

# Privacy policy of the FH Vorarlberg website including repository

By providing the following privacy policy in accordance with the provisions of the EU General Data Protection Regulation, we would like to inform you which personal data is processed for which purposes, which information is collected and what options or functions you have at your disposal.

## Content

<b>1. General information on data processing</b>	2
<b>2. Individual processing activities</b>	2
<b>3. Cookies</b>	2
<b>4. Cookiebot</b>	5
<b>5. Information on the cookies currently used</b>	5
<b>6. Stape.io</b>	5
<b>7. Further information on web analysis and optimisation</b>	6
<b>8. Local Google Fonts</b>	7
<b>9. Notice on security measures in place</b>	7
<b>10. Storage duration</b>	7
<b>11. Use of contact forms</b>	7
<b>12. Brevo (sendinblue)</b>	8
<b>13. Mailchimp</b>	8
<b>14. Meetergo</b>	9
<b>15. Onlyfly</b>	9
<b>16. Other general references to external websites</b>	10
<b>17. Social media</b>	10
17.1. General information:	10
17.2. Meta / Facebook	11
17.2.1. Meta Tracking Pixel	11
17.3. LinkedIn	12
17.3.1. LinkedIn Tracking Pixel (LinkedIn Insight-Tag, LinkedIn-Conversion-Pixel)	12
17.4. Instagram	13
17.5. Xing	13
17.6. YouTube	13
17.7. TikTok Tracking Pixel	13
<b>18. Contact by users</b>	14
<b>19. Online publication server of FH Vorarlberg OPUS (repository)</b>	15
<b>20. Changes and updates to the privacy policy, further information about data protection</b>	16
<b>21. Other important information</b>	16

<b>22. Rights of data subjects according to the General Data Protection Regulation.....</b>	<b>17</b>
<b>23. Responsible controller for data processing and the data protection officer:.....</b>	<b>17</b>
<b>24. Valid version .....</b>	<b>17</b>

## **1. General information on data processing**

- 1.1. General principle: We only collect and process personal data to the extent that this is supported by a legal basis, such as for contract fulfilment or according to user consent. You can find further details on the legal bases under the respective processing activities.
- 1.2. Legal bases: According to Art. 6 (1) GDPR, data processing is only lawful if one of the following conditions is met:
  - The data subject has provided their consent to the processing of their personal data for one or multiple stated purposes;
  - Processing is necessary for the fulfilment of a contract whose contracting party is the data subject or for the performance of pre-contractual measures that are carried out at the request of the data subject;
  - Processing is necessary for the fulfilment of a legal obligation to which the controller is subject;
  - Processing is necessary in order to protect the vital interests of the data subject or another natural person;
  - Processing is necessary for the performance of a task that lies in the public interest or in the exercise of public authority which has been assigned to the controller;
  - Processing is necessary for maintaining the legitimate interests of the controller or a third party, insofar as the interests or basic rights and freedoms of the data subject that require the protection of personal data do not prevail, in particular if the data subject is a minor.
- 1.3. Storage duration: Personal data is only stored for as long as this is necessary for the designated purpose, this is prescribed on the basis of European or national legal provisions (laws, regulations or other rules) or this is required on the basis of the legitimate interest of the controller or a third party.

## **2. Individual processing activities**

Here we inform you of the data processing designated for the individual processing activities and services offered, as well as the corresponding legal basis, storage duration and data recipients. Please note the respective information on data protection.

## **3. Cookies**

### 3.1. What are cookies?

Cookies are small files that are stored in your browser when you visit most websites. A cookie consists of a name and a value.

Cookies store certain user data, such as the language setting of the website and login status. When you next visit our website, your browser will then use the cookie to send back the stored information to our website. The website then recognises who you are due to the cookies and you are provided your usual standard settings. Cookies can also be used to store the interests of users and their behaviour on individual websites in user profiles.

First-party cookies are those that are created directly by our website. Third-party cookies are created by partner websites (e.g. Google Analytics). Each individual cookie is assessed separately, since each cookie has its own properties and stores different data.

