

## Data Protection Declaration in accordance with the Basic Regulation for Data Protection (DSGVO)

# Data Protection Declaration in accordance with the Basic Regulation for Data Protection (DSGVO)

**The protection of your personal data is important to us. We only process your data in accordance with the legal requirements. Without your consent, we do not provide any personal data to third parties.**

In the following section, we will inform you about the most important aspects of data processing in our company. The following regulations deal exclusively with the personal information that we receive from the users of our websites or that are provided to us by customers or interested persons, either by telephone or in writing.

Our goal in the sense of the Basic Regulation for Data Protection (legitimate interest) is to improve our offers and our web presence.

### Contact us

When you contact us via a web contact form (a form on a website), by email or personally, we store the data you provide to process inquiries, to answer any further questions that might occur and in order to offer you optimal sales support.

In general, we do not collect personal data from you when you use our website. We only collect your personal data when you provide it in order to conclude a contract with us or to register on our website, when you contact us (for example at trade fairs and events), or when you voluntarily give us data in order to register for our newsletter. These data are collected and processed in our IT system without your explicit consent for the conclusion of contracts, to confirm your creditworthiness and for the settlement of payments and reclamations.

Besides that, we use personal data for our own advertising purposes – that is, to send out our email newsletter as well as occasional postal mailings in order to inform you about our products, services, and offers. You can unsubscribe to our newsletter at any time via the link in the newsletter that is provided for that purpose or by notifying us at our email address (see also the item “newsletter”).

Your information will be automatically processed and dealt with in accordance with the provisions and implementing regulations of the Data Protection Law. We need your personal data to provide the aforementioned services.

How long your personal data is stored varies depending on what it is used for. Legal regulations require that certain kinds of data have to be stored for particular lengths of time. Otherwise, data are only stored as long as they are needed for the purpose for which they were collected.

### Using our website

In general, you do not have to provide any personal data to use our website. Insofar as personal data (for example names, addresses or email addresses) are collected, this is as far as possible done on a voluntary basis. They will not be disclosed to third parties without your expressed consent. We would like to point out, that security gaps can occur during the transfer of data on the internet (e.g. during communication by email). It is not possible to completely protect such data against access by third parties. We hereby object to third parties using the contact data that we, as legally required, have published in our imprint to send us advertising or informational material we

## Data Protection Declaration in accordance with the Basic Regulation for Data Protection (DSGVO)

Innovation Meets Quality

have not expressly requested. The operator of the website explicitly reserves the right to take legal action in the event of the unsolicited sending of advertising material, for example of spam emails.

### Cookies

Our website uses cookies. These are small text files that are deposited on your terminal device with the help of browsers.

We use cookies to make our offers more customer-friendly. Some cookies remain stored on your terminal until you delete them. That enables us to recognize your browser the next time you visit our website.

If you do not agree to this, you can set your browser to notify you when you receive cookies and to only accept them in particular cases. The deactivation of cookies can limit the functionality of our website.

### Access data/server log files

We (or our provider) collect data about every access to our website in server log files, both directly and from emails that are sent to us. We only use these data to carry out evaluations for the operation, the security and the optimization of our offers and to optimize our customer support. We do not transfer these data to third parties.

### Utilization of several Google Services

This website utilizes Google Service of Google Inc. ("Google"). Google makes use of so-called "cookies", text files that are stored on your computer and enable an analysis of your use of our website.

The cookies are also used for the purpose of addressing the visitors via remarketing campaigns with online advertising at a later date in the Google advertising network. To run remarketing ads, third parties such as Google use cookies based on a visit to this site.

The information about your use of the website that is generated by the cookie is usually transferred to a server of Google Inc. in the USA and stored there. If the IP anonymization on this website is activated, your IP address will be abbreviated by Google within the member-states of the European Union or in other states which are party to the Agreement on the European Economic Area before being sent to America. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and abbreviated there. At the request of the operator of this website, Google will employ this information to evaluate your use of the website, to compile reports about the activities of the website and to provide further services to the operator of the website that have to do with the utilization of the website and the Internet. You can obtain further information at

<https://www.google.com/intl/de/policies/privacy/>.

