

**Data privacy:**

While you access this website, our server will store all access-related information (date, time, page viewed). These data will be used exclusively for statistical purposes. They will only be analysed in anonymized form.

Where this internet offering prompts users to enter their personal or business data (e-mail addresses, names, mail addresses), users shall provide this information explicitly on a voluntary basis.

When you send us an e-mail or voluntarily provide us with your personal data within the context of public events (trade fairs, conferences) or of customer visits, your e-mail address and other personal data shall only be used for individual correspondence with you.

Your information will be kept confidential in accordance with all legal provisions in force.

Your personal data shall not be transmitted to third parties external to the processing of the contract without your explicit consent or a legal basis. Upon completion of the contract, your data shall be blocked for any further use. These data shall be deleted upon expiry of all relevant provisions relating to commercial and fiscal law unless you explicitly agree to the further use of your data.

Your personal data required for the formation of the contract, for its contents or the modification of the contractual relationship (inventory data) will be used exclusively for processing this contract. For example, your name and address will be transmitted to a forwarder for the purpose of delivering the goods.

As far as technically feasible or reasonable, the use of the offered services shall be permitted without entering such data or upon entering anonymized data or a pseudonym. The third-party use of contact data, such as postal addresses, telephone and fax numbers or of e-mail addresses published in the imprint or in other comparable media for the purpose of mailing information not explicitly requested shall be prohibited. Legal steps against senders of so-called spam mails in contravention to this prohibition are explicitly reserved.

**Your legal claims:**

Any legal claims under the Data Protection Act in relation to information about your data (Art. 26 DSG), the rectification or deletion of your data (Art. 27 DSG), or to the objection to use your personal data (Art. 28 DSG) shall be made by e-mail to [miox.technik@kmi.at](mailto:miox.technik@kmi.at).

**USE OF COOKIES**

Our website makes use of cookies, small text files that your browser stores on your terminal device. Cookies cannot harm your computer. We use cookies to enhance the user-friendliness of our service offering. Some cookies will remain stored on your terminal device until you delete them. This enables us to recognize your browser the next time you visit our pages. In case you disagree, please change your browser settings so as to be informed each time when cookies are about to be set and to be prompted to allow this. Deactivating cookies can, however, restrict the functionality of our website.

## **GOOGLE MAPS**

This website uses Google Maps to depict geographical information. During the use of Google Maps, Google collects, processes and uses data on the use of map functions by users of the relevant website. For further information about the way Google processes your data, please refer to Google's data privacy information at <https://www.google.at/intl/en/policies/privacy/>. You may change your settings in the data protection center in order to better manage and protect your own data.

## **GOOGLE ANALYTICS**

We use Google Analytics, a web analysis service of Google Inc. ("Google"). Google uses cookies. The information that the cookies produce about the use of our online services are as a rule transmitted to a Google server in the USA and stored there. Google will use this information on our behalf in order to analyze the use of our internet offering in order to compile reports about activities within this internet offering and to provide us with further services in relation to the use of this online offering and the use of the internet. In this context, the processed data can be used to compile pseudonymous user profiles.

We use Google Analytics only with an activated IP anonymization. This means that the user's IP address will be truncated by Google within member states of the European Union or other EEA Treaty members. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. The IP address transmitted by your user browser shall not be combined with other Google data.

Users may prevent the setting of cookies by changing the settings of their browser software; users may in addition prevent that data the cookie collects about the use of our online offering are transmitted to and used by Google, by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

For further information about the way Google uses data for advertising purposes and about opting-out options, please refer to the following Google websites:

<https://www.google.com/intl/en/policies/privacy/partners/> ("How Google uses data when you use our partners' sites or apps"), <https://policies.google.com/technologies/ads?hl=en> ("Advertising"), <http://www.google.com/settings/ads> („Control the information Google uses to show you ads”).

## **Retargeting functions:**

### **Use of interest-based retargeting**

This website uses so-called retargeting tags. Retargeting tags are JavaScript elements placed in the source code of a website. When visiting a page of this website with a retargeting tag, users are aware that online advertising providers (such as Google) can place a cookie on their computer and combine the obtained data with a retargeting list. This cookie is subsequently used for retargeting campaigns (interest-based advertising) on other websites. Studies have shown interest-based ads to be more interesting for Internet users than ads not directly related to their interests and/or previously visited websites.

### **Settings and opt outs**

Third-party suppliers, such as Google, use these cookies to place ads on our website based on previous user visits. In this context, no personal data will be stored. Users of this website may deactivate the use of cookies by accessing the page “Google Ads Settings”. In addition, users may deactivate the third-party use of cookies by visiting the deactivation page of the “Network Advertising Initiative” and changing the relevant settings.

Google Ads Settings: <http://www.google.com/settings/ads>

Settings and opt outs of the „Network Advertising Initiative“:

[http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)