### 3.2. What types of cookies exist?

- Strictly necessary cookies: these are necessary to ensure the basic functionality of the website.
- Functional cookies: these collect information on user behaviour as well as whether the user receives error messages. These cookies are used to measure the loading time and behaviour of the website in different browsers.
- Goal-orientated cookies: these are responsible for improved user-friendliness and store entered locations, font sizes or form data, for example.
- Advertising cookies: these are also known as targeting cookies. These cookies are used to send the user personalised advertising.

3.3. Normally, when you visit a website for the first time, you are asked whether and which types of cookies you would like to allow, and this is also the case with the FHV website. In the cookie banner or by clicking on the round co-symbol at the bottom right of the homepage, you can choose whether only essential cookies are stored or whether you also give your consent for the processing of cookies to determine your preferences, for statistics or for marketing purposes. Here you can also call up details of your consent and change granted consents at any time or revoke them for the future.

Starting from the cookie banner or at <https://www.fhv.at/>, by clicking on the round co symbol at the bottom right (then click on "Change consent", then on "Details"), you can find detailed information on the cookies used and on the respective service providers at any time.

3.4. You can find further information on managing cookies as follows:

- [Google](#)
- [Firefox](#)
- [Windows](#)
- [Safari](#)

### 3.5. How can I delete cookies or withdraw my consent?

You decide whether you wish to use or approve cookies. You always have the option to delete saved cookies in your browser, or only to approve or deactivate them in part. For example, you can block cookies from third-party providers but allow other cookies.

In your browser settings, you can see which cookies have been saved and you can also change the cookie settings or delete cookies that have been saved.

You have the option to cancel consent you have previously given at any time or to object to the processing of your data using cookies (opt-out).

You can declare an objection using your browser settings, for example by deactivating the use of cookies or blocking cookies that have been placed. Please note that this may result in the restricted functionality of the online offering.

You can object to the use of cookies for online marketing purposes using certain services (web choice tools), especially in the case of tracking, via the following websites for example.

- <http://www.aboutads.info/choices/> (US page)
- <http://www.youronlinechoices.com/> (EU page)
- <http://optout.aboutads.info> (US page)

Before we process not strictly necessary cookie data on the basis of your consent, or have such data processed, we shall request your consent which may be revoked at any time. Prior to receiving consent, some cookies may be placed that are required for the operation of the online offering. Their use takes place on the basis of the legitimate interest of the website controller (Art. 6 (1f) GDPR) or also in the interest of users in the expected functionality of the online offering.

### 3.6. Data subjects:

Website visitors and users of online services

### 3.7. Data categories:

Usage data (e.g. visited website, dwell time, interest in content, access times, other access requests), meta/communication data (e.g. device information and settings, IP address)

### 3.8. Legal basis

The legal basis for data processing with cookies depends on the circumstances.

- The legal basis may arise from Article 6 (1a) GDPR and is likewise based on your consent that you have provided. This applies to marketing, preference and statistics cookies;
- Depending on the circumstances, the legal basis for this data processing may arise from Art. 6 (1b) GDPR and may be necessary for contract fulfilment or the performance of pre-contractual measures, e.g. when booking events;
  - Furthermore, the data processing may be justified in the legitimate interest of the controller or of third parties pursuant to Art. 6 para. 1 lit. f DSGVO. This is the case, for example, when necessary (essential) cookies are used, without which the use of the website is not possible.

#### 4. Cookiebot

- 4.1. Provider: Usercentrics A/S, Havnegade 39, 1058 Copenhagen, Denmark, mail@cookiebot.com
- 4.2. Data subjects: Visitors to the website
- 4.3. Purpose of processing: cookie consent technology "Cookiebot" to obtain your consent to store certain cookies in your browser and document it in a data protection compliant manner; to comply with legal obligations; consent storage.
- 4.4. Data categories: Opt-in and opt-out data, referrer URL, user agent, user preferences, consent ID, time of consent, consent type; user\*s IP number in anonymized form (last three digits are set to "0"), date and time of consent, user agent of user\*s browser, URL from which consent was sent, anonymer, random and encrypted key, user\*s consent status which serves as proof of consent.
- 4.5. Recipient: Usercentrics A/S, Havnegade 39, 1058 Copenhagen, Denmark.
- 4.6. Legal basis: fulfillment of legal obligations according to Art. 6 para 1 c) DSGVO (compliance with legal obligations, consent storage; legitimate interest of the FHV according to Art. 6 para 1 lit. f DSGVO, which is to use a modern and privacy compliant cookie consent tool for the website.
- 4.7. Obligation to provide personal data (e.g. due to legal or contractual regulations) / necessity: none.
- 4.8. Consequences of non-compliance (if the required data is not provided): none; newsletter cannot be obtained.
- 4.9. More detailed information on Cookiebot is available at <https://www.cookiebot.com/de/privacy-policy/>.

