

## **Privacy Policy**

Protecting your personal data is especially important to us.

We therefore process your data exclusively based on the applicable legal regulations (GDPR, TKG 2003).

In this privacy notice, we inform you about the most important aspects of data processing on our website.

### **General Data Collection When Accessing the Website**

Each time our website is accessed by a data subject or an automated system, several general data and information is collected. This general data and information are stored in the web server's log files.

The following data is collected:

- Your Internet Protocol (IP) address
- The date and time of access to the website
- The specific subpage accessed on our website
- The website from which you arrived on our site (referrer)
- The browser used and its version
- The operating system used to access the website.

We process this data for the following purposes:

- To ensure a smooth connection to the website
- To guarantee system security and stability
- To optimize the content of our website for you

These purposes are in both your and our legitimate interest.

Under no circumstances do we use the collected data to draw conclusions about your identity. Server log files may be stored for several months.

## **Your Rights**

You have the right to access, rectify, delete, restrict the processing of your data, request data portability, and object to processing. If you believe that the processing of your data violates data protection law or your data protection rights have been violated in any way, you may contact us at [office@linewise.at](mailto:office@linewise.at) or lodge a complaint with the data protection authority.

## **Google Analytics**

This website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Information about your use of the website is collected, including browser type and version, operating system used, referrer URL (the previously visited page), IP address, and date/time of the request.

Google Analytics uses so-called "cookies," text files that are stored on your computer and allow an analysis of your use of the website. The information generated by the cookies about your use of this website is usually transmitted to a Google server in the USA and stored there.

Because IP anonymization is activated on this website, your IP address is truncated by Google within member states of the European Union or other parties to the Agreement on the European Economic Area and only transmitted in anonymized form. Only in exceptional cases is the full IP address sent to a Google server in the USA and shortened there.

This transmission is based on the EU-U.S. Privacy Shield agreement.

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity, and to provide other services related to website and internet usage to the website operator.

This processing is also in our legitimate interest.

The legal basis for using Google Analytics is Art. 6(1)(a) and (f) GDPR.

The data sent by us and linked to cookies, user identifiers (e.g., User-ID), or advertising IDs will be automatically deleted after 14 months. Data whose retention period has been reached is deleted automatically once a month.

You can prevent the storage of cookies by adjusting your browser settings; however, we point out that in this case, you may not be able to fully use all features of this website.

You can also prevent Google from collecting and processing the data generated by the cookie and related to your use of the website (including your IP address) by downloading and installing the browser plugin available at the following link:

<http://tools.google.com/dlpage/gaoptout>

Alternatively, you can prevent data collection by Google Analytics in individual cases by clicking the following link.

This sets an opt-out cookie that prevents future data collection when you visit this website.

Further information is available from Google at:

<https://policies.google.com/privacy/partners>

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### **1. Download the Add-on**

Google offers an opt-out browser add-on that you can download and install.

### **2. Installation**

Once installed, the add-on prevents Google Analytics from collecting data from your browser.

### **3. How it Works**

The add-on instructs the Google Analytics JavaScript not to send information to Google Analytics.

Important: This add-on only disables data transmission to Google Analytics itself. It does not affect whether data is sent to the website itself or to other web analytics services.

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#### **Additional Notes:**

- There is no universally best method for disabling Google Analytics. The best method depends on your specific needs and how you use the website.

Disabling Google Analytics does not mean you can no longer collect any data for your website. You can still use other web analytics services or methods to analyse your website.