

Data Protection Information for Website Visits

Protection of your personal data is of special concern for us. Therefore, hobex AG processes your data exclusively on the basis of the statutory provisions (GDPR and DPA). In this data protection notice, we inform you about the most important aspects of data processing on our website.

1. General

The website of hobex AG provides publicly accessible information about offered products and solutions for cashless payments as well as information about the company. Non-public areas like the PartnerNet are reserved only for contracting companies and require individual authentication.

2. By what right do we process your data?

The personal data may be processed on the following legal grounds

- a) The processing is based on an overriding legitimate interest of the controller or a third party according to art. 6 clause 1 (f) GDPR (e.g. marketing and promotional purposes)
- b) Your consent according to art. 6 clause 1 (a) GDPR (e.g.: subscription to a newsletter)

3. Personal data collection

Every time you access our website, your browser provides us with the following information: IP-address, date and time of the request URI of the requested page, HTTP status code, amount of data transferred, referring website (referrer), browser name and version, operating system, and language setting. The above data is stored in log files in order to guarantee the functionality and security of the website. The data is stored on the web server, located in Austria. The data is deleted after 6 months at the latest. This data will not be merged with other data.

4. Contact with us

If you contact us via a form on the website or email, or if you use an order form, further personal data will be collected if you provide it. We store this data for six months for the purpose of processing the inquiry and in case of follow-up questions. This data will not be transferred to third parties without your consent.

5. Data security

The safety of your personal data in our systems is our priority. Our aim is to manage your data with the utmost care and to take all necessary technical and organizational security measures to protect the data from loss and misuse.

Access to our websites is secured via HTTPS if your browser supports SSL. This means that communication between your end device and our servers is encrypted.

6. Cookies /programs used for the functionality of the website

In order to improve the structure and navigation of our website and to tailor it to your needs, we use certain programs that occasionally collect data, in particular IP addresses. By continuing to use our website, you expressly consent thereto.

In compliance with the principles of transparency, you will find the following detailed information on this.

a. Cookies

Our website uses so-called 'cookies.' These are small text files which are stored in your end device with the help of the browser. They do not cause any damage. We use cookies for the purpose of designing our website in a user-friendly way. Some cookies remain saved on your terminal device until you delete them. They enable us to recognize your browser at your next visit. If you do not want this to happen, you can change the settings on your browser to inform you of the placement of cookies and to only allow this in individual cases. Deactivating cookies can limit the functionality of our website.

ESSENTIAL COOKIES

b. Real cookie banner

Real cookie banner asks website visitors for their consent to the setting of cookies and the processing of personal data. For this purpose, each website visitor is assigned an UUID (user's pseudonymous ID) that is valid until the cookie used to store the consent expires. Cookies are used to test whether cookies can be set, to store a reference to the documented consent, to store which services from which service groups the visitor has also consented to and, if consent is obtained according to the Transparency & Consent Framework (TCF), to store consent in TCF partners, purposes, special purposes, functions and special functions. As part of the information obligation under the GDPR, the consent obtained is fully documented. In addition to the services and service

groups to which the visitor has consented, and if consent was obtained according to the TCF standard, which TCF partners, purposes and features the visitor has consented to, this includes all cookie banner settings at the time of consent as well as the technical circumstances (e.g. size of the displayed area at the time of consent) and the user interactions (e.g. clicking on buttons) that led to consent. Consent is collected once per language.

c. WPML

WPML is a multi-language system for WordPress websites in order to display the website in several languages and thus make it accessible to a larger number of users. Cookies or similar technologies can be stored and read. These can store the user's language and can redirect the user to the version of the website that corresponds to the language of the user's browser. The legitimate interest in using this service is to store the user's language in order to deliver the content in the correct language.

FUNCTIONAL COOKIES

d. Integration of third-party technologies

Third-party services and libraries are integrated into our website, in particular from jQuery.com, in order to optimize the presentation of the site or to offer additional functions. jQuery is used locally to improve the website loading speed and is therefore in our legitimate interest.

OPTIONAL COOKIES

e. Web analysis

This website uses Piwik/Matomo, an open source software for the statistical evaluation of user access. Piwik/Matomo uses "cookies" to enable the analysis of your use of the website. The information generated by the cookie about your use of this website is stored on the server of hobex AG in Austria. The IP address is anonymized immediately after processing. You can prevent the installation of cookies by changing the corresponding setting in your browser software; however, you should be aware that in this case you might not be able to access all functions of this website.

f. Google and LinkedIn retargeting tags:

This website uses retargeting tags which enable the display of targeted advertising through the processing of certain personal data, such as your visit time, your page interactions or your pseudonymised user ID. Consent for the use of this function represents consent pursuant to Art 6 (1)(a) GDPR with regard to the above stated processing of your personal data for the purpose of targeted advertising. You can prevent the installation of the cookies by a corresponding setting in your browser software; however, we would like to point out that in this case you may not be able to use all functions of this website to the full extent. In addition to this, you can revoke your consent for the processing pursuant to Art 6 (1)(a) GDPR at any time via the cookie settings by revoking your consent to the optional cookies yourself.

LinkedIn: One of the advertising services used for targeted advertising is LinkedIn Ads. This is operated by LinkedIn Corp., 2029 Stierlin Court, Mountain View, CA 94043, USA. Your data is also processed in the United States of America (USA) through the use of this advertising service.

LinkedIn is a member of the EU-US Data Privacy Framework, which regulates the secure and due and proper transmission of data of the citizens of the Union to the USA. LinkedIn thereby agrees to comply with the data protection standards of the EU even if the data is processed in the USA.

You will find more detailed information on the data processed by LinkedIn here:
<https://www.linkedin.com/legal/privacy-policy?tid=133907870>

Google Ads: The advertising service of Google Ads is also used for the targeted advertising. This is operated by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. The data collected via cookies (including your IP address and your activity on this website) is transmitted to a Google server located in the United States of America (USA). The data is used for analysis of the user behaviour, analysis of the effect of online-marketing measures and the selection of online advertising on other platforms, which are automatically selected by means of real-time bidding on the basis of the user behaviour.

Google may pass your data on to third parties if this is required by law or if Google instructs a third party to process the data. Google is a member of the EU-US Data Privacy Framework, which regulates the secure and due and proper transmission of data of the citizens of the Union to the USA. Google thereby agrees to comply with the data protection standards of the EU even if the data is processed in the USA.

7. Your rights

You have a fundamental right to disclosure, correction, deletion, restriction, data mobility, revocation and objection.

You can reach us under the following contact details:

hobex AG
Data Protection
Josef Brandstätter Strasse 2b 5020 Salzburg
Phone: +43 662 2255 – 0
Email: datenschutz@hobex.at

If you believe that the processing of your data violates data protection law or your data protection claims have been infringed in any other way, you can complain to the supervisory authority.

In Austria, this is the Data Privacy Authority.
Austrian Data Protection Agency; Barichgasse 40-42; 1030 Vienna; Telephone: +43 1 52 152 – 0; E-Mail: dsb@dsb.gv.at

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