#### 5. Information on the cookies currently used

At any time, you can access the information about the cookies currently in use by doing the following:

- clicking on the cookie icon at the bottom right of the homepage;
- "Change consent" click;
- Click on "Details": all the cookies used are listed here, together with information on the purpose of use, the provider and the storage period.

The cookies used are updated once a month.

#### 6. Stape.io

- 6.1. Provider: Stape.inc Estonia, Sepapaja tn 6, Tallinn 15551
- 6.2. Data subjects: Visitors to the website
- 6.3. Purpose of processing: Stape is a tag management system from Estonia. Stape hosts fully managed server-side Google Tag Manager containers. These are for the purpose of removing personally identifiable information (PII) related to Google Analytics before the data is sent to other services.
- 6.4. Categories of data: any identifying information, derived information, location data that the exporter intends to process with the help of the importer's service
- 6.5. Recipient: Stape.inc. Estonia

- 6.6. Legal basis: Legitimate interests of the FHV pursuant to Art. 6 (1) (f) GDPR.
- 6.7. Privacy Policy: Privacy Notice - Stape Europe

## **7. Further information on web analysis and optimisation**

### **7.1. General information:**

Website visits are evaluated by means of web analysis. In this connection, the behaviour, interests or demographic information of website visitors, such as age and gender (as pseudonymous data), may be analysed.

Moreover, it is possible to recognise the time at which the online offering, its functions or content are used most frequently and which areas have a need for optimisation.

Test procedures may be used to test and optimise different versions of the online offering or parts thereof, for example.

User profiles are created for this purpose and stored in a small file (cookie) or used for similar procedures with the same purpose. For example, this can include content viewed, websites visited and elements used there, as well as technical information such as browser and computer system used and usage times. If the users have agreed to the collection of their location data, this data may also be processed depending on the provider.

The IP addresses of users are stored. However, IP masking is carried out to protect the users (pseudonymisation by shortening the IP address). As part of website analysis, A/B tests and optimisation, no plain data of users is stored such as names and email address, but rather pseudonyms.

### **7.2. Data subjects:**

Website visitors and users of online services

### **7.3. Processing purpose:**

Measuring reach (e.g. access statistics and recognition of returning visitors), tracking (e.g. interest- and behaviour-related profiling and use of cookies) and analysis of actions during visits

### **7.4. Data categories:**

Usage data (e.g. website visited, interest in content, access times), meta and communication data (e.g. IP addresses and device information)

### **7.5. Legal bases:**

Insofar as and to the extent that the users have provided their consent to the use of third-party providers, the legal basis for data processing is their consent. Otherwise, data processing is conducted on the legal basis of the legitimate interest of FH Vorarlberg, which lies in providing a website with efficient, economical and user-friendly services and optimising same on an ongoing basis for competition and marketing reasons. In this connection, we also refer to the data protection information on the use of cookies (Art. 6 (1a) and (1f) GDPR).

## 8. Local Google Fonts

Our website uses Google Fonts of the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). The Google Fonts are integrated locally on our web server; no connection to Google servers is established in this context.

Google Fonts is an interactive directory with numerous fonts that Google LLC makes available for free use. Further information on Google Fonts can be found via <https://developers.google.com/fonts/faq?tid=211099882>.

## 9. Notice on security measures in place

In consideration of the state of the art, implementation costs and the manner, scope, circumstances and purposes of processing as well as the different likelihoods of occurrence and severity of the risk for the rights and freedoms of natural persons, we take suitable technical and organisational measures to ensure the confidentiality, integrity and availability of data.

These measures encompass controlling physical and electronic access to the data and controlling existing access, entry and forwarding and the securing of availability. We have set up procedures to safeguard the maintenance of the rights of data subjects and ensure an appropriate response to the endangerment of data. Moreover, the protection of personal data is already considered in the selection of hardware and software and is supplemented by default settings that support data protection.

