

data protection

1. data protection at a glance

General information

The following information provides a simple overview of what happens to your personal data when you visit our website. Personal data is any data that can be used to identify you personally. For detailed information on the subject of data protection, please refer to our data protection declaration listed below this text.

Data collection on our website

Who is responsible for data collection on this website?

Data processing on this website is carried out by the website operator. You can find the operator's contact details in the legal notice of this website.

How do we collect your data?

On the one hand, your data is collected when you provide it to us. This may, for example, be data that you enter in a contact form. Other data is collected automatically by our IT systems when you visit the website. This is primarily technical data (e.g. internet browser, operating system or time of page view). This data is collected automatically as soon as you enter our website.

What do we use your data for?

Some of the data is collected to ensure that the website is provided without errors. Other data may be used to analyze your user behavior.

What rights do you have with regard to your data?

You have the right to receive information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to request the correction, blocking or deletion of this data. You can contact us at any time at the address given in the legal notice if you have any further questions on the subject of data protection. You also have the right to lodge a complaint with the competent supervisory authority. (Austrian Data Protection Authority, Wickenburggasse 8, 1010 Vienna, dsb@dsb.gv.at)

Analysis tools and tools from third-party providers

When you visit our website, your surfing behavior may be statistically evaluated. This is primarily done using cookies and so-called analysis programs. The analysis of your surfing behavior is usually anonymous; the surfing behavior cannot be traced back to you. You can object to this



analysis or prevent it by not using certain tools. You can find detailed information on this in the following privacy policy. You can object to this analysis. We will inform you about the objection options in this privacy policy.

2. General notes and mandatory information

Data protection

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy policy.

When you use this website, various personal data is collected. Personal data is data that can be used to identify you personally. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done. We would like to point out that data transmission over the Internet (e.g. when communicating by email) may be subject to security vulnerabilities. Complete protection of data against access by third parties is not possible.

Note on the responsible body

The controller responsible for data processing on this website is
mx-flow GmbH, Kampesberg 21 | 4656 Kirchham | Austria
Telephone: +43 664 7906338, e-mail: office@mx-flow.com

The controller is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

Withdrawal of your consent to data processing

Many data processing operations are only possible with your express consent. You can withdraw your consent at any time. All you need to do is send us an informal email. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Right to lodge a complaint with the competent supervisory authority

In the event of breaches of data protection law, the data subject has the right to lodge a complaint with the competent supervisory authority. You have the right to information, rectification, erasure, restriction of processing and portability of your personal data as well as the right to lodge a complaint with the supervisory authority (Austrian Data Protection Authority, Wickenburggasse 8, 1010 Vienna, dsb@dsb.gv.at).

Right to data portability

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You have the right to have data that we process automatically on the basis of your consent or in fulfillment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another controller, this will only take place if it is technically feasible.

SSL or TLS encryption

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or inquiries that you send to us as the site operator. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

Encrypted payment transactions on this website

If there is an obligation to send us your payment data (e.g. account number for direct debit authorization) after the conclusion of a fee-based contract, this data is required for payment processing.

Payment transactions via the usual means of payment (Visa/MasterCard, direct debit) are made exclusively via an encrypted SSL or TLS connection. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

With encrypted communication, the payment data you transmit to us cannot be read by third parties.

Information, blocking, deletion

Within the framework of the applicable legal provisions, you have the right to free information about your stored personal data, its origin and recipient and the purpose of the data processing and, if necessary, a right to correction, blocking or deletion of this data at any time. You can contact us at any time at the address given in the legal notice if you have further questions on the subject of personal data.

Objection to advertising emails

We hereby object to the use of contact data published as part of our obligation to provide a legal notice for the purpose of sending unsolicited advertising and information material. The operators of this website expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, such as spam e-mails.

3. data collection on our website

Cookies

Some of the Internet pages use so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies are used to make our website more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your end device until you delete them. These cookies enable us to recognize your browser on your next visit. You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be restricted.

Cookies that are required to carry out the electronic communication process or to provide certain functions that you have requested (e.g. shopping cart function) 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 technically error-free and optimized provision of its services. Insofar as other cookies (e.g. cookies to analyze your surfing behavior) are stored, these are treated separately in this privacy policy.

Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are

- Browser type and browser version
- Operating system used
- referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

This data is not merged with other data sources.

The basis for data processing is Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfillment of a contract or pre-contractual measures.

Contact form

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If you send us inquiries via the contact form, your details from the inquiry form, including the contact data you provide there, will be stored by us for the purpose of processing the inquiry and in the event of follow-up questions. We will not pass on this data without your consent.

The data entered in the contact form is therefore processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke this consent at any time. All you need to do is send us an informal email. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

We will retain the data you provide on the contact form until you request its deletion, revoke your consent for its storage, or the purpose for its storage no longer pertains (e.g. after fulfilling your request). Mandatory statutory provisions - in particular retention periods - remain unaffected.

Online job application

Your application data will be collected and processed electronically by us for the purpose of handling the application process. If your application is followed by the conclusion of an employment contract, the data you have submitted may be stored by us in your personnel file for the purpose of the usual organizational and administrative process in compliance with the relevant legal regulations.

If your job application is rejected, the data you have submitted will be deleted automatically six months after notification of the rejection. This does not apply if longer storage is necessary due to legal requirements (e.g. the burden of proof under the General Equal Treatment Act) or if you have expressly consented to longer storage in our database of interested parties.

4. analysis tools and advertising

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable your use of the website to be analyzed. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

The storage of Google Analytics cookies is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the analysis of user behavior in order to optimize both its website and its advertising.

IP anonymization

We have activated the IP anonymization function on this website. This means that your IP address will be truncated by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Browser plugin

You can prevent the storage of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

Objection to data collection

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set to prevent your data from being collected on future visits to this website:

[Click here to be excluded from Google Analytics measurement.](#)

Privacy policy

You can find more information on how Google Analytics handles user data in Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

Demographic characteristics with Google Analytics

This website uses the "demographic features" function of Google Analytics. This allows reports to be created that contain statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google and from visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section "Objection to data collection".



Google Analytics Remarketing

Our websites use the functions of Google Analytics Remarketing in conjunction with the cross-device functions of Google AdWords and Google DoubleClick. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

This function makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google AdWords and Google DoubleClick. In this way, interest-based, personalized advertising messages that have been adapted to you depending on your previous usage and surfing behavior on one device (e.g. cell phone) can also be displayed on another of your devices (e.g. tablet or PC).

If you have given your consent, Google will link your web and app browsing history to your Google account for this purpose. In this way, the same personalized advertising messages can be displayed on every device on which you sign in with your Google account.

To support this function, Google Analytics collects Google-authenticated user IDs that are temporarily linked to our Google Analytics data to define and create target groups for cross-device advertising.

You can permanently opt out of cross-device remarketing/targeting by turning off personalized advertising in your Google Account by following this link:
<https://www.google.com/settings/ads/onweb/>.

The summary of the data collected in your Google account is based exclusively on your consent, which you can give or revoke at Google (Art. 6 para. 1 lit. a GDPR). For data collection processes that are not merged in your Google account (e.g. because you do not have a Google account or have objected to the merging), the collection of data is based on Art. 6 para. 1 lit. f GDPR. The legitimate interest arises from the fact that the website operator has an interest in the anonymized analysis of website visitors for advertising purposes.

Further information and the data protection provisions can be found in Google's privacy policy at:
<https://www.google.com/policies/technologies/ads/>.

Google AdWords and Google conversion tracking

This website uses Google AdWords. AdWords is an online advertising program of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google").

As part of Google AdWords, we use what is known as conversion tracking. When you click on an ad placed by Google, a cookie is set for conversion tracking. Cookies are small text files that the Internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used to personally identify the user. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize that the user clicked on the ad and was redirected to this page.

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Each Google AdWords customer receives a different cookie. The cookies cannot be tracked via the websites of AdWords customers. The information collected using the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users. If you do not wish to participate in tracking, you can object to this use by easily deactivating the Google Conversion Tracking cookie via your Internet browser under user settings. You will then not be included in the conversion tracking statistics.

The storage of "conversion cookies" is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the analysis of user behavior in order to optimize both its website and its advertising.

You can find more information about Google AdWords and Google Conversion Tracking in Google's privacy policy: <https://www.google.de/policies/privacy/>.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be restricted.