If you do not want to participate in tracking, you can exempt your data from this use by inactivating the Google cookies on your Internet browser at "user configurations". If you do so, you will not be included in the tracking statistics.

### Google +1

Recording and transferring information: With the help of the Google +1 button you can publish information worldwide. By pressing the Google +1 button you and other users receive personalized content from Google and our partners. Google stores both the information that you have provided as +1 contents as well as information about the website that you viewed when you clicked on +1. Your +1 as well as your profile name and your photograph can be faded into Google services – for example, into search results, into your Google profile or into other places on websites and advertisements on the Internet. Google records information about your +1 activities in order to improve Google services for you and others. In order to be entitled to use Google +1 buttons, you must have an open Google profile that is visible worldwide. It must include at least the name that

## Data Protection Declaration in accordance with the Basic Regulation for Data Protection (DSGVO)

Innovation Meets Quality

you have chosen for the profile. In many cases, this name can replace another one that you have used to share contents via your Google accounts. The identity of your Google profile can be shown to users who know your email address or who have other identifying information about you. Using the recorded information: In addition to the previously explained purposes, the information you have provided will be used in accordance with Google's data protection regulations. Google might publish aggregated statistics about the +1 activities of users, or they might provide these statistics to users and partners, for example to publishers, advertisers or linked websites.

### Facebook plugins

Plugins of the social network "Facebook, USA" are integrated into our pages. You can recognize the Facebook plugins on our website from their Facebook logos or their like buttons. When you visit our website, a direct connection is established between your browser and the Facebook server via the plugin. Facebook thereby receives the information that you have visited our website with your IP address. If you click on the Facebook "like" button while you are logged into your Facebook account, you can link the contents of our pages to your Facebook profile. That makes it possible for Facebook to associate the visit to our pages with your user account. We would like to point out, that we as the provider of the pages receive no information about the contents of the transferred data or about the way in which Facebook uses them. You can find further information about this in the data protection declaration of Facebook at [de-de.facebook.com/policy.php](https://de-de.facebook.com/policy.php). If you do not want Facebook to be able to associate your visit to our pages with your Facebook user account, please log out of your Facebook user account before you visit our website.

### Conversion measurement with the visitor action pixel of Facebook

In our website, we employ the "visitor action pixel" of Facebook, USA. It enables us to follow the actions of users after they have viewed an advertisement on Facebook or clicked on it. That enables us to gauge the efficacy of Facebook advertisements for statistical purposes and for our market research. The data that are recorded in this manner are anonymous for us; that is to say, we do not see the personal data of the individual users. These data are, however, stored and processed by Facebook; we inform you about that, according to the state of our knowledge. Facebook can connect these data to your Facebook account and use them for their own advertising purposes in accordance with Facebook's data usage policy (see <https://www.facebook.com/about/privacy/>). Furthermore, a cookie can be stored on your computer for this purpose.

Please click here if you want to revoke your consent: <https://www.facebook.com/settings/?tab=ads>. Please consider that you have to be registered on Facebook to do this.

If you do not want Facebook to be able to connect the visit to our pages with your Facebook user account, please log out of your Facebook user account before visiting our pages and if necessary use additional ad blockers.

### Twitter

Functions of the "Twitter" service are incorporated into our pages. These functions are offered by Twitter Inc., USA. When you use Twitter and the function "re-tweet", the websites you visit become connected to your Twitter account and other users are thereby informed of these visits. In this process, data are also transferred to Twitter. We would like to point out, that we as the provider of the pages receive no information about the content of the transferred data or about how Twitter uses them. You can find further information about this in the data protection declaration of Twitter at <http://twitter.com/privacy>. You can alter your privacy settings with Twitter by changing your account settings.