To prevent unauthorised access to data transmitted over the Internet, we use https. The protection of confidential data can be ensured with TLS (Transport Layer Security), an encryption protocol for secure data transmission. You can recognise the use of this technical protection by the lock symbol in the top left of the browser and in the website address that begins with https (instead of http). However, despite regular checks, complete protection against all hazards is unfortunately not possible.

## 10. Storage duration

Each time you visit our website, the web server automatically stores essential cookies. Details about the process of these cookies as well as cookies for preference, statistical and marketing purposes are available by

- Clicking on the co-icon at the bottom right of the homepage;
- "Change consent" click;
- Select "Details": all the cookies used are listed here, together with information on the purpose of use, the provider and the storage period.

## 11. Use of contact forms

When contacting FH Vorarlberg by email, via a contact form or in a blog, the data you transmit (name, email address, other contact data, usage data, meta data for security purposes and for service optimisation) are saved to handle your enquiry or to provide



the information you requested. Without your consent, this data is not shared with third parties, unless this is necessary for the prosecution of unlawful behaviour.

The legal basis for this data processing may arise from Art. 6 (1a) GDPR and in this case is supported by your consent, as this is required to respond to your enquiry or to provide the information requested. Depending on the circumstances, the legal basis for this data processing may arise from Art. 6 (1b) GDPR and be required for contract fulfilment or the performance of pre-contractual measures or be justified in the prevailing legitimate interest of the controller pursuant to Art. 6 (1f) GDPR, such as in the case of prosecuting unlawful behaviour.

## 12. Brevo (sendinblue)

- 12.1 Provider: Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, e-mail: support@brevo.com (<https://de.sendinblue.com/>).
- 12.2 Data subjects: Users of the FHV newsletter.
- 12.3 Purpose of processing: newsletter management tool; provision of information in the form of electronic newsletters.
- 12.4 Data categories: Address data, names, contact information, such as email address and telephone number, and other personal information that you provide to us
- 12.5. recipient: Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, e-mail: support@brevo.com
- 12.6. legal basis: your consent according to Art. 6 para. 1 lit. a) DSGVO
- 12.7 Storage period: Your data will be stored for as long as you are registered for the newsletter and we maintain the newsletter service. You can unsubscribe at any time.
- 12.8. obligation to provide personal data (e.g. due to legal or contractual regulations) / necessity: There is no obligation to provide personal data. Newsletters are sent exclusively after registration via a double opt-in procedure (voluntarily given and revocable informed consent pursuant to Article 6 (1) a DSGVO) or after a contract has been successfully concluded and the e-mail address has been collected in this process.
- 12.9 Consequences of non-compliance (if the required data is not provided): none; newsletter cannot be obtained.
- 12.10. Privacy Policy Brevo: <https://www.brevo.com/de/legal/privacypolicy/>

## 13. Mailchimp

- 13.1 Provider: "The Rocket Science Group LLC d/b/a MailChimp, (675 Ponce De Leon Ave NE, Suite 5000, Atlanta, Georgia 30308 USA (<https://mailchimp.com/de/>).
- 13.2 Data Subjects: Individuals who have subscribed to the Mailchimp newsletter.
- 13.3 Purpose of processing: newsletter management tool; providing information in the form of electronic newsletters.



- 13.4 Data categories: Your names, address, title, contact details, username, details of your employment such as employer, job title, company headquarters, area of responsibility, ...
- 13.5 Recipient: The Rocket Science Group
- 13.6 Legal basis: Your consent in accordance with Art. 6 Para. 1 lit. a) DSGVO.
- 13.7 Storage period: Your data will be stored for as long as you are subscribed to the newsletter and we maintain the newsletter service. You can unsubscribe at any time.
- 13.8. obligation to provide personal data (e.g. due to legal or contractual regulations) / necessity: There is no obligation to provide personal data. Newsletters are sent exclusively after registration via a double opt-in procedure (voluntarily given and revocable informed consent pursuant to Article 6 (1) a DSGVO) or after a contract has been successfully concluded and the e-mail address has been collected in this process.
- 13.9 Consequences of non-compliance (if the required data is not provided): none; newsletter cannot be obtained.
- 13.10. Mailchimp privacy policy: <https://www.intuit.com/privacy/statement/>
- 13.11. Further information: Data transfer to Mailchimp has been carried out on the legal basis of the standard contractual clauses since 16.7.2020 (Schrems II decision of the ECJ), until that time on the basis of the EU-US Privacy Shield and a Data Protection Agreement. The level of data protection in the USA does not correspond to that in the EU.

