

# Data Privacy Statement

## 1. General Notes and Obligatory Information

The protection of your personal data is of the utmost concern to us. We therefore process your data exclusively according to all applicable legal regulations (GDPR, Austrian Telecommunications Act 2003). The purpose of this privacy statement is to inform you about the most important aspects of data processing in the context of our website.

When you use our website, various personal data are collected. Personal data are data that allow you to be personally identified. The following data privacy statement explains which types of data we collect and what we use them for. It also explains how and for what purposes this occurs.

Please be aware that data transmission via the Internet (e.g. when communicating via email) is always subject to potential security vulnerabilities. Complete protection of data against third-party access is not possible.

Your data are never used for automated individual decision-making.

If you have consented to the processing of your data for a particular purpose (e.g. in the context of participation in a competition) while your data are also being processed on a different basis (e.g. performance of a contract), then revocation of your consent to the consent-based processing has no influence on data processing based on other circumstances.

### Responsible Entity for the Data Processing Occurring on this Website:

BIOTOP Landschaftsgestaltung Gesellschaft m.b.H.  
3411 Klosterneuburg-Weidling, Hauptstraße 285  
Telephone: +43 (0)2243-304 06 (Austria)  
Email: [office@biotop-pools.com](mailto:office@biotop-pools.com)

The responsible entity is the natural person or legal entity deciding on the purposes and means of the processing of personal data (e.g. names, email addresses) alone or together with others.

### Your Rights

You have the right of access, the right to rectification, the right to erasure, the right to restriction of processing, the right to data portability, the right to withdraw your consent, and the right to object in regard to your personal data.

Concerning these and any other questions on the topic of personal data, please feel free to contact us at any time under the address provided in the imprint.

Should you be of the opinion that the processing of your personal data violates data privacy laws or that your data privacy rights have been compromised in any way, you have the right to lodge a complaint with the supervisory authorities. The supervisory authority in Austria is the Austrian Data Protection Authority.

## **Objection to Advertising Mail**

Use of our contact data published under the obligation to provide an imprint for the purpose of sending advertising or information material not explicitly requested by us is prohibited. We reserve the right to take legal action in the event of sending of unsolicited advertising information, e.g. in the shape of spam emails.

## **2. Data Collection on Our Website**

On the one hand, your data are collected when you share them with us explicitly. This includes data that you transmit to us via email or online forms.

Other data are collected in an automated fashion by our IT systems when you visit our website. This primarily includes technical data (e.g. on your Internet browser and operating system, or the time at which you accessed our website). These data are collected automatically as soon as you navigate to our website.

### **Server Log Files**

The provider of the web pages collects and stores information in an automated fashion in so-called server log files that your browser transmits to us automatically. The following information is collected:

- Browser type and version
- Operating system of your device
- Referrer URL
- Hostname of the accessing device
- Time of the server request
- IP address (the log records do not include the last octet - the remaining, shortened IP address is not personal data as defined by the DSGVO)

These data are not collated with data from other sources. Technical data may be used for statistical and analysis purposes.

### **Contact Forms (Service Request Form & Catalogue Order Form)**

When you send us requests using our contact forms, the data you provide in the contact form, including your contact data, are stored by us and transmitted to the responsible BIOTOP Partner in your region for the purpose of processing your request and answering any questions related to it.

Processing of the data you entered into the contact form therefore occurs exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You may withdraw this consent at any time; an informal notification via email is sufficient for this purpose. The lawfulness of any data processing having occurred prior to your withdrawal of consent remains unaffected.

The data you entered into the contact form remain with us until you request us to delete them or withdraw your consent to their storage, or until the purpose for their storage no longer exists (e.g. when the processing of your request is complete). Mandatory legal provisions, in particular regarding retention periods, remain unaffected.

## **Cookies**

See following section (3).

### **3. Cookie Policy and Analysis Tools**

Some of our web pages use 'cookies'. Cookies cause no damage to your device and contain no viruses. Instead, they help to make our offering more user-friendly, effective and safe. Cookies are small text files that are stored on your device by your Internet browser.

