

Data Protection Information of Visual Culture Website

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As data is a fundamental aspect of our research at the Visual Culture Institute, ensuring data protection and security remains a primary focus of our work. We would like to tell you which items of your personal data we collect when you visit our websites and which purposes they are used for. As changes in the law or in our internal processes may make it necessary to adapt this data protection declaration, we would ask you to read this data protection declaration regularly. The data protection declaration can be retrieved, saved, and printed at any time at “data protection declaration” at <https://www.visualculture.tuwien.ac.at/wordpress/impressum>. Additionally, further information on the data privacy policies of TU Wien, where Visual Cultures is a department, can be found at <https://www.tuwien.at/datenschutz>.

1. Controller and scope of application

The controller within the meaning of the European Union’s General Data Protection Regulation (GDPR¹) and other national data protection laws of the EU member states and other legal data protection provisions is the

Rectorate of TU Wien Karlsplatz 13
1040 Vienna

This data protection declaration applies to the website of the TU Wien, which is hosted on a TU.it server and

- a. is either connected to the central TUW Typo3 system or
- b. is implemented via the central TU website hosting service of TU.it as a Wordpress page with the profile “TU Wien”, (hereinafter referred to as “our website” or “website”).

2. Data protection officer

Office administration of Visual Culture, TU Wien
Karlsplatz 13 , visualculture@tuwien.ac.at

If the rights of data subjects within the meaning of this data protection declaration (e.g. the right to information, right to erasure, etc.) are asserted, all such applications or requests must be addressed to: visualculture@tuwien.ac.at.

3. What are personal data?

Personal data are individual information about the personal or factual circumstances of a specific or identifiable natural person (“data subject”). This includes such information as your name, address, telephone number, date of birth or email address. Information with which we cannot establish any connection to your person (or can only do so with undue effort), e.g. as by anonymising the information, is not personal data.

4. Individual processing operations

a) Providing websites and creating logfiles

Every time you visit our website, our system automatically collects data and information from the computer system of the calling computer. The following data is collected:

- the IP address of the requesting computer;
- the date and time of access;
- the name and URL of the file retrieved;
- the quantity of data transmitted;
- a report on whether the request was successful;
- identification data of the accessing browser and operating system;
- the internet site which accesses our website.

The log files contain IP addresses and other data that can be associated with a user. For example, this might be if the link to the website from which the user accesses the website or if the link to the website which the user accesses, contains personal data.

1 General Data Protection Regulation

The data is also stored in the log files of our system. These data are not stored together with other personal data of the user. The statutory basis for the temporary storage of data and log files is Article 6, par 1 (f) GDPR. The data is stored in log files in order to ensure the functionality of the website. The data is also used to optimise the website and to ensure that our information technology systems are secure. There is no evaluation of the data for marketing purposes in this context. These purposes also include our legitimate interest in processing data in accordance with Article 6, par 1 (f) GDPR.

The data are erased as soon as they are no longer required for the purpose of their collection. This is done after 30 days at the latest. Collecting data in order to make the website available is essential for the operation of the website. The user is therefore not able to object.

5. Tracking and analysis tools

We use tracking and analysis tools to ensure that our website is continuously optimised and designed to meet your needs. With the help of tracking-tools, we can also statistically record the use of our website by visitors and to further develop our online offer for you by using the information we obtain. Based on the consent provided in the cookie banner (by selecting the respective cookies for web statistics or marketing in the cookie banner and the following storage and consent), Article 6, par 1 (a) GDPR is the legal basis.

This website uses “Matomo” (formerly “PIWIK”), a web analysis service hosted on servers of the TU Wien. The cookies from Matomo are categorized as statistical cookies, which are not necessary for the operation of the website. These data are stored on a server of the TU Wien.

Furthermore, the web analysis service “Siteimprove” is used on this website. The cookie used for this purpose is exclusively for quality assurance, to improve the accessibility of the website and to assist in search engine optimisation, e.g. in finding images with missing attributes. The information generated by this cookie is stored on a server of Siteimprove.