#### **14. Meetergo**

- 14.1 Provider: meetergo GmbH, Hansaring 61, 50670 Cologne, Germany.
- 14.2 Affected persons: Customers, interested parties, employees, third-party customers.
- 14.3. purpose of processing: project coordination, scheduling, communication
- 14.4 Data categories: Personal master data (also of third-party customers), communication data (e.g. telephone, e-mail), customer history or tracking of usage behavior, contract billing and payment data.
- 14.5 Legal basis: Art. 6 para. 1 lit. f), legitimate interests of the FHV to use a suitable and modern system for project coordination, scheduling and communication
- 14.6. transferee: meetergo GmbH
- 14.7. storage period: for the duration of the business relationship
- 14.8. obligation to provide personal data (e.g. due to legal or contractual regulations) / necessity: there is no obligation to provide personal data.
- 14.9 Consequences of non-compliance (if the required data is not provided): none;
- 14.10. Privacy policy <https://meetergo.com/datenschutz/>

#### **15. Onlyfly**

If you visit our "Careers" job portal on the FHV website, external content is loaded from "Onlyfly and your IP address is transmitted to New Work SE for this purpose. The data transfer in this regard takes place within the EU.

- 15.1 Provider: New Work SE, Am Strandkai 1, 20457 Hamburg, Germany.  
E-mail: info@xing.com
- 15.2 Data subjects: Visitors\* of the job portal "Career".
- 15.3 Purpose of processing: loading external content
- 15.4 Data categories: IP address
- 15.5 Recipient: New Work SE
- 15.6 Legal basis: legitimate interests of the FHV pursuant to Art. 6 para. 1 lit. f DSGVO to provide a modern job portal in order to attract interesting applicants for vacancies, with the aim of being able to survive in the competition
- 15.7 Storage period: 1 day
- 15.8. Privacy policy Onlyfly: <https://onlyfly.com/de/datenschutz//datenschutz/>

## **16. Other general references to external websites**

Visitors have the option to visit a range of external websites on which FH Vorarlberg is represented. If you exercise this option in order to display external content, you will be redirected from the website of FH Vorarlberg to another website. During this visit, numerous other cookies may be placed in your browser. FH Vorarlberg accepts no responsibility for cookies placed as soon as visitors have left the website of FH Vorarlberg.

## **17. Social media**

### **17.1. General information:**

FH Vorarlberg uses social media for communication.

Information on the scope and purpose of data collection by the social networks as well as the further data processing and use on the respective social network can be found in the privacy policies and other information directly on the website of the corresponding service. This is also where further information is provided on your corresponding data protection rights and possible settings for protecting your privacy.

Data subjects: Visitors of social media pages and communication partners

Processing purpose: Communication, marketing and advertising

Data categories: Contact data, content data, usage data, communication and meta data

Legal bases: Consent of users who have set up an account with the respective social media provider themselves; legitimate interests of FH Vorarlberg pursuant to Art. 6 (1f) GDPR to use appropriate communication in competition with other universities

**The addresses of the respective service providers and links to their privacy policies are listed below:**

## 17.2. Meta / Facebook

Provider: Meta Platforms Ireland Ltd, Merrion Road, Dublin 4, D04 X2K5, Ireland, D04 X2K5FH Vorarlberg is responsible together with Meta Platforms Ireland Ltd. for data processing when you visit our Facebook pages. Information on the agreement to the shared processing of personal data on Facebook pages:

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)

Privacy policy: <https://www.facebook.com/about/privacy>

Opt-out: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>

Information on page insights data:

[https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data)

In order to prevent Facebook from directly assigning the data collected via our website to your Facebook profile, it is necessary that you log out of Facebook before visiting our website.

You can also prevent the Facebook plugins from loading altogether with add-ons for your browser.

