

## DATA PROCESSING

Information obligations, according to Art. 13 and 14 GDPR  
679/2016

### 1. Name and contact details of the data controller

This data protection notice applies to data processing by  
the person responsible:

Data holder: Vereinigte Bühnen Bozen, represented by the president  
and legal representative Judith Gögele

Address: Verdiplatz 40, 39100 Bozen

Email: [verwaltung@theater-bozen.it](mailto:verwaltung@theater-bozen.it)

Homepage: [www.theater-bozen.it](http://www.theater-bozen.it)

Telephone: +39 0471 065 320

Fax: +39 0471 065 321

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2. Collection and storage of personal data as well as type and purpose and  
their use:

a) Customers and suppliers: We collect the following data from you:

- Salutation, first name, last name,
- A valid email address,
- Address,
- Telephone number (landline and/or mobile phone)
- Tax number
- Bank details
- Offers and orders

These data are collected:

- to identify you as our client;
- to be able to give you appropriate advice;
- to correspond with you;
- for invoicing;
- to settle any claims.

The data processing takes place at your request and is necessary for the  
appropriate processing of the business relationship in accordance with  
Article 6 Paragraph 1 Sentence 1 Letter b of the GDPR for the purposes  
mentioned.

The personal data we collect will be stored until the statutory retention  
period expires and then deleted, unless we require a longer period of

data in accordance with Article 6 Paragraph 1 Sentence 1 Letter c GDPR due to tax and commercial law retention and documentation obligations storage or you have consented to further storage in accordance with Article 6 Paragraph 1 Sentence 1 Letter a GDPR.

### **b) When visiting the website**

When you access our website [www.theater-bozen.it](http://www.theater-bozen.it), the browser used on your device automatically sends information to our website server. This information is temporarily stored in a so-called log file. The following information is recorded without your intervention and stored until it is automatically deleted:

- IP address of the requesting computer,
- Date and time of access,
- Name and URL of the retrieved file,
- Website from which access is made (referrer URL),
- Browser used and, if applicable, the operating system of your computer as well as the name of your access provider

The data mentioned will be processed by us for the following purposes:

- Ensuring a smooth connection to the website,
- Ensuring comfortable use of our website,
- Evaluation of system security and stability as well
- for further administrative purposes.

The legal basis for data processing is Article 6 Paragraph 1 Sentence 1 Letter f GDPR. Our legitimate interest follows from the data collection purposes listed above. Under no circumstances do we use the data collected for the purpose of drawing conclusions about you personally. We also use cookies and analysis services when you visit our website. Further explanations can be found under points 4 and 5 of this data protection declaration.

### **c) When registering for our newsletter and email marketing service provider Mailchimp**

If you have expressly consented in accordance with Article 6 Paragraph 1 Sentence 1 Letter a of the GDPR, we will use your email address to send you our newsletter or advertising emails about our services at irregular intervals. To receive the newsletter, the double opt-in

procedure is necessary to ensure that you want our newsletter. We have also concluded a contract with Mailchimp regarding the order data processing procedure. This ensures that our service provider complies with the strict requirements of European data protection law in all respects when sending the newsletter. This also ensures that your data is only stored within the EU with a high level of protection. Your data will not be stored on servers outside the EU.

You can unsubscribe at any time, for example via a link at the end of each newsletter. Alternatively, you can send your request to unsubscribe at any time by email to [presse@theater-bozen.it](mailto:presse@theater-bozen.it). Further information about Mailchimp in the data protection declaration <https://kb.mailchimp.com/accounts/management/about-mailchimp-the-eu-swiss-privacy-shield-and-the-gdpr>

#### **d) When using our contact form**

If you have any questions, we offer you the opportunity to contact us using a form provided on the website. It is necessary to provide a valid email address so that we know who the request came from and in order to be able to answer it. Further information can be provided voluntarily. Data processing for the purpose of contacting us is carried out in accordance with Article 6 Paragraph 1 Sentence 1 Letter a GDPR based on your voluntarily given consent. The personal data we collect when using the contact form will be automatically deleted after the request you have submitted has been processed.

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### **3. Sharing of data**

Your personal data will not be transferred to third parties for purposes other than those listed above. We will only share your personal information with third parties if:

- You have given your express consent in accordance with Article 6 Paragraph 1 Sentence 1 Letter a GDPR,
- the disclosure in accordance with Article 6 Paragraph 1 Sentence 1 Letter f of the GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding legitimate interest in not disclosing your data,
- if there is a legal obligation for the transfer in accordance with Article 6 Paragraph 1 Sentence 1 Letter c GDPR, as well as

- This is legally permissible and necessary for the processing of contractual relationships with you in accordance with Article 6 Paragraph 1 Sentence 1 Letter b of the GDPR.
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#### 4. Cookies

We use cookies on our site. These are small files that your browser creates automatically and that are stored on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do not cause any damage to your device and do not contain viruses, Trojans or other malware. The cookie stores information that arises in connection with the specific end device used. However, this does not mean that we receive direct knowledge of your identity. On the one hand, the use of cookies serves to make the use of our offer more pleasant for you. We use so-called session cookies to recognize that you have already visited individual pages on our website. These are automatically deleted after you leave our site.

