



# Privacy and Cookie Policy

Last update: June 2019

## 1. Introduction

UNIQA Insurance Group AG, Untere Donaustraße 21, 1029 Vienna, phone: +43 50677 670, e-mail address: info@uniqa.at („UNIQA“, „we“, „us“) focuses on protecting your personal data. We therefore comply with the applicable legal provisions on the protection, lawful processing and confidentiality of personal data as well as data security, in particular the Data Protection Act as amended („DSG“), the Telecommunications Act („TKG“) and the General Data Protection Regulation („GDPR“). The following discloses what information we may collect, process and use when you visit and use our website at www.uniqagroup.com, www.press-uniqagroup.com, www.irrnews-uniqagroup.com („Website“).

## 2. What is personal data?

Personal data is information about data subjects, whose identity is determined or at least determinable. This includes for example your name, your e-mail address and your IP address.

## 3. Which personal data do we use and for what purpose?

**Contact Service:** Our website displays our contact details. If you contact us via this form, we will process your personal data such as:

- The type of interest or information relating to the request
- Information about your person such as gender, title, name
- Information about your availability such as telephone number and/or e-mail address

In accordance with Art 6 para 1 lit b and f GDPR, we will use this information to quickly process and respond to your request.

We will store this data for a maximum of three years after your last contact with us.

**Order and subscription service:** On our website, there are forms through which visitors can order UNIQA reports (eg UNIQA Group report, sustainability report, sustainability report etc) and press releases. If you use these forms, you can enter the following data:

- Requested documents
- Information about your person such as gender, name, title,
- Information about your company such as name and/or company address Details
- Information about your availability such as telephone number and/or e-mail address
- Comments on the order placed

We process this information in accordance with Art 6

Para 1 lit a GDPR upon your freely given consent in order to send you the requested reports. You can revoke this consent at any time without giving reasons with effect for the future. We will store this data for a maximum of three years after your request has been fulfilled or until withdrawal of your consent.

**Newsletter subscription:** On our website, there are forms for subscribing to the UNIQA Newsletter. If you use these, you can enter the following data:

- Information about your person such as name and surname,
  - Information about your availability such as e-mail address
- We use this information on the basis of your consent in accordance with Art 6 para 1 lit a GDPR to send you in the course of the UNIQA newsletter tips on safety and health, surveys as well as information on offers, campaigns, events, competitions and suggestions for products and services from the UNIQA insurance offer. You can revoke this consent at any time without giving reasons with effect for the future.

We will store this data for a maximum of three years after your last contact with us or until your revocation.

**Press distribution list subscription:** On our website, there are forms to subscribe for the UNIQA press distribution list. If you use these, you can enter the following data:

- Information about your company
- Gender
- Information about your person such as gender, first name last name
- Information about your availability such as telephone number and
- Email address

Based on your consent pursuant to Art 6 para 1 lit a GDPR, we use this information to provide you with, press releases, news and company information from the UNIQA Group. You can revoke this consent at any time without giving reasons with effect for the future.

We will store this data for a maximum of three years after your request has been fulfilled or until your revocation, unless other statutory retention periods apply.

**Tracking data – website optimization and marketing optimization:** On our website we use tracking tools such as Adobe Analytics to optimize your experience on the website and to optimize marketing activities.

These tools measure among other things:

- Behavior on the website, e.g.: Which pages are accessed? Where do people click? Which steps of an online purchase are carried out or where is it canceled? What are they looking for?
- Technical information about the website visitor, e.g.: Desktop or mobile device, screen size, operating system

- Source of the visit to the website, e.g.: Did the visitor use a marketing activity controlled by us to access our website? Which website referred the visitor to our website?
- Tracking IDs that do not personally identify visitors to the Site, but allow us to distinguish visitors. This allows analyses to be made, for example, of how often a visitor returns in a certain period.
- IDs by which the website visitor is indirectly identifiable. For example, a customer number that has been changed automatically, which can be used to automatically establish a connection to customer data.
- Tracking tools do not store information that personally identifies users, such as information in form blanks on the website.

Upon your consent via the cookie banner pursuant to Art 6 para 1 lit a GDPR, we use this information to compile aggregated evaluations of the usage of our website and to optimize our website and marketing activities. We store this data for a maximum of 25 months after you visit the website. You can revoke this consent at any time without giving reasons with effect for the future.

#### 4. How do we obtain your data?

You will enter your user data in the forms used on the website or in the UNIQA service offer. We collect the tracking data that is generated during your visit to our site automatically and generally based on your input or via cookies (see details below).

#### 5. To whom do we provide your data?

We transfer your personal data to the necessary extent to the following external service providers (processors):

- IT service providers and/or providers of data hosting or data processing or similar services;
- Other service providers, providers of tools and software solutions who also support us in the provision of our services and act on our behalf.

All our processors will only process your data on our behalf and based on our instructions for the provision of the above services.

In addition, we transfer your personal data to the extent necessary to the following recipients:

- Any third party who participates in the fulfilment of our obligations towards you (such as parcel service providers);
- Other external third parties to the extent necessary on the basis of our legitimate interests (e.g. legal representatives in the event of a legal case, etc.);
- Authorities and other public bodies to the extent required by law (e.g. tax authorities, etc.).