This website uses conversion tracking from Google (Google Analytics - used exclusively for campaigns and with the user’s consent; Google; Google AdSense; Google AdWords; Google Ads Optimization) and the social media platforms mentioned below, provided that the cookie category “Marketing” has been explicitly agreed to. With „conversion tracking“ or visitor action evaluation, the behaviour of users can be followed after the user by means of a click is transferred to a link on the TU Wien website. This procedure serves to evaluate the effectiveness of marketing measures of TU Wien for statistical and market research purposes and can contribute to optimising future advertising measures.

The data collected do not allow TU Wien to draw any conclusions about your identity. However, the data are stored and processed by the companies listed below so that connection to the user profile in question is possible and those companies can use the data for their own advertising purposes, in accordance with the particular data application guidelines (see here below). The data may make it possible for these companies and their partners to place advertisements on and outside of the platforms. In addition, a cookie can also be stored on your computer for this purpose.

- Facebook, Inc (<https://www.facebook.com/privacy/explanation>, <https://www.facebook.com/policies/cookies>)
- Instagram (<https://www.facebook.com/privacy/explanation>, <https://www.facebook.com/policies/cookies>)
- Vimeo Videos: We embed videos from Vimeo on our website. Vimeo, Inc. is a video hosting service provided by Vimeo, Inc. When you visit a page on our website with an embedded Vimeo video, a connection to the Vimeo servers is established. This connection allows Vimeo to receive information about your visit to our website, including your IP address.

Data Processed by Vimeo: Vimeo may collect personal data such as your IP address, technical data about your device and browser, and your interactions with the video (e.g., play, pause, etc.). Vimeo’s data privacy policy can be found at: (<https://vimeo.com/privacy>).

Legal Basis for Processing: The processing of your personal data when you view an embedded Vimeo video is based on your consent, which you give by interacting with the video (GDPR Art. 6(1)(a)).

Third-Party Services: We have no control over the data collection and processing practices of third parties like Vimeo, in this context may be transferred to third countries, in particular to the USA. For more information on how Vimeo processes your data, please refer to Vimeo's privacy policy. The described data processing is carried out in accordance with Article 6 par 1 (a) GDPR based on your voluntarily given declaration of consent. Consent to the use of cookies from Vimeo may only be declared by users older than 14 years. If you are younger, we ask you to ask your parents (guardians) for permission.

Visual Cultures operates fan pages on Instagram, Facebook, Vimeo and YouTube. The operators of these social media platforms collect data during each visit, for example in the form of cookies. This means that personal data is processed, regardless of whether registered or unregistered users are involved. This data is made available to the TU Wien in anonymized form by the social media operator through the respective Insight function.

6. Hyperlinks to external websites

Our websites contain so-called hyperlinks to websites of other providers. If you activate these hyperlinks, you will be redirected from one of our websites directly to the website of other providers. You will recognise this by the change of URL, for example. We cannot accept any responsibility for the confidential handling of your data on these third-party websites, as we have no control over whether these companies comply with data protection regulations. Please inform yourself directly on these websites about how these companies handle your personal data.

7. Objections

When processing your personal data based on "perception in the public interest" and on "legitimate interests", you have the right to object to the processing of your personal data if there are reasons for doing so which arise from your particular situation or from the use of direct advertising. In the case of direct advertising, you have a general right of objection which we put into effect without your having to state a particular situation.

8. Rights of data subjects

In your capacity as a data subject, GDPR grants you the following rights when your personal data are processed:

- the right to information;
- the right to rectification;
- the right to erasure;
- the right to restriction of processing of your personal data;
- the right to data portability;
- the right to object;
- the right to revoke.

If the rights of data subjects within the meaning of this data protection declaration are asserted, all such applications or requests must be addressed to: visualculture@tuwien.ac.at.

If you believe that the processing of your data breaches data protection law or that your data protection claims have been breached in some other way, you can complain to the Data Protection Authority.

15th July, 2024