

Privacy policy for the use of the website

This notice describes how APCOA Austria GmbH, Landstraßer Hauptstraße 146/13A, 1030 Vienna uses your personal data when you visit the website www.apcoa.at processes your personal data (pursuant to Art 13 and 14 GDPR)

1. controller

APCOA Austria GmbH, Landstraßer Hauptstraße 146/13A, 1030 Vienna
office@apcoa.at
+43 1 71716-0

2. data processing and purposes

We process personal data to provide our services and communicate with you:

- **Location search:** Processing of the address entered to display our locations
- **Newsletter:** Storage of your e-mail address after registration for dispatch
- **Contact form:** Collection of location, vehicle registration number, date, name, company, telephone and email to process your enquiry
- **Long-term car park enquiry:** Processing of the data entered to process the enquiry (see also <https://www.apcoa.at/datenschutz-web-services/>)
- **Careers at APCOA:** Processing of your e-mail address and the data you have provided to process an enquiry about job offers (see also <https://at.prod.apcoa.uandi.cloud/datenschutzerklaerung-fuer-bewerberinnen>)
- **Pay.apcoaflow.com:** Processing of the data provided to process the enquiry (see also <https://www.apcoa.at/datenschutz-apcoa-flow/>)
- **Server log files (including IP address):** Automatic storage of the IP address when using our website (see point 6)
- **Cookies and tracking technologies:** for the security and functionality of the website; extended functions; data on website usage (see point 7)

3. legal bases

- **Art. 6 para. 1 lit. b GDPR** (fulfilment of contract)
- **Art. 6 para. 1 lit. f GDPR** (legitimate interest in customer communication and website operation)
- **Art. 6 para. 1 lit. a GDPR** (consent, e.g. for newsletters)

4. storage period

Data is only stored for as long as it is necessary to fulfil the purpose or for as long as statutory retention periods exist.

5. recipients of the data

Data will only be passed on if it is necessary to fulfil your request, if we use external service providers (e.g. hosting) or if there are legal obligations.

6. processing of IP addresses and server log files (see also point 10.)

When you visit our website, your IP address is automatically recorded and stored in **server log files**. This data includes

- IP address of the accessing device
- Date and time of the request
- Page accessed
- Referrer URL (the previously visited page)
- Browser type and version
- Operating system

This data is processed in order to

- Ensure the security and stability of the website
- Identify and rectify errors
- Fend off attempts at abuse or attacks (e.g. DDoS)

Legal basis: Art. 6 para. 1 lit. f GDPR (legitimate interest in the secure operation of the website).

Disclosure: Data is only disclosed to our hosting service provider or in cases required by law.

7 Cookies and tracking technologies (see also point 10)

Our website uses cookies and similar technologies. Cookies are small text files that are stored on your end device and contain certain information.

Types of cookies:

- **Technically necessary cookies:** These cookies are required to make the website secure and functional.
- **Functional cookies:** Enable extended functions (e.g. saved settings).
- **Analysis and tracking cookies:** Collect data on website usage (e.g. with Google Analytics).

Legal basis:

- Art. 6 para. 1 lit. f GDPR (legitimate interest for essential cookies)
- Art. 6 para. 1 lit. a GDPR (consent for non-essential cookies)

Withdrawal of consent:

You can change your cookie settings or delete cookies in your browser at any time. Alternatively, you can set your browser so that no cookies are stored.

8. your rights

In principle, you have the rights to information, correction, deletion, restriction, data portability and objection. Please contact us for this.

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

9. contact for data protection enquiries

Controller: APCOA Austria GmbH, Landstraßer Hauptstraße 146/13A, 1030 Vienna, office@apcoa.at

We reserve the right to amend this privacy policy at any time due to legal or technical developments. The respective version on www.apcoa.at shall apply.

Last updated: January 2025

In addition, the following data is stored and processed when you visit the website:

10. detailed description of points 6. and 7. (automatically generated data) and further information

Cookies

Collection of general data and information

Registration on our website

Subscription to our newsletter

Newsletter tracking

Contact option via the website

Recipients of personal data, as well as storage, routine deletion and blocking of personal data

Data protection for applications and in the application process

Data protection provisions about the use of Facebook Pixel

Data protection provisions about the use of Google Analytics

Privacy policy on the use of LinkedIn

Data protection provisions about the integration of YouTube videos

Data protection provisions about the use of the hosting environment

Data protection provisions about the use of the UserCentrics Cookie Management Platform

Data protection provisions about the use of Google Tag Manager

Data protection provisions about the use of Apple services

Data protection provisions about the use of the Trustpilot Box

Data protection provisions about the use of the TikTok Conversion Tracking Pixel

Data protection provisions about the use of Google reCAPTCHA

Data protection provisions about the use of Cloudflare

Privacy policy for the use of Google Fonts

Data protection provisions about the use of Google Maps

Privacy policy for the use of Google Translate

Privacy policy for the use of Site24x7

Privacy policy for the use of Zoho Live Chat

Privacy policy for the use of GStatic Google Static Content

Privacy policy for the use of PayPal

Additional tools and technologies used on the website

Web hosting and provision of content

- **W3 Total Cache:**

- **Purpose:** A WordPress plugin for performance optimisation, caching and reduction of server load to improve the user experience
- **Legal basis:** Legitimate interest pursuant to **Art. 6(1)(f) GDPR**

Communication and email services

- **SendGrid:**

- **Purpose:** A service for sending system-generated emails, including messages from contact forms and WordPress notifications

- **Legal basis:**

- Consent pursuant to **Art. 6(1)(f) GDPR** for newsletter subscriptions
- Legitimate interest pursuant to **Art. 6(1)(f) GDPR** for transactional emails

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