For Mozilla Firefox: [https://addons.mozilla.org/de/firefox/addon/facebook\\_blocker/](https://addons.mozilla.org/de/firefox/addon/facebook_blocker/)

For Chrome: <https://chrome.google.com/webstore/search/block%20facebook>

In order to prevent Google or Twitter from directly assigning the data collected via our website to your profile on Youtube (Google), it is necessary that you log out of Youtube (Google) before visiting our website. You can also prevent Google plugins from loading altogether with add-ons for your browser, such as the script blocker NoScript (noscript.net).

### 17.2.1. Meta Tracking Pixel

On our website, we use the "Meta Pixel" service on the FB & Instagram page, which is provided by the social network "Facebook" (Meta Platforms Ireland Ltd, Merrion Road, Dublin 4, D04 X2K5, Ireland, D04 X2K5), for the analysis, optimisation and economic operation of our online offering. Within the scope of this service, data is transferred to the USA or this cannot be ruled out. The processing of this data only takes place on the basis of your consent (Art. 6 para. 1 lit. a GDPR), which you have expressly given us on the basis of the cookie settings ("opt-in"). This consent also includes your consent for your data to be processed in the USA, even though there are no suitable safeguards to ensure an adequate level of data protection (Art. 49 (1) (a) GDPR). You can revoke this consent at any time in the website's cookie management tool by rejecting the marketing cookies. dHowever, this revocation does not affect the lawfulness of the data processing carried out up to that point.

On the one hand, "Meta Pixel" allows us to present our advertising offer on Facebook only to those audiences that are also interested in it or related topics, and on the

other hand, it also allows us to statistically measure the success of our ads on Facebook.

How does it work exactly? – Actions you take are stored in one or more cookie(s), which Facebook then compares with your Facebook account data to provide you with Facebook ads tailored to your interests. You can prevent a link to your Facebook account by logging out of your Facebook account before setting any activity.

The data collected in this process is completely anonymous to us and cannot be viewed!

Detailed information about meta cookies can be found in our cookie management tool.

### 17.3. LinkedIn

Provider: LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA

Privacy policy: <https://www.linkedin.com/legal/privacy-policy>

Further information on LinkedIn:

<https://www.linkedin.com/help/linkedin/answer/a427660>

Opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

#### 17.3.1. LinkedIn Tracking Pixel (LinkedIn Insight-Tag, LinkedIn-Conversion-Pixel)

Our website uses the LinkedIn Tracking Pixel, a web analysis service provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA. The LinkedIn Insight Tag places a cookie in the user's browser. In addition, LinkedIn collects data such as, among other things,

- URL,
- Referrer URL,
- Device characteristics,
- Browser properties and
- IP address.

LinkedIn anonymizes the data within 7 days. It deletes the data within 90 days. We do not receive any personal data, but only aggregate reports on the demographics of your target audience and the performance of the content on our website.

Within the scope of this service, data is transferred to the USA or cannot be ruled out.

Your data will be processed on the basis of your consent in accordance with Article 6 (1) (a) GDPR. This consent can be revoked at any time for the future in the website's

cookie management tool by rejecting marketing cookies. However, the revocation does not affect the lawfulness of the data processing carried out up to that point.

LinkedIn members also have the option to opt out of LinkedIn conversion tracking and, among <https://www.linkedin.com/psettings/advertising/>, to block and delete cookies or to deactivate demographic characteristics.

In LinkedIn's settings, there is no separate opt-out option for third-party impressions or click tracking for campaigns running on LinkedIn, as all underlying campaigns respect LinkedIn members' preferences.

For more information from LinkedIn, please visit

<http://www.linkedin.com/legal/privacy-policy>

<https://www.linkedin.com/help/lms/answer/85787>

<https://www.linkedin.com/help/linkedin/answer/87150/linkedin-marketinglosungen-und-die-datenschutz-grundverordnung-dsgvo-?lang=de>

#### 17.4. Instagram

Provider: Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA.

Instagram is a subsidiary of Facebook Inc.

