

# Data Protection

## Use of Google Analytics

This website uses Google Analytics, a web analysis service from Google Inc. permitting analysis of website utilization. The information generated by Google Analytics, including your IP address, is stored by Google Inc. Google will use this information only to analyze the website utilization. Anonymized evaluations and graphs on the number of visits, number of pages visited by the users, etc., are created. We use this information exclusively for our own market research and above all to optimize our websites and design them in accordance with user requirements. You can find more information about Google Analytics at [www.google.com/analytics](http://www.google.com/analytics).

## Cookies

Our website uses cookies, small text files stored on your device by the browser. They are harmless. We use cookies to make our website user-friendly. Some cookies remain stored on your device until you delete them. They enable us to recognize your browser next time you visit. If you don't want this, you can configure your browser so that it notifies you of cookies, which that you can then allow individually. Deactivation of the cookies can reduce the functionality of our website.

## Newsletter

### Information about the Newsletter and authorizations

This information explains the content of our Newsletter, the procedure for registration, mailing, and statistical evaluation, and your rights of appeal. By registering for our Newsletter, you agree to its receipt and the described procedures.

### Information pursuant to Article 13 General Data Protection Regulation

The entity responsible for processing is Mozarthaus Vienna Errichtungs und Betriebs GmbH, Domgasse 5, 1010 Vienna; the data protection controller is Markus Oman, CSE (O:P:P); [office@mozarthausvienna.at](mailto:office@mozarthausvienna.at), tel. +43 1 512 1791.

### Newsletter content

We send newsletters, e-mails, and other electronic communications with advertising information ("Newsletter") only with the authorization of the recipient or with statutory permission. The content, if specifically described at the time of registration, is determinant for the user's authorization. Our Newsletters also contain information on the current content of the exhibition in Mozarthaus Vienna, concerts, events, and ongoing activities.

### Double opt-in and protocol

Registration for our Newsletter is in the form of a double opt-in procedure. In other words, after registration you will receive an e-mail asking you for confirmation. This confirmation is required so that no one can register with another person's e-mail address.

A registration protocol for the Newsletter is kept in order to be able to demonstrate the registration process in accordance with legal requirements. This involves storage of the time of registration and confirmation and also the IP address. Changes in your data stored with YourMailingListProvider is also registered.

### **Use of YourMailingListProvider**

The Newsletter is mailed to you by YourMailingListProvider, a Belgian newsletter mailing platform, Leperstraat 97–99, B-8970 Poperinge, Belgium, company ID: BE 0872284673.

The e-mail addresses of the recipients of our Newsletter and the other data described above are stored on the YourMailingListProvider servers in Belgium.

YourMailingListProvider uses this information to mail and evaluate the Newsletters on our behalf. It also uses this data according to its own information to optimize or improve its own service, e.g., for technical optimization of the mailing and display of the Newsletter or for business purposes so as to be able to determine, for example, which countries the recipients come from. It does not use the data, however, to contact the recipients directly or pass it on to third parties.

We trust the reliability and IT and data security of YourMailingListProvider, which undertakes to observe EU data protection regulations.

### **Registration data**

To register for the Newsletter, you need only provide your e-mail address, first name and surname.

### **Statistical analysis**

The statistics collected include whether and when the Newsletters are opened and what links are clicked on. This information can be matched to individual Newsletter recipients but it is not our intention, nor that of YourMailingListProvider, to monitor individual users. The statistics serve merely to identify our users' reading habits and to adapt the content to them or to provide different content depending on their interests.

### **Online access**

There are occasions when we direct Newsletter recipients to the YourMailingListProvider websites. For example, our Newsletters might contain a link enabling the Newsletter recipient to access the Newsletters online (e.g., in the event of display problems in the e-mail program).

### **Unsubscribing**

You can withdraw your agreement and unsubscribe to the Newsletter at any time. In doing so you cancel your authorization for its mailing and statistical analysis by YourMailingListProvider. It is unfortunately not possible to cancel the subscription and the statistical analysis separately.

**You can find a link to unsubscribe at the end of every Newsletter.**

## **Data protection regulations**

Pursuant to the General Data Protection Regulation (GDPR), we hereby inform you that authorization for the transmission of e-mail addresses is based on Article 6 para. 1(a) and Article 7 GDPR and Section 7 paras. 2.3 and 3 of the Federal Law Against Unfair Competition (UWG). The use of the service provider YourMailingListProvider, the collection and analysis of statistics and the registration protocol are based on our legitimate interests in accordance with Article 6 para. 1(f) GDPR. Our interest is in the employment of a user-friendly and secure Newsletter system that serves our business purposes and satisfies users' expectations.

**We also point out that you can object at any time to the future processing of your personal data in accordance with the legal provisions of Article 21 GDPR. The objection can be made in particular against processing for the purpose of direct advertising.**