DATA PROTECTION INFORMATION

Mythos Mozart Betriebs GmbH

Mythos Mozart Betriebs GmbH takes the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration. Our website can usually be used without providing any personal data.

As we are responsible for processing, we have implemented numerous technical and organisational measures to ensure the most complete protection possible for the personal data processed via this website. Nevertheless, Internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed. For this reason, you are free to transmit personal data to us in alternative ways, for example by telephone or post.

1.	Processing activity	Promotion and sale of tickets to (registered and unregistered) customers by the body responsible for operating the multimedia "Mythos Mozart Experience" world of experience.	
2.	Body responsible	Mythos Mozart Betriebs GmbH ("Mythos Mozart") Rauhensteingasse 6-8, 1010 Vienna, FN 373060v Email: office@mythos-mozart.com Tel: +43 1 93056 630 Further data on the website: www.mythos-mozart.com in the Legal Notice www.mythos-mozart.com/EN/impressum	
3.	Purposes of data processing on the legal basis of - Fulfilment or preparation of a contract	 Distribution of online information offers about the products and services of Mythos Mozart to customers and interested parties (consumers/users and entrepreneurs) Accessibility and distribution of own and third-party advertising in the online information offers and products Operation of an online shop for the sale of tickets and other products Provision of communication channels by Mythos Mozart to service the contractual relationship Collection of user numbers to document the reach of the website Order processing (shipping, accounting, dunning) 	
	 (overriding) legitimate interest Direct advertising 	 Winning back and acquiring new customers Dissemination/playout of advertising for (additional goods) and services from Mythos Mozart and other affiliated companies by way of direct advertising ("marketing purposes") to the extent permitted by law Evaluation of the personal preferences of customers for the targeted distribution of advertising with the aim or avoidance of wastage (using profiling, see point 4.) and optimisation of the distribution system Collection of user numbers to document the reach of the website and market observation 	
4.	Direct advertising / Purpose amendment	Mythos Mozart confirms that personal data of customers are also processed for direct advertising purposes (including profiling). With direct advertising, Mythos Mozart wants to promote the sale of the advertised (own or third-party) products. For this purpose, however, this data will not be made available to any (non-affiliated) third party. There is no incompatibility with the purpose of the original data collection.	
5.	Objection to processing for direct marketing purposes:	The customer can object to the use of his personal data for direct advertising (including profiling) at any time and without giving reasons to the body responsible. The objection means that Mythos Mozart can no longer process the customer's personal data for these purposes in the future.	
6.	Legal basis of the data processing	1.) Online information: fulfilment of contract the use of the online media of the responsible body is based on a contract within the meaning of Art	

6 para 1 lit b GDPR1, in the case of registration, a registration relationship arises. The body responsible discloses that it includes third-party content (such as links, pixels, plug-ins) when providing the contractual services. When using the social media channels of the body responsible, the primary contractual relationship exists with the respective service provider (see point 14.)

Use of the online shop and ticket shop: the use of the online and

- **2.) Use of the online shop and ticket shop:** the use of the online and ticket shop of the responsible body is based on a contract within the meaning of Art 6 para 1 lit b GDPR, a purchase contract is created by completing the ordering process. The body responsible discloses that it uses the services of third parties to provide the contractual services, such as processing payment transactions, shipping.
- **3.) Additional services:** consent. For individual services on the online platform (e.g. electronic newsletter dispatch, online and ticket shop), the body responsible obtains the express consent of the customer. This consent can be revoked at any time effective immediately.
- **4.) Direct advertising** (including profiling): Overriding legitimate interests (see point 7.)

7. Description of (overriding) legitimate interests for purposes

 of direct advertising Mythos Mozart also processes customer data (but not that of children or special categories of personal data within the meaning of Art 9 GDPRO2 ("sensitive data")) in order to use them for direct advertising purposes for (other) products from Mythos Mozart (see also point 4.). Mythos Mozart has a legitimate interest in the processing of personal data for direct marketing purposes (Recital 47, last sentence of the GDPR). Only the customer data that Mythos Mozart has from the contractual relationship and for which the storage period is still running is processed. This does not result in an extension of the storage period. The primary goal of data processing is customer acquisition and customer loyalty with the aim of returning to a (pre-)contractual relationship. For this Mythos Mozart relies on its conventionally and constitutionally guaranteed right to acquire (Art. 6 StGG) and freedom of communication (esp. Art 10 EMRK, which also protects advertising measures) and on the rights

- to send out postal advertising;
- · to make marketing calls after consent;
- to send electronic mail after consent:
- to send electronic mail according to Art. 107 para 3 TKG;

When using this data, Mythos Mozart complies with the communication law requirements, in particular Art. 107 TKG.

of IT security

The body responsible stores the