

DATA PROTECTION STATEMENT

Participation in the campaign "My WU"

WU (Vienna University of Economics and Business) is committed to protecting your personal data. Your personal data are processed in accordance with the provisions of the applicable data protection laws. Pursuant to Articles 13 and 14 of the GDPR, we hereby inform you about the processing of personal data in connection with your participation in the campaign "My WU".

CONTACT INFORMATION

You can contact us at:

Controller:

WU (Vienna University of Economics and Business)

Marketing & Communications Office

Welthandelsplatz 1, 1020 Wien

socialmedia@wu.ac.at

Data Protection Officer:

WU (Vienna University of Economics and Business)

Attn: Data Protection Officer

Welthandelsplatz 1, AR building, 1020
Vienna

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.

WHAT TYPES OF PERSONAL DATA ARE PROCESSED?

We process the personal data you provided as part of your participation in the campaign "My WU". This includes your name, domicile, contact information, details about your connection to WU, and the contribution (text/photo/video).

ARE YOU OBLIGATED TO PROVIDE YOUR PERSONAL DATA?

The personal data marked with an asterisk (*) that you are asked to provide during the sign-up process are required for participation because they are necessary for WU to be able to properly organize the campaign.

FOR WHICH PURPOSES DO WE PROCESS YOUR DATA?

The contributions that are submitted to WU will be published and used for related PR and promotion activities and for WU's general public relations activities.

WHAT IS THE LEGAL BASIS FOR PROCESSING YOUR DATA?

- Art. 6 (1) item b of the GDPR: We process your data for the performance of a contract pursuant to the terms and conditions for participants.
- Art. 6 (1) item e of the GDPR: We also process data for public relations activities to perform tasks conferred upon WU by law and carried out in the public interest (cf. § 3 [11] of the Universities Act 2002 [*Universitätsgesetz*]).
- Art. 6 (1) item f of the GDPR: Data are also processed based on WU's legitimate interests in order to promote creativity, bring hidden talents to the attention of the public, and highlight the potential that can be harnessed when combining business, economics, and creative expression. The data processing is also intended to strengthen WU's positive public image, interaction within the WU community, and identification with WU.
- Art. 6 (1) item a of the GDPR – consent: If necessary, we will ask you for separate consent to specific data processing activities. If you give us your consent, data will be processed on this legal basis for the purposes and within the scope specified in the declaration of consent. You can withdraw your consent to any future data processing at any time. Once you withdraw your consent, we will no longer process your data for the purposes indicated above.

WHO HAS ACCESS TO YOUR DATA?

The submitted contributions (texts/photos/videos) may be published on the "125 Years of WU" microsite, where they will be available to the public. All contributions may be used for related PR and promotion activities and for WU's general public relations work. A diverse range of channels may be used for this purpose, including the WU website, the wu-memo, WU's social media channels (especially Facebook, Instagram, YouTube, LinkedIn), press releases, cooperation projects with media partners, and online and print media.

HOW LONG DO WE STORE YOUR DATA?

We will process your data until the end of the "My WU" campaign and as part of the coverage afterwards. Beyond that, we will store the data, if necessary, until the expiration of the relevant statutory retention periods and statutes of limitations and until the settlement of any legal disputes where the data may be required as evidence.

WHAT ARE YOUR RIGHTS AS A DATA SUBJECT?

As a data subject affected by these data processing activities, you have the following rights vis-a-vis the controller:

- 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

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/data-protection-in-austria/rights-of-the-data-subject.html>.