Most of the cookies used by our web pages are so-called "session cookies" that are deleted once you navigate away from our website. Other cookies remain stored on your device until you delete them. These cookies allow us to recognize your browser the next time you visit our website.

You can configure your browser to inform you when cookies are stored, allow cookies only in specific cases, refuse to accept cookies in specific cases or in general, or automatically delete cookies when your browser is closed. Please be aware that deactivating cookies may limit the functionality of our website.

Cookies required for the performance of electronic communication processes or for the provision of specific services requested by you (e.g. shopping cart functions) are stored on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the storage of cookies for the purpose of technically faultless and optimized provision of its services. If any other types of cookies (e.g. for the purpose of analysing your browsing behaviour) are stored, those cookies are discussed elsewhere in this privacy statement.

#### **Google Analytics**

Our website uses functions of the web analysis service Google Analytics provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses 'cookies'. Cookies are text files that are stored on your computer and allow your usage of our website to be analysed. The information about your usage of our website generated by Google Analytics cookies is generally transmitted to a Google server in the USA and stored there.

The placement of Google Analytics cookies occurs on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the analysis of user behaviour in order to optimize its web offering as well as its advertising.

#### **IP Anonymization**

We have activated an IP anonymization function on this website. This means that your IP address within member states of the European Union or other signatory states of the European Economic Area Agreement is abridged by Google prior to transmission to the USA. Only in exceptional cases is the entire IP address transmitted to a Google server in the USA and shortened there. Google uses this information on behalf of the operator of this website to analyse your use of the website, compile reports on website activities and provide further services relating to the use of the website and the Internet to the operator of this website. The IP address transmitted by your browser in the context of Google Analytics will not be collated with other Google data.

## **Browser Plugin**

You can configure your browser software to prohibit the acceptance of cookies; please be aware, however, that doing so may prevent you from using some of the functions of this website to their full extent. In addition, you can prevent the transmission of the data related to your use of this website (including your IP address) and generated by the cookie to Google, as well as the processing of those data by Google, by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

## **Data Collection Opt-Out**

You can prevent the collection of your data by Google Analytics by clicking on the following link. This causes an opt-out cookie to be placed that prevents collection of your data during future visits to this website: [Deactivate Google Analytics](#).

Further information on the usage of user data by Google Analytics can be found in the Google privacy statement: <https://support.google.com/analytics/answer/6004245?hl=de>.

## **Data processing**

We have concluded a contract for data processing with Google.

## **Google reCAPTCHA**

We use “Google reCAPTCHA” (hereinafter “reCAPTCHA”) provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”) on our website.

The purpose of reCAPTCHA is to verify whether data input on our website (e.g. in a contact form) is performed by a human being or an automated programme. To do this, reCAPTCHA analyses the behaviour of the website visitor using various criteria. This analysis begins automatically as soon as a visitor enters the website. reCAPTCHA evaluates various types of information for its analysis (e.g. IP address, the length of the visitor’s stay on the website, and mouse movements performed by the visitor). The data collected during the analysis are transmitted to Google.

The reCAPTCHA analysis occurs entirely in the background. Website visitors are not explicitly informed that such analysis is occurring.

Processing of this data occurs on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in protecting its web offerings against abusive automated spying and spam.

Further information on Google reCAPTCHA can be found under <https://www.google.com/intl/de/policies/privacy/>.

The Google privacy statement can be found under <https://www.google.com/recaptcha/intro/android.html>.

# **4. Plugins and Tools**

## **YouTube**

Our website uses plugins of the Google-owned site YouTube. The site is operated by YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

When you visit one of our pages that uses a YouTube plugin, a connection to a YouTube server is established and the YouTube server is informed about which of our pages you have visited.

If you are logged in to your YouTube account, you thereby enable YouTube to associate your browsing behaviour directly with your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube occurs in the interest of an attractive presentation of our online offering. This represents a legitimate interest as defined by Art. 6 para. 1 lit. f GDPR.

Further information on the collection and processing of user data by YouTube can be found in the YouTube privacy statement: <https://www.google.de/intl/de/policies/privacy>.