### Xing

## Data Protection Declaration in accordance with the Basic Regulation for Data Protection (DSGVO)

Innovation Meets Quality

Data protection declaration concerning the usage of a XING button. This website utilizes the “share” button of Xing. When you access this website on your browser, a connection to the servers of XING AG in Germany is therefore established. The share function is then carried out (for example the counter value is displayed). You can find current information about data protection in conjunction with the “share button” as well as further information that is relevant in this respect at [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection).

### Linkedin

You find plugins of the social network LinkedIn as well as ones of the LinkedIn Corporation, USA (hereafter referred to as “LinkedIn”), on our website. You can recognize the plugins of LinkedIn by their logo or the “recommended” button. Please consider that when you visit our Website the plugin establishes a connection between the Internet browser you are using and the server of LinkedIn. LinkedIn is then informed that our Website has been visited with your IP address. If you click on the “recommended” button of LinkedIn and are at the same time logged onto your LinkedIn account, you can link an item on our website to your profile site at LinkedIn-profile. By doing so, you enable LinkedIn to associate your visit to our website with yourself or your user account. You should be aware of the fact that we receive no information about the content of the transferred data and the way in which LinkedIn utilizes them.

Further information about the collection of data and your legal possibilities as well as your setting options can be found at LinkedIn. These are made available to you at [http://www.linkedin.com/static?key=privacy\\_policy&trk=hb\\_ft\\_priv](http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv).

### Sales suckers

Products and services from Sales-Suckers OG ([www.sales-suckers.com](http://www.sales-suckers.com)) are used on this website for marketing and optimization purposes. Data is collected, processed and stored, from which user profiles are created under a pseudonym. Where possible and useful the usage profiles are completely anonymous. Cookies can be used for this. Cookies are small text files that are stored in the visitor's Internet browser and are used to recognize the Internet browser. The data collected, which may also include personal data, are transmitted to Sales-Suckers or collected directly from Sales-Suckers. Sales-Suckers may use information left by visits to the website to create anonymized usage profiles. The data obtained in this way will not be used to personally identify the visitor to this website without the separate consent of the person concerned, and they will not be used with personal data about the carrier of the pseudonym. Insofar as IP addresses are collected, they are anonymized immediately after collection by deleting the last number block. The data collection, processing and storage can be objected to at any time with future effect.

### Use of Hotjar

This website uses Hotjar. The provider is Hotjar Ltd., Level 2, St Julians Business Center, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe (website: <https://www.hotjar.com>).

Hotjar is used to analyze user behavior on a website, for which we, among other things. Your mouse and Record scrolling movements and clicks. From this information, Hotjar creates so-called heatmaps, with which you can determine which areas of the website are from Website visitors are preferred. In addition, Hotjar can be used to determine at which point you canceled your entries in a contact form (so-called. Conversion funnels)

Hotjar uses cookies. These serve to make our offer more user-friendly and more effective

## Data Protection Declaration in accordance with the Basic Regulation for Data Protection (DSGVO)

Innovation Meets Quality

and make it safer. In particular, these cookies can be used to determine whether our Website was visited with a specific device or whether the functions of Hotjar has been deactivated for the browser in question. Hotjar cookies remain on your Device until you delete it.

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

The use of Hotjar and the storage of Hotjar cookies are 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.

### Deactivating Hotjar

If you want to disable data collection by Hotjar, click on the following Link and follow the instructions there: <https://www.hotjar.com/opt-out>

For more information about Hotjar and the data collected, see the Hotjar's privacy policy under the following link: <https://www.hotjar.com/privacy>

### Information related to communication or usage

When you visit our website, certain data are automatically stored for the system administration or for statistical or security purposes. These include the name of your Internet service provider, perhaps your IP address, the version of your browser software, the operating system of the computer with which you have accessed our website, the website from which you are visiting us, which of our websites you are visiting and, where appropriate, the search terms you have used to find our website. These data could possibly enable one to draw conclusions as to the identity of the visitor to the website.

