Lorenz Consult

PRIVACY POLICY

The protection of your personal data is important to us. We process your data exclusively in accordance with the statutory provisions (GDPR, TKG 2003). Below we inform you about the most important aspects of data processing on our website.

Contact with us

If you contact us via the newsletter form on the website or by email, the data you provide will only be stored internally. We will not pass this data on to third parties without your consent.

We only use personal data for the following purposes:

- the acceptance, processing, provision and invoicing of our services commissioned by you
- to inform you about news relating to our services
- to send newsletters and customer surveys

Personal data will only be stored for as long and to the extent necessary for the fulfillment of the order or if there is a legal obligation to do so. The relevant limitation and retention periods are taken into account.

Cookies

Our website uses cookies. These are small text files that are stored on your end device with the help of the browser. They do not cause any damage to your end device.

We use cookies to make our website more user-friendly. Some cookies remain stored on your device until you delete them. This enables us to recognize your browser on your next visit.

If you do not want this, you can set up your browser so that it informs you about the setting of cookies and you only allow this in individual cases.

If cookies are deactivated, the functionality of our website may be restricted.

Web-Analysis (Google Analytics)

Our website uses functions of the web analysis service Google Analytics. This is a service provided by Google Inc ("Google"). Google uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. The IP address is then shortened by Google by the last three digits, so that a clear assignment of the IP address is no longer possible.

Google observes the data protection provisions of the "US Safe Harbor" agreement and is registered with the "Safe Harbor" program of the US Department of Commerce.

You can prevent this by setting up your browser so that no cookies are stored. To do this, go to www.google.de/privacy/ads and click on the "opt-out" button. Your IP address will be recorded, but immediately pseudonymized. This means that only a rough localization is possible. Further information on Google's provisions can be found at www.google.com/intl/de/privacy.

However, we would like to point out that the functionality of our website may be restricted if cookies are deactivated.

By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Lorenz Consult *Ziviltechniker GmbH* Sparbersbachgasse 46 8010 Graz, Austria	+43 316 8018-0 +43 316 8018-31 (Fax) office@lorenz-consult.eu *www.lorenz-consult.eu*	ATU: 62975944 FN: 284123D Landesgericht Graz

Gesellschafter: DI Christian Lorenz, Ingenieurkonsulent für WIW Maschinenbau Gesellschafter: DI Gerald Dabernig, Ingenieurkonsulent für Bauwesen

The relationship with the web analytics provider is based on standard contractual clauses (USA: "Privacy Shield").

Data processing is carried out on the basis of the statutory provisions of Section 96 (3) TKG and Art. 6 (1) (a) (consent) and/or (f) (legitimate interest) of the GDPR.

Our concern within the meaning of the GDPR (legitimate interest) is the improvement of our offer and our website. As the privacy of our users is important to us, user data is pseudonymized. Corresponding limitation and retention periods are taken into account.

Newsletter (Mailjet)

This website uses Mailjet to send newsletters. The provider is Mailjet SAS, 13-13 bis, Rue de l'Aubrac - 75012 Paris, France. Mailjet is a service that can be used to organize and analyse the sending of newsletters. The data you enter for the purpose of receiving the newsletter (e.g. e-mail address) is stored on Mailjet's servers in the EU.

Our newsletters sent with Mailjet 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. Further information on data analysis by Mailjet newsletters can be found at: mailjet.de/funktion/tracking-tools.

Mailjet also allows us to divide newsletter recipients into different categories ("segmentation"). The newsletter recipients can be subdivided according to the data provided during registration. In this way, the newsletters can be better adapted to the respective target groups. You can find detailed information on Mailjet's functions at the following link: mailjet.de/funktion.

Data processing takes place on the basis of your consent. 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.

You can cancel your subscription to the newsletter at any time by unsubscribing directly in the newsletter or by sending your cancellation to the following e-mail address: marketing@lorenz-consult.at. We will then immediately delete your data that you have provided to us in connection with the newsletter mailing.

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 Mailjet's servers after you unsubscribe from the newsletter.

For more information, please refer to Mailjet's information on "Security and data protection" at mailjet.de/sicherheit-datenschutz and Mailjet's privacy policy at mailjet.de/privacy-policy.

Survey (Typeform)

Our customer survey is sent using the "Typeform" mailing platform of the provider Typeform SL, Carrer Bac de Roda, 163, 08018 - Barcelona (Spain).

The email addresses of our newsletter recipients, as well as all other data described in this notice, are stored on Typeform's servers in Spain. Typeform uses this information to send and analyze the customer survey on our behalf. Furthermore, Typeform may, according to its own information, use this data to optimize or improve its own services, e.g. for the technical optimization of the dispatch and the presentation of the survey or for economic purposes in order to determine from which countries the recipients come. However, Typeform does not use the data of our survey recipients to write to them itself or pass it on to third parties.

We trust in the reliability and IT and data security of Typeform. Typeform is certified under the EU data protection agreement and therefore undertakes to comply with EU data protection regulations. We have also concluded a "Data Processing Agreement" with Typeform. This is a contract in which Typeform undertakes to protect the data of our users, to process it on our behalf in accordance with its data protection provisions and, in particular, not to pass it on to third parties.

You can view Typeform's privacy policy at https://admin.typeform.com/to/dwk6gt/.

You can cancel your participation in the customer survey at any time by sending your cancellation to the following e-mail address: marketing@lorenz-consult.at. We will then delete your data immediately.

Data protection when using social networks

When you visit our pages on social networks, a direct connection is established between your browser and the platform server via the plugin. We would like to point out that, as users of the pages, we have no knowledge of the content of the transmitted data or its use. Further information on this can be found in the privacy policy of the respective platform.

Links to other websites

Our website contains links to other websites. We have no influence over the handling of the data protection provisions of the respective websites.

Your rights

In principle, you have the right to information, correction, deletion, restriction of processing, data portability, revocation and objection. If you believe that the processing of your data violates data protection law or that your data protection rights have been violated in any other way, you can lodge a complaint with the supervisory authority. In Austria, this is the data protection authority.

Our contact details:

Lorenz Consult ZT GmbH
8010 Graz, Sparbersbachgasse 46
0316/ 80 18 - 0
office@lorenz-consult.eu
www.lorenz-consult.eu

You can reach our contact person on the subject of data protection at *office@lorenz-consult.eu*