Privacy policy: <http://instagram.com/about/legal/privacy/>

#### 17.5. Xing

Provider: Social Media Netzwerk XING, XING SE, Dammtorstrasse 30, 20354 Hamburg, Germany

Privacy policy: <https://www.xing.com/privacy>

#### 17.6. YouTube

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

Privacy policy: <https://policies.google.com/privacy>

Opt-out: <https://adssettings.google.com/authenticated>

#### 17.7. TikTok Tracking Pixel

17.7.1. Provider: TikTok Technology Limited, a company registered in the Republic of Ireland with its registered office at 10 Earlsfort Terrace, Dublin, D02 T380, Ireland

17.7.2. Data subjects: Visitors to the Website

17.7.3. Purpose of Processing: The TikTok pixel is a code placed on the FHV website to share website events with TikTok. FHV uses the TikTok pixel to measure traffic to the FHV website, as well as the performance of ad campaigns, and to optimize the campaigns.

- 17.7.4. Within the scope of this service, data is transferred to third countries or cannot be ruled out.
- 17.7.5. The processing of this data only takes place on the basis of your consent (Art. 6 para. 1 lit. a GDPR), which you have expressly given us on the basis of the cookie settings ("opt-in"). This consent also includes your consent for your data to be processed in the USA, even though there are no suitable guarantees to ensure an adequate level of data protection (Art. 49 (1) (a) GDPR). You can revoke this consent at any time in the website's cookie management tool by rejecting marketing cookies, but this revocation does not affect the lawfulness of the data processing carried out up to that point.
- 17.7.6. The pixel places a cookie in the user's browser and collects information available through web browsers such as Chrome. These include:
- **Ad/Event Information:** Information about an ad that a TikTok user clicked on or an event that was triggered.
  - **Timestamp:** The time the pixel event was fired. This is used to determine when website actions have taken place, such as when a page was viewed, when a product was purchased, etc.
  - **IP address:** Used to determine the geographic location of an event.
  - **User Agent:** Used to determine device brand, model, operating system, and browser information.
  - **• Cookies:** First-party cookies are optional, while third-party cookies are enabled by default when using the TikTok pixel. Cookies make it easier to measure, optimize, and target your campaigns. You can also improve performance by combining first- and third-party cookies with advanced matching. For more information, see Using cookies with TikTok pixels.
  - **Metadata and button clicks: This includes descriptive page metadata (e.g., page title and product information), structured microdata, page performance data (e.g., page load times), and button clicks (e.g., button name, descriptive text, and attributes). With this information, we'll be able to provide recommendations for improving your pixel event setup and even automated solutions in the future.** This data may also be used to personalize ad campaigns for users on TikTok and to improve TikTok's ad delivery systems. Users can manage this data in their own Pixel settings. For more information, see Extend data postback with the TikTok pixel. (cf. <https://ads.tiktok.com/help/article/tiktok-pixel?lang=de#>)

Information about TikTok's privacy policy is available at <https://www.tiktok.com/legal/page/eea/privacy-policy/en>

[More information about TikTok cookies is available in the website's cookie management tool.](#)

## 18. Contact by users

(such as via contact forms, email, telephone, social media platforms (not applicable for prospective students))

- 18.1. Data processing in the event of your contact: If you contact us via email, telephone, contact form or via social media, the information of the enquiring person is processed insofar as this is necessary for responding to the query and associated transactions.
- 18.2. Data subjects: Enquiring persons and communication partners

- 18.3. . Processing purpose: Contractual and pre-contractual services, handling contact enquiries and communication, and security measures
- 18.4. Data categories: Master data (e.g. names, addresses), contact data (e.g. email addresses, telephone numbers), communication and meta data (e.g. IP addresses, device information), usage data (e.g. visited websites, access times, interest in content), content data (e.g. information on the enquiring person such as texts, photos, videos, documents)
- 18.5. Legal bases: Answering contact enquiries in connection with contractual obligations occurs for the purpose of their fulfilment or due to pre-contractual obligations and on the basis of the legitimate interest of FH Vorarlberg to respond to such enquiries. The legal bases for this are therefore contract fulfilment and pre-contractual obligations, consent and legitimate interests (Art. 6 (a, b and f) GDPR).  
As a rule, the provision of personal data is not prescribed by law. Insofar as you provide us with data for a planned study programme, this may occur as a pre-contractual obligation. Nevertheless, the provision of your data in this manner only for initial information is not contractually required nor necessary for contract conclusion. Insofar as you do not provide us with data in this manner, this shall result in no significant disadvantages for you.
- 18.6. Recipients: As a rule, this data is not provided to third parties, unless third-party providers are used for communication, if data provision is necessary to assert or defend against legal claims or there is a legal obligation for this.
- 18.7. Storage duration: The storage duration is determined by the respective content.