Personal data are, however, not utilized in this context. The data are only used anonymously. When it is necessary, within the context of certain services, to transfer data to particular external service providers, technical and organizational measures are taken to assure that the transfer takes place in accordance with the legal regulations for data protection.

### Events and Seminars

We collect and store personal data (e.g. name, email, address) you provide to process events and seminars. If we cooperate with partners to process events and seminars we will provide this personal data – if necessary – also to our partners for the purpose of processing the event or seminar, for test procedures, certificate issues or providing information of the partner to the attendees.

We also offer online training through our eAcademy that can be used with the tools Zoom (<https://zoom.us/>) and Microsoft Teams (<https://products.office.com/en-us/microsoft-teams/group->



## Data Protection Declaration in accordance with the Basic Regulation for Data Protection (DSGVO)

Innovation Meets Quality

[chat-software](#)). Personal information such as chat histories, audio and video data are transmitted. Each participant in a training course is responsible for the data that is entered and transmitted to us when using these tools. As a participant, you have to make sure that no sensitive information or information that is not intended for others from your participant's environment (e.g. conversations in the background, picture and video information in the background, etc.) is transmitted. We only use the transmitted data for the purpose of carrying out the online training.

The data protection declarations on Zoom can be found at <https://zoom.us/privacy>. Microsoft's data protection information can be found at <https://www.microsoft.com/en-us/trust-center/privacy>.

When using these tools, these terms and conditions or the other terms and conditions of these providers, which may be necessary when registering for the use of these tools, are binding for the participants.

### Newsletter

You can subscribe to our newsletter either via this website, by sending us an email or personally.

You can cancel your subscription to our newsletter at any time by simply clicking on the appropriate cancellation link in the newsletter or by emailing your cancellation to the following email address: [backoffice@software-quality-lab.com](mailto:backoffice@software-quality-lab.com). We then immediately remove your name from our newsletter distribution list.

### Links to websites of third parties

Our websites can contain links to websites that are not operated by us. We offer this as a service without endorsing the contents and the activities described on those websites and without implying that we have any connection with the owners of those websites.

We have no influence on the contents of other websites that are linked to ours. We assume no liability for them and accept no responsibility for the contents and the behavior of the websites that are linked to ours. The provider or operator is always responsible for the content of those websites. No Illegal contents were recognizable at the time of the linking. It would not be reasonable to expect that we should continuously control the contents of the linked websites if there are no indications of a legal violation. When we are informed of such violations, we immediately remove the links in question.

We strongly advise you to check the data protection guidelines of the websites you visit before you make use of them or reveal personal data to them.

### Protection of your personal data

We take technical and organizational security measures to protect your personal data from being erased or altered, either unintentionally or without authorization, to assure that it is not lost or transferred without authorization and that it is not accessed without authorization.

### Alteration of this Data Protection Declaration

Since this information is based on the current legal situation, we reserve the right to alter this Data Protection Declaration to conform to any future changes in the laws and to adapt our data protection policy to them. We recommend that you regularly read these data protection regulations in order to keep up to date on how the personal data that we collect from you is being protected.

### Your rights

## Data Protection Declaration in accordance with the Basic Regulation for Data Protection (DSGVO)

Innovation Meets Quality

You have a general right to be informed, to have rectifications made or have data erased, to limit the processing of data and to have data transferred. You also have the right to revocation and rejection. You can find the contact data for making such requests and changes below.

If you believe that the processing of your data is in violation of the Data Protection Law or that your claims to data protection have been violated in another manner, you can lodge a complaint with the supervisory authority. In Austria, the responsible authority is the Austrian Data Protection Authority.

### **Our contact data:**

Software Quality Lab GmbH

Gewerbepark Urfahr 6

4040 Linz / Urfahr

Austria

Telephone: +43 5 0657

Email: [info@software-quality-lab.com](mailto:info@software-quality-lab.com)

WEBSITE: [www.software-quality-lab.com](http://www.software-quality-lab.com)