In addition, to optimize user-friendliness, we also use temporary cookies that are stored on your device for a specific period. If you visit our site again to use our services, it will automatically be recognized that you have already been with us and what entries and settings you have made so that you do not have to enter them again. On the other hand, we use cookies to statistically record the use of our website and to evaluate it for the purpose of optimizing our offering for you (see point 5). These cookies enable us to automatically recognize that you have already been with us when you visit our site again. These cookies are automatically deleted after a defined period. The data processed by cookies is necessary for the purposes mentioned to protect our legitimate interests and those of third parties in accordance with Article 6 Paragraph 1 Sentence 1 Letter f of the GDPR.

Most browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or that a message always appears before a new cookie is created. However, completely deactivating cookies may mean that you cannot use all the functions of our website.

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## 5. Analyse-Tools

### a) Tracking-Tools

The tracking measures listed below and used by us are carried out based on Article 6 Paragraph 1 Sentence 1 Letter f of the GDPR. With the tracking measures we use, we want to ensure a needs-based design and the ongoing optimization of our website. On the other hand, we use tracking measures to statistically record the use of our website and to evaluate it for the purpose of optimizing our offering for you. These interests are to be viewed as legitimate within the meaning of the provision. The respective data processing purposes and data categories can be found in the corresponding tracking tools.

### i) Google Analytics

To needs-based design and ongoing optimization of our pages, we use Google Analytics, a web analysis service from Google Inc.

(<https://www.google.de/intl/de/about/>) (1600 Amphitheater Parkway, Mountain View, CA 94043, USA; hereinafter "Google"). In this context, pseudonymized usage profiles are created and cookies (see section 4, (please check the order data processing agreement at [static.googleusercontent.com/media/www.google.com/de//analytics/terms/de.pdf](https://static.googleusercontent.com/media/www.google.com/de//analytics/terms/de.pdf))) are used. The information generated by the cookies about your use of this website such as

- Browser type/version,
- operating system used,
- Referrer URL (the previously visited page),
- Host name of the accessing computer (IP address),
- Time of server request.

are transferred to a Google server in the USA and stored there. The information is used to evaluate the use of the website, to compile reports on website activity and to provide other services related to website and internet use for the purposes of market research and the need-based design of these websites. This information may also be transferred to third parties if this is required by law or if third parties process this data on behalf of you. Under no circumstances will your IP address be merged with other Google data. The IP addresses are anonymized so that assignment is not possible (IP masking).

You can prevent the installation of cookies by setting the browser software accordingly; However, we would like to point out that in this

case not all functions of this website may be able to be used to their full extent. You can also prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=de>).

As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent data collection by Google Analytics by clicking on this link. An opt-out cookie will be set to prevent future collection of your data when you visit this website. The opt-out cookie only applies in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you will have to set the opt-out cookie again. Further information on data protection in connection with Google Analytics can be found in the Google Analytics help (<https://support.google.com/analytics>).

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## 6. Social Media Plug-ins

We use social plug-ins from the social networks Facebook, Twitter and Instagram on our website based on Article 6 Paragraph 1 Sentence 1 Letter f of the GDPR to make our law firm better known. The underlying advertising purpose is to be viewed as a legitimate interest within the meaning of the GDPR. The responsibility for data protection-compliant operation must be ensured by the respective provider. We integrate these plug-ins using the so-called two-click method to best protect visitors to our website.

### **a) Facebook**

Our website uses social media plugins from Facebook to make their use more personal. For this we use the “LIKE” or “SHARE” button. This is an offer from Facebook. If you access a page on our website that contains such a plugin, your browser establishes a direct connection with the Facebook servers. The content of the plugin is transmitted directly to your browser by Facebook and integrated into the website.

By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page on our website, even if you do not have a Facebook account or are not currently logged in to Facebook. This information (including your IP address) is transmitted from your browser directly to a Facebook server in the USA and stored there. If you are logged in to Facebook, Facebook can assign your visit to our website directly to your Facebook account.

If you interact with the plugins, for example by clicking the “LIKE” or “SHARE” button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your Facebook friends. Facebook can use this information for the purposes of advertising, market research and needs-based design of Facebook pages. For this purpose, Facebook creates usage, interest and relationship profiles, e.g. to evaluate your use of our website regarding the advertisements shown to you on Facebook, to inform other Facebook users about your activities on our website and for other purposes related to the use of Facebook to provide related services.

