbH, Erika Mann Strasse 31, 80636 Munich, Germany ("Salesforce"): The address of the US parent company is: The Landmark @ One Market Street, Suite 300, San Francisco, CA 94105, USA. We have concluded a data processing agreement with Salesforce in accordance with Article 28 EU GDPR. Further information can be found in Salesforce's privacy policy: <https://www.salesforce.com/company/legal/privacy/>. Salesforce is a certified licensee of the TRUSTe Privacy Seal.

We use Salesforce for the "Inform & study" newsletter, for example.

Before clicking on the links provided to access the privacy information, please note that these are external websites that are operated by the respective provider under their own responsibility and that your personal data will be processed when you visit them.

Transmitting data to a third country

The data that we collect is only used internally by our employees for the purposes described above and is not transferred to a third country. Your data will not be passed on to contracted processors unless this is absolutely necessary for the provision of services.

If the CRM system of the provider Salesforce.com Germany GmbH, Erika Mann Strasse 31, 80636 Munich ("Salesforce") is used, our contractual partner may transfer data to its parent company in the USA. It cannot guarantee that this will not occur. Salesforce uses standard contractual clauses approved by the European Commission. Salesforce is also certified in accordance with the EU-US Data Privacy Framework. Transmission of data is therefore (also) permitted on the basis of an adequacy decision by the European Commission.

How long we keep your data

We store data until the expiration of the warranty, for the limitation and statutory retention periods that apply to us and, beyond that, until the conclusion of any legal disputes in which the data is required as evidence.

Your rights

Under the EU GDPR, you as the data subject have the following rights:

- Right to object
- Right of access
- Right to rectification or erasure
- Right to restriction of processing
- Right to data portability

If you wish to exercise any right or have any questions, please send

an email to datenschutz@fh-wien.ac.at or

a letter to FH Wien der WKW, Legal / Datenschutzkoordination, Währinger Gürtel 97, 1180 Vienna, Austria

Legal remedy

As the data subject, you have the right to lodge a complaint with the supervisory authority if you believe that the processing of your personal data violates European or national data protection laws. In Austria, the responsible body is the Data Protection Authority.

Date: 08/2024