## **Google Maps**

This site uses an API to access the map service Google Maps provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Use of the functions of Google Maps requires your IP address to be stored. This information is generally transmitted to a Google server in the USA and stored there. The operator of this website has no influence on this data transmission.

The use of Google Maps occurs in the interest of an attractive presentation of our online offering and easy discovery of the locations specified on our website. This represents a legitimate interest as defined by Art. 6 para. 1 lit. f GDPR.

Further information on the processing of user data can be found in the Google privacy statement: <https://www.google.de/intl/de/policies/privacy/>.

## **Sharing, Following and Liking on Facebook, Google+ and Twitter**

Content on our pages can be shared via social networks like Facebook, Twitter or Google+. No plugins provided by the social networks Facebook, Google+ or Twitter are integrated into our web pages, and automatic transmission of user data to the operators of these platforms does not occur on our web pages. Our social buttons establish direct contact between the respective social networks and the user only if the user actively clicks one of the buttons. If the user is logged in to a social network, clicking on the respective social button will open a popup window in which the user can edit the text prior to posting.

# **5. Newsletter (Service Request and Catalogue Order Form)**

## **Newsletter Data**

If you wish to receive the newsletter offered on our website, we will require your email address as well as information enabling us to verify that you are the owner of the specified email address and consent to receiving the newsletter. Further data are collected only with your voluntary consent. These data are transmitted to the responsible BIOTOP Partner in your region and are used to send the information you have requested.

Processing of the data entered into the newsletter form occurs exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You may withdraw your consent to the storing of your data and email address as well as their use for dispatch of the newsletter at any time. The lawfulness of any data processing having occurred prior to your withdrawal of consent remains unaffected. On this as well as on any other questions concerning personal data and their processing, please feel free to contact us at any time under the address provided in the imprint.

You can unsubscribe from our newsletter at any time by clicking the “Unsubscribe” link in the newsletter.

With your consent, you confirm that you are at least 16 years of age.

## **eyepin**

This website uses the eyepin service provided by eyepin GmbH, Billrothstraße 52, A-1190 Wien for the dispatch of newsletters.

eyepin is a service used e.g. to organize and analyse the dispatch of newsletters. The data provided by you for the purpose of receiving the newsletter is stored on eyepin’s servers.

### **Data Analysis by eyepin**

By dispatching newsletters using eyepin, we can determine whether a newsletter message was opened by the addressee as well as which links inside it were clicked.

eyepin also enables us to tag newsletter recipients according to various characteristics. For example, newsletter recipients can be tagged according to gender, personal preferences (e.g. vegetarian or non-vegetarian) or the type of customer relationship (e.g. customer or potential customer). This allows us to adapt our newsletters more specifically to the respective target groups. Further information on eyepin can be found under <https://www.eyepin.com>.

If you do not consent to this analysis by eyepin, you will need to unsubscribe from the newsletter. An “Unsubscribe” link is included in every newsletter. You can also unsubscribe from the newsletter by writing an email to the email address provided in the imprint requesting your removal from the mailing list.

### **Legal Basis**

Data processing occurs on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You may withdraw this consent at any time. The lawfulness of any data processing having occurred prior to your withdrawal of consent remains unaffected.

### **Retention Period**

You have the right to request deletion of your data at any time. The data provided by you for the purpose of receiving the newsletter is stored on eyepin’s servers until you request deletion.

Further information can be found in the eyepin privacy statement:  
<https://www.eyepin.com/de/impressum/>.

## **Conclusion of a Contract for Data Processing**

We have concluded a contract for data processing with eyepin in which we obligate eyepin to protect the data of our customers and prohibit eyepin from sharing these data with third parties.

## **Presstige**

Interested journalists may register for our press mailing list via our online press centre (<http://presse.bio.top/>) to receive our media statements via email.

Presstige is a service used e.g. to organize and analyse the dispatch of newsletters. The data provided by you for the purpose of receiving our media statements is stored on Presstige's servers.

If you do not consent to this data storage by Presstige, you will need to unsubscribe from the newsletter. An "Unsubscribe" link is included in every newsletter. You can also unsubscribe from the newsletter by writing an email requesting your removal from the mailing list to the email address provided in the imprint.