If you do not want Facebook to assign the data collected via our website to your Facebook account, you must log out of Facebook before visiting our website. The purpose and scope of data collection and the further processing and use of the data by Facebook as well as your related rights and setting options to protect your privacy can be found in Facebook's [data protection information](https://www.facebook.com/about/privacy/) (<https://www.facebook.com/about/privacy/>)

## **b) Twitter**

Plugins from the short message network of Twitter Inc. (Twitter) are integrated into our website. You can recognize the Twitter plugins (tweet button) by using the Twitter logo on our site. You can find an overview of tweet buttons here (<https://about.twitter.com/resources/buttons>). When you access a page on our website that contains such a plugin, a direct connection is established between your browser and the Twitter server. Twitter thereby receives the information that you have visited our site with your IP address. If you click the Twitter “tweet button” while logged into your Twitter account, you can link the content of our pages to your Twitter profile. This allows Twitter to track your visit to our pages

Assign user account. We would like to point out that as the provider of the pages, we have no knowledge of the content of the transmitted data or its use by Twitter.

If you do not want Twitter to be able to assign your visit to our pages, please log out of your Twitter user account. Further information can be found in Twitter's privacy policy (<https://twitter.com/privacy>).

### **c) Instagram**

Our website also uses so-called social plugins (“plugins”) from Instagram, which are provided by Instagram

LLC., 1601 Willow Road, Menlo Park, CA 94025, USA (“Instagram”). The plugins are marked with an Instagram logo, for example in the form of an “Instagram camera”. If you access a page on our website that contains such a plugin, your browser establishes a direct connection to Instagram's servers. The content of the plugin is transmitted directly to your browser by Instagram and integrated into the page. Through this integration, Instagram receives the information that your browser has accessed the corresponding page on our website, even if you do not have an Instagram profile or are not currently logged in to Instagram. This information (including your IP address) is transmitted from your browser directly to an Instagram server in the USA and stored there. If you are logged in to Instagram, Instagram can directly assign your visit to our website to your Instagram account. If you interact with the plugins, for example by clicking the “Instagram” button, this information is also transmitted directly to an Instagram server and stored there. The information will also be published on your Instagram account and shown to your contacts there. If you do not want Instagram to directly assign the data collected via our website to your Instagram account, you must log out of Instagram before visiting our website. Further information can be found in the data protection declaration

(<https://help.instagram.com/155833707900388>) von Instagram.

### **d) YouTube**

We provide instructional videos on our websites, which we have also published on YouTube. Like most websites, YouTube uses cookies to collect information about the viewers of its videos. YouTube uses cookies to, among other things, collect reliable video statistics, prevent fraud and improve user-friendliness. Further details about the use of cookies on YouTube can be found in YouTube's privacy policy

YouTube. <https://policies.google.com/privacy?hl=de&gl=de>

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## 7. Rights of those affected

### **You have the right**

- in accordance with Art. 15 GDPR, to request information about your personal data processed by us. In particular, you can obtain information about the purposes of processing, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, deletion, restriction of processing or objection, the existence of a Right to complain, the origin of your data, if it was not collected by us, as well as the existence of automated decision-making including profiling and, if necessary, meaningful information about its details;
  - in accordance with Art. 16 GDPR, to immediately request the correction of incorrect or complete personal data stored by us.
  - in accordance with Art. 17 GDPR, to request the deletion of your personal data stored by us, unless the processing is carried out to exercise the right to freedom of expression and information, to fulfill a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims is necessary.
  - in accordance with Art. 18 GDPR, to request the restriction of the processing of your personal data if you dispute the accuracy of the data, the processing is unlawful but you refuse its deletion and we no longer need the data but you use it to assert need to exercise or defend legal claims or you have objected to the processing in accordance with Art. 21 GDPR;
  - in accordance with Art. 20 GDPR, your personal data that you have provided to us in a structured, common and to receive machine-readable format or to request transmission to another responsible party.
  - in accordance with Art. 7 Para. 3 GDPR, to revoke your consent to us at any time. This means that we are no longer allowed to continue the data processing that was based on this consent in the future
  - to complain to a supervisory authority in accordance with Art. 77 GDPR. As a rule, you can contact the supervisory authority at your usual place of residence or work or at our office.
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## 8. Right to object

If your personal data is processed based on legitimate interests in accordance with Article 6 Paragraph 1 Sentence 1 Letter f of the GDPR, you have the right to object to the processing of your personal data in accordance with Article 21 of the GDPR, provided there are reasons for doing so, which arise from your particular situation, or the objection is directed against direct advertising. In the latter case, you have a general right to object, which we will implement without specifying a special situation. If you would like to exercise your right of withdrawal or objection, simply send an email to [presse@theater-bozen.it](mailto:presse@theater-bozen.it)

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## 9. Data Security

When visiting our website, we use the common SSL procedure (Secure Socket Layer) in conjunction with the highest level of encryption supported by your browser. This is usually 256-bit encryption. If your browser does not support 256-bit encryption, we will use 128-bit v3 technology instead. You can tell whether an individual page of our website is transmitted in encrypted form by the closed display of the key or lock symbol in the bottom status bar of your browser. We also use appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

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## 10. Currentness and changes to this data protection declaration

This data protection declaration is currently valid and is dated April 2018. Due to the further development of our website and offers on it or due to changed legal or official requirements, it may become necessary to change this data protection declaration. You can access and print out the current data protection declaration at any time on the website at <https://www.theater-bozen.it/de/privacy.html>.