WU Website Privacy Policy

This Policy explains how WU deals with information collected during use of WU’s website, or when accessing contents provided by WU under the "wu.ac.at" domain.

Version: 2015-1.0
Classification: Public

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1 Object and Purpose

WU (Vienna University of Economics and Business) seeks to ensure the privacy of its website users. This Policy explains how WU deals with information collected during use of WU’s website, or when accessing contents provided by WU under the "wu.ac.at" domain.

The Policy refers exclusively to those sections of the WU website that are open to the public, i.e. sections where contents are accessible without entering personal data.

More extensive regulations apply to those areas of the website that are only accessible after registration.

2 Regulations

2.1 Cookies

WU generates cookies when the WU website is used or when contents provided by WU under the "wu.ac.at" domain are accessed by end user devices. Cookies are small files stored on the user’s device to adapt the way the website is displayed to the individual user’s device.

Cookies can be deactivated in the browser settings, but in some cases, this could restrict usage of WU’s website.

2.2 Data Storage

The following data is stored on WU’s servers when WU websites are accessed:

- The IP address from which the website is accessed
- Access date and time
- Access method (e.g. GET)
- URL visited
- Access protocol (e.g. HTTP/1.1)
- HTTP response code
- File size
- Previously visited URL (referrer URL)
- Operating system and browser type (user agent)

2.3 Analysis of the Collected Data

The stored data is analyzed for the following purposes:

- Generating anonymized user statistics
- Website administration
- Facilitating website use
- Monitoring use and website performance
- Compiling demographic data
- Improving the website quality
- Ensuring proper operation
- Enforcing the applicable terms of use

No personalized data analysis is conducted.
2.4 Transmission of Collected Data

The collected data is not transmitted to third parties, unless otherwise specified in statutory provisions.

2.5 Liability for External Links

The WU website contains links to external, i.e. third-party websites that are not under WU's control. WU has no influence over the current and future design, contents, copyright, and data protection standards of linked pages. WU shall not be held liable for any external links.

Vienna, May 13, 2015

Regina Prehofer, Vice-Rector for Financial Affairs and Infrastructure