

## Data Protection Statement

WU (Vienna University of Economics and Business) is committed to protecting your personal data. Your personal data are kept confidential and processed in accordance with the provisions of the applicable data protection laws. In fulfillment of our obligation to provide information pursuant to Articles 13 and 14 of the General Data Protection Regulation (GDPR), we would like to inform you about the types of personal data that are processed in connection with requests and orders submitted to the WU Shop and about the purposes for which these data are processed.

### CONTACT INFORMATION

#### Controller:

WU (Vienna University of Economics and Business)

Welthandelsplatz 1  
1020 Vienna

Contact: Beat Binggeli [beat.binggeli@wu.ac.at](mailto:beat.binggeli@wu.ac.at)

#### Data Protection Officer:

WU (Vienna University of Economics and Business)

attn. Data Protection Officer  
Welthandelsplatz 1, 1020 Vienna

[datenschutzbeauftragter@wu.ac.at](mailto:datenschutzbeauftragter@wu.ac.at)

If you have any general questions or requests regarding data protection at WU, you can write to [datenschutz@wu.ac.at](mailto:datenschutz@wu.ac.at).

### WHICH TYPES OF PERSONAL DATA ARE PROCESSED?

We process the data you provide us with in your order request. This includes your name, email address, mailing address, the quantity of the goods ordered, and – if provided – phone number and additional information. If a purchase is concluded, our bank will also send us information on your payment and your bank account details.

### FOR WHICH PURPOSES DO WE PROCESS YOUR DATA?

We use your personal data to process your non-binding order request and to send you an appropriate offer. If a purchase is concluded, we also use your data to process the payment and ship the order to you. We use your email address and phone number for communications about the order and providing you with information about the order. In addition, we also process your data for purposes prescribed by law, in particular to fulfill our statutory data retention obligations.

### WHAT IS THE LEGAL BASIS FOR PROCESSING YOUR DATA?

- Art. 6 (1) item b of the GDPR – performance of a contract concluded with you or taking steps prior to entering into a contract, e.g. processing non-binding order requests.
- Art. 6 (1) item c of the GDPR – It may also be necessary to process your personal data based on legal obligations WU is subject to (in particular, obligations to archive business letters and contract-related documents). Such obligations may for example apply pursuant to the following statutory regulations: Commercial Code (*Unternehmensgesetzbuch*, UGB), Federal Fiscal Code (*Bundesabgabenordnung*, BAO), General Civil Code (*Allgemeines Bürgerliches Gesetzbuch*, ABGB)

## **DOES THE PROCESSING INVOLVE ANY AUTOMATED DECISION-MAKING (INCLUDING PROFILING)?**

The processing of the personal data does not involve any automated decision-making.

## **ARE YOU OBLIGATED TO PROVIDE YOUR PERSONAL DATA?**

To be able to submit a non-binding order request and, as a subsequent step, purchase the chosen product, you are required to provide the data we need to perform our contractual and statutory obligations. This includes e.g. your name and address, which are needed for shipping the order and preparing an invoice in the event of a purchase. The required fields for data that has to be provided are marked with an asterisk (\*).

## **TO WHICH OTHER PARTIES DO WE PASS ON YOUR DATA?**

If a purchase is concluded, we will transmit your data (name and address) to Österreichische Post AG for the purpose of delivering the shipment.

## **HOW LONG DO WE STORE YOUR DATA?**

After complete fulfillment of the contract, we store your personal data until the expiry of all applicable warranty periods, statutes of limitations, and retention periods (pursuant to the Commercial Code [*Unternehmensgesetzbuch, UGB*], Federal Fiscal Code [*Bundesabgabenordnung, BAO*], and the General Civil Code [*Allgemeines bürgerliches Gesetzbuch, ABGB*]).

If you do not place an order after submitting a non-binding order request, we will delete your data within two months.

## **WHAT ARE YOUR RIGHTS AS A DATA SUBJECT?**

As a data subject affected by these data processing activities, you have the following statutory rights vis-a-vis WU as the controller, pursuant to the GDPR:

- Right to information and access to the data
- Right to correction of data
- Right to deletion of the data
- Right to restrict the data processing
- Right to data portability
- Right to object to the data processing

As a data subject, you also have the right to file a complaint with the Austrian Data Protection Authority. Further information on your rights as a data subject is available on the website of the Austrian Data Protection Authority at <https://www.data-protection-authority.gv.at/rights-of-the-data-subject>