5. newsletter

Newsletter data

If you would like to receive the newsletter offered on the website, we require an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. No further data is collected, or only on a voluntary basis. We use this data exclusively for sending the requested information and do not pass it on to third parties.

The data entered in the newsletter registration form is processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent to the storage of the data, the e-mail address and its use for sending the newsletter at any time, for example via the "Unsubscribe" link in the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation. The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

WIXShoutOut

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This website uses WIXShoutOut to send newsletters. The provider is Wix.com, Inc. at 40 Nema Tel Aviv St., Tel Aviv, Israel or Wix.com Inc. 500 Terry A. Francois Boulevard, 6th Floor, San Francisco, CA, 94158 or Wix.com Luxembourg S.a.r.l, 5, rue Guillaume Kroll, L-1882 Luxembourg. WIXShoutOut is a service with which the newsletter dispatch can be organized and analyzed. The data you enter for the purpose of receiving the newsletter (e.g. e-mail address) may be stored in data centers in the United States of America, Ireland, South Korea, Taiwan and Israel.

Our newsletters sent with WIXShoutOut enable us to analyze the behavior of newsletter recipients. Among other things, we can analyze how many recipients have opened the newsletter message and how often which link in the newsletter was clicked on. Conversion tracking can also be used to analyze whether a predefined action (e.g. purchase of a product on our website) has taken place after clicking on the link in the newsletter.

The data processing takes place on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

If you do not wish to be analyzed by WIXShoutOut, you must unsubscribe from the newsletter. We provide a link for this purpose in every newsletter message. You can also unsubscribe from the newsletter directly on the website.

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted from both our servers and the servers of WIXShoutOut after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

You can find more details in the data protection provisions of WIXShoutOut at: <https://de.wix.com/about/privacy>

6. plugins and tools

YouTube

Our website uses plugins from the Google-operated YouTube site. The operator of the pages is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. When you visit one of our pages equipped with a YouTube plugin, a connection to the YouTube servers is established. This tells the YouTube server which of our pages you have visited.

If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.



The use of YouTube is in the interest of an appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

Further information on the handling of user data can be found in YouTube's privacy policy at: <https://www.google.de/intl/de/policies/privacy>.

Use of the Facebook Custom Audiences Pixel

We use "Custom Audiences Pixel" from Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") to present interest-based advertisements to visitors to our website during their visit to Facebook. We have implemented a Facebook pixel on our website, which establishes a direct connection to the Facebook servers when you visit our website. This tells the Facebook server that you have visited our website and Facebook assigns this information to your personal Facebook user account. For more information on the collection and use of data by Facebook and your rights and options for protecting your privacy in this regard, please refer to Facebook's privacy policy at <https://www.facebook.com/about/privacy/>. If you wish to object to the described connection with Facebook, you can do so by clicking on the link below.

Google Web Fonts

This site uses so-called web fonts provided by Google for the uniform display of fonts. When you access a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, the browser you are using must connect to Google's servers. This informs Google that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of a uniform and appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

If your browser does not support web fonts, a standard font will be used by your computer.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>.

Google Maps

This site uses the map service Google Maps via an API. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. To use the functions of Google Maps, it is necessary to save your IP address. This information is usually transmitted to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer.

The use of Google Maps is in the interest of an appealing presentation of our online offers and to make it easy to find the places we have indicated on the website. This constitutes a legitimate

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interest within the meaning of Art. 6 para. 1 lit. f GDPR.

You can find more information on the handling of user data in Google's privacy policy:
<https://www.google.de/intl/de/policies/privacy/>.

Integrity of your personal data

We have taken protective measures to ensure that your personal data is always correct, complete and up to date for the intended purposes. Of course, you have the right to access and change the personal data you have provided at any time. You can help us to ensure that your contact information and preferences are accurate, complete and up to date. You can also request a copy of your personal data by contacting us at the e-mail address below.

Changes to this privacy policy

We reserve the right to change our privacy policy if necessary due to new technologies. Please ensure that you have the latest version. If fundamental changes are made to this privacy policy, we will announce them on our website.

7. You can reach us using the following contact details:

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Kampesberg 21
A-4656 Kirchham
Management: Florian Forstinger
+43 664 7906338

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www.mx-flow.com