



# DATA PROTECTION INFORMATION IN ACCORDANCE WITH ARTICLE 13 GDPR

Name and contact details of the controller:

ARE Austrian Real Estate GmbH, FN 293512k  
Trabrennstraße 2b  
1020 Vienna  
Austria

Contact: [datenschutz@big.at](mailto:datenschutz@big.at)

Representative of the Controller: see [Imprint](#)

Contact details of the data protection officer: Siegfried Gruber (O.P.P.-Compliance GmbH), [datenschutz@big.at](mailto:datenschutz@big.at)

01/03

## Information about the collection of data through the use of the websites

When you visit our website, we collect the IP address of your device, the date and time of access, the internet browser used as well as your operating system, your clicking behaviour on the website, your internet provider and the website from which you visit us.

Your personal data will not be passed on by us. We will store your data for a period of 3 months.

We process personal data

- to provide you with this website
- to personalize the Service and provide the content you have selected
- for data analysis
- to prevent and detect security threats, fraud, and other malicious activity
- to comply with our legal obligations and enforce our agreements
- to secure online access

On our website, we use tools for interest-based analysis of user behavior and describe below which technologies we use, why we do this and what this means for

you. In order to keep this information transparent and comprehensible for you, we explain in detail in our cookie banner and here where and how your personal data could be processed. By means of our cookie banner, you can make and manage your consents as well as your refusals in a granular way. If you have given us your consent to the use of cookies, the lawfulness of the use of the data collected in this context is governed by Art. 6 para. 1 sentence 1 lit. a GDPR.

- We use the product Matomo for website analysis. Cookies are used for this purpose, these cookies can be recognized by the name that begins with "\_pk". IP addresses of website visitors are anonymized (IPMasking) so that it is not possible to assign them to individual users.
- The playing of YouTube videos or the display of maps requires your consent in accordance with Art. 6 para. 1 sentence 1 lit. a, as personal data is transmitted to YouTube or Google: IP address, information about the browser / operating system used and at least information about which videos or maps you are viewing. As a rule, your data will be transferred to the USA for this purpose. By clicking on "Activate content" on the respective page, you agree to the transfer of your data to YouTube or Google.

- Use of Facebook pixel

Our website uses the "Facebook pixel" of Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). The Facebook pixel can be used to track certain user interactions on our website in order to enable targeted advertising. This is an analysis tool that allows us to measure the effectiveness of our advertising and to tailor our offer to the interests of our users. The Facebook pixel uses cookies and similar technologies to collect information about user activity on our website.

The collected data is transmitted to Facebook in pseudonymised form and stored there. This allows Facebook to link the information collected to users' profiles and use it for its own advertising purposes. The data collected may also be processed on servers outside the European Union. However, there is an adequacy decision by the European Commission in accordance with Article 45 GDPR.

If a corresponding consent has been given, data processing is carried out on the basis of Art. 6 para. 1 sentence 1 lit. a GDPR.

You can object to the collection of your data by the Facebook pixel and its use to display Facebook ads. To do this, you can adjust the settings for ads in your Facebook profile or use [Facebook's opt-out link](#)

For more information on data processing by Facebook and your rights in this regard, please refer to Facebook's privacy policy: [Facebook Privacy Policy](#)

- Use of LinkedIn pixels

Our website uses the "LinkedIn pixel" of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland ("LinkedIn"). The LinkedIn pixel is an analysis tool that allows us to measure the effectiveness of our advertising measures and to adapt our online offer to the interests of users. In doing so, certain interactions of users on our website are tracked and evaluated.



The LinkedIn pixel uses cookies and similar technologies to collect information about user activity on our website. The collected data is transmitted to LinkedIn in pseudonymised form and stored there. LinkedIn may link the information it collects to users' profiles in order to display targeted advertising on LinkedIn.

If a corresponding consent has been given, data processing is carried out on the basis of Art. 6 para. 1 sentence 1 lit. a GDPR.

You can object to the collection of your data by the LinkedIn pixel and its use to display LinkedIn ads. To do this, you can adjust the settings for advertisements in your LinkedIn profile or use [LinkedIn's opt-out link](#)

For more information on data processing by LinkedIn and your rights in this regard, please refer to LinkedIn's privacy policy: [LinkedIn Privacy Policy](#)

Our websites are hosted on servers of World-Direct eBusiness solutions GesmbH.

### **Rights of data subjects**

If the legal requirements are met, you are entitled to the following rights in accordance with the GDPR: right to information, rectification, erasure, restriction of processing, data portability, objection to processing.

You have the right to lodge a complaint with a supervisory authority if you believe that the processing of your personal data is not lawful. For Austria: Austrian Data Protection Authority, Barichgasse 40-42, 1030 Vienna, e-mail: [dsb@dsb.gv.at](mailto:dsb@dsb.gv.at)

03/03

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