#### 6. Cookies

Like most websites, we use cookies. Cookies are small text files that our server sends to your browser when you visit our website, stores on your device in order to make the use of our website possible, to make it more convenient, and to analyse it.

We use (i) functional cookies, which are necessary for the operation and availability of our website, and (ii) analysis cookies, which help us, collect general information about website usage and interaction in order to analyze and subsequently facilitate and improve the use of our website. If we process personal data and the cookies are not technically necessary, we ask you for your prior consent.

You can also refuse the use of cookies by changing your browser settings. If you deactivate cookies completely or reject them, it is possible that you will not be able to use certain functions of our website, for example the online product purchase.

If you prevent the use of cookies in your browser settings, we only collect anonymous data, e.g. to determine the total number of visits to our website.

#### Adobe

If you have agreed to cookie use, we use Adobe Analytics, a web analytics service provided by Adobe Systems Software Ireland Limited („Adobe“). This analysis tool uses cookies to aggregate standard logging information and visitor behavior on our website. The information collected by Adobe Analytics cookies about your use of this website, including your IP address, will be transmitted to and processed by Adobe servers located in London. The IP addresses are used to exclude automated calls in reporting and to carry out geographical evaluations. Before the data is stored, the IP address is replaced by generic IP addresses, this process cannot be undone. Adobe uses an ID generated by the Adobe Marketing Cloud ID Service to identify recurring website visitors. With each erasure of cookies and website information, this ID is reset.

Adobe Analytics collects the following information: Sources of visits, browser, device type, device model, country, state, and city, service provider, screen resolution, time spent on the site, language, operating system, pages visited on the site, page clicks, scroll depth, searches entered, and number of recurring visits. Adobe will use this information in particular to evaluate users' use of the website and to compile reports on website activity. Adobe may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Adobe's behalf. All tracking information is automatically deleted by Adobe after 12 months. Aggregate evaluations, such as the number of visitors to our website in a given period, may be kept longer.

Adobe Analytics respects the „Do Not Track“ setting of your browser. If you enable the „Do Not Track“ prompt in your browser, Adobe Analytics will not run. We also use Adobe Target to optimize and personalize your website visit. Adobe Target enables us to carry out tests to improve the design of the website. Personalization means that different versions of our website are controlled based on tracking data (see above). For example, the device model could be used to recognize that it is better for performance reasons to not use of pictures.

## Social Plugins

Our website uses the following social plugins („plugins“) from the following social network. When interacting with the Social Plugins, only the social network may process personal data as follows. Under no circumstances will we be aware of any personal data (e.g. IP address):

**Use of Twitter plug-ins:** Our website uses plug-ins from the microblogging service Twitter, which is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA („Twitter“). The plugins are labeled with a Twitter logo, for example in the form of a blue „Twitter bird“, and are only loaded after your consent by clicking on the corresponding button. You can find an overview of the Twitter plugins and their appearance here:

<https://dev.twitter.com/web/tweet-button>.

When you visit our website, which contains such a plugin, your browser establishes a direct connection to the Twitter servers. The content of the plugin is transmitted directly from Twitter to your browser and integrated into the page. Through the integration, Twitter receives the information that your browser has called the corresponding page of our website, even if you do not have a profile on Twitter or are currently not logged in to Twitter. This information (including your IP address) is transmitted directly from your browser to a Twitter server in the USA and stored there. If you are logged in to Twitter, Twitter can assign the visit to our website directly to your Twitter account. If you interact with the plugins, for example press the „Twitter“ button and share the link, the corresponding information is also transmitted directly to a Twitter server and stored there. The information will also be published on your Twitter account and displayed to your contacts.

The purpose and extent of the data collection and the further processing and use of the data by Twitter as well as your rights in this regard and setting options to protect your privacy can be found in Twitter's data protection information:

<https://help.twitter.com/en/twitter-for-websites-ads-info-and-privacy>.

If you do not want Twitter to match the data collected via our website directly to your Twitter account, you must log out of Twitter before visiting our website.

## 7. How do we protect your data?

We take appropriate technical and organizational measures to ensure that your personal data is protected against accidental or unlawful destruction, loss or alteration and against unauthorized disclosure or access. In addition, our employees and we are obliged to maintain data secrecy and confidentiality.

We would like to point out that in view of the risks involved on the Internet, we cannot guarantee complete security for the confidentiality of your data collected online and any unlawful access by third parties.

## 8. What are your rights?

According to Art 12 et seq GDPR you have the right to access, rectification, erasure, restriction of processing and data portability as well as the right of **revocation**.

**You may object to the further processing of your personal data collected and processed based on your consent at any time for any reason.**

If you have any questions, you can contact our data protection officer at [datenschutz@uniqa.at](mailto:datenschutz@uniqa.at) at any time.

You can also lodge a complaint with the Austrian data protection authority (Barichgasse 40-42, 1030 Vienna or online at [www.dsb.gv.at](http://www.dsb.gv.at)).

## 9. Questions and further information

**For questions and further information about data processing via our website, please use the following e-mail address: [datenschutz@uniqa.at](mailto:datenschutz@uniqa.at).**