

# 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.

Personal data processed for the above purpose will be stored until you unsubscribe.

### 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 Mail Chimp is also registered.

### **Use of Mail Chimp**

The newsletter is distributed using "MailChimp", a newsletter mailing platform from the USA-based provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA.

The email addresses of our newsletter recipients, as well as additional personal data as described in this statement, are stored on MailChimp servers in the USA. MailChimp uses this information to distribute and evaluate the newsletter on our behalf. Moreover, according to the information provided, MailChimp can use this data to optimise or improve its own service, e.g. for technical optimisation of the mailing service and the newsletter layout or for commercial reasons in order to determine the country in which the recipient is located. However, MailChimp does not use our newsletter recipients' data to contact the recipients directly, nor is this data passed on to third parties.

We are reliant upon MailChimp's reliability, IT security, and data protection policies. Furthermore, we have entered into a "[Data Processing Agreement](#)" with MailChimp. This is a contract that obligates MailChimp to protect our users' data, to process the data on our behalf in accordance with data protection regulations, and specifically prohibits MailChimp from passing users' data on to third parties. MailChimp's privacy policy can be [viewed here](#).

### **Registration data**

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

### **Statistical analysis**

The newsletters contain a so-called "web beacon", i.e. an image file measuring 1 x 1 pixels that is retrieved from the MailChimp server when the newsletter is opened. The data collected during this process includes technical information, such as information on the browser and your system, as well as your IP address and the time that the email was opened. This data is used for technical improvements to the services based on the technical data, or target groups and their reading habits based on the location from which the file was accessed (which can be determined using the IP address), or the time that the file was accessed.

The statistical information collected also includes whether or not the newsletter was opened, when it was opened, and which links were clicked. For technical reasons, it is possible for this information to be attributed to individual newsletter recipients. However, it is not our intention, nor the intention of MailChimp, to observe individual users. The

analysis primarily serves to identify our users' reading habits and adjust our content accordingly, or to send personalised content to our users that corresponds with their interests.

### **Online access**

There are some cases in which we redirect newsletter recipients to the MailChimp website. For example, our newsletters contain a link that the newsletter recipient can click to access an online version of the newsletter (e.g. when experiencing display issues with the email programme). Moreover, newsletter recipients can alter their data, such as their email address, after the initial entry of this data. Similarly, MailChimp's [privacy policy](#) can only be viewed on the MailChimp website.

In this context, we must inform you that cookies are used on the MailChimp website, which means that your personal data is processed by MailChimp, their partners, and any service providers used (e.g. Google Analytics). We have no influence on the collection of such data. You can find more information in the MailChimp [privacy policy](#). You can learn more about your options to disallow data collection for advertising at the websites <http://www.aboutads.info/choices/> and <http://www.youronlinechoices.com/> (for Europe).

### **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 Mail Chimp. 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.**