## 19. Online publication server of FH Vorarlberg OPUS (repository)

The repository of the library of Fachhochschule Vorarlberg GmbH is intended for the publication of master theses of graduates as well as scientific publications of internal employees of FH Vorarlberg. It is publicly viewable and can therefore be accessed by anyone.

The cookie PHPSESSID is used when visiting the publication server; this cookie is absolutely necessary for checking and storing session information. Content (example): hmimrfic38m6c2a4ousnt861. The cookie is valid for the duration of a session.

The following personal data is recorded in the registration form for the publication of a document on the publication server OPUS:

Contact details of the contributor (note: contributors are often also authors):

- Surname and first name  
Purpose: classification, contact, identification, necessary entries in the registration form
- ORCID (Open Researcher and Contributor ID)  
Purpose: unique identifier, voluntary entries in the registration form



- Email address:  
Purpose: classification, contact, identification, necessary entries in the registration form

Data of authors, publishers, supervisors

- Surname and first name  
Purpose: classification, contact, identification, necessary entries in the registration form
- ORCID (Open Researcher and Contributor ID)  
Purpose: unique identifier, voluntary entries in the registration form
- Organisational unit(s) for employees  
Purpose: classification of the document, necessary entries in the registration form
- Study programme for students  
Purpose: classification of the document, necessary entries in the registration form

Moreover, the bibliographical data of the document is also recorded which is necessary for publication on the publication server OPUS.

## **20. Changes and updates to the privacy policy, further information about data protection**

Please revisit the content of the privacy policy at regular intervals. The privacy policy will be adjusted when changes arise in how we process data. Insofar as an action is required on your part, such as consent, or an individual notification, we will inform you accordingly.

Further data protection information on specific topics is available on the homepage following this text.

## **21. Other important information**

If you send us personal data via email (not via the website), we are unable to guarantee secure transmission and the protection of personal data. We strongly recommend never transmitting confidential data by email in unencrypted form. If you give your business card to one of our employees at an event, we may collect it electronically and use it to contact you. This processing activity is carried out on the legal basis of your consent pursuant to Art. 6 Para. 1 lit. a) DSGVO or the legitimate interests of the FHV pursuant to Art. 6 Para. 1 lit. f) DSGVO, whereby the legitimate interests of the FHV lie in the fact that this data is available for contacting in the interest of business.

## 22. Rights of data subjects according to the General Data Protection Regulation

We would like to inform you that in relation to your personal data, you generally have the rights to information, correction, erasure, restriction, data portability, revocation and objection. Enquiries or requests in this connection can be addressed to [datenschutz@fhv.at](mailto:datenschutz@fhv.at).

If processing occurs on the basis of consent, you may revoke this consent at any time also by emailing [datenschutz@fhv.at](mailto:datenschutz@fhv.at). Insofar as processing occurs on the basis of the legitimate interests of FH Vorarlberg, you can subject a justified objection according to the requirements of Art. 21 GDPR, although the lawfulness of data processing conducted prior to the revocation or objection remains unaffected.

If you believe that data is being processed unlawfully, we ask you to contact us at [datenschutz@fhv.at](mailto:datenschutz@fhv.at). Moreover, you have the right to lodge a complaint with the responsible data protection authority with respect to suspected unlawful data processing.

## 23. Responsible controller for data processing and the data protection officer:

**Responsible controller:** Fachhochschule Vorarlberg GmbH, Campus V, Hochschulstrasse 1, 6850 Dornbirn, [info@fhv.at](mailto:info@fhv.at), +43 5572 792-0

**Data protection officer:** [datenschutz@fhv.at](mailto:datenschutz@fhv.at)

Should you have any questions or concerns in connection with data protection at FH Vorarlberg, our internal contact person will be happy to help and is reachable by email at [datenschutz@fhv.at](mailto:datenschutz@fhv.at).

## 24. Valid version

This data protection text is provided in English and German. In the event of ambiguities or disputes, the German version shall prevail.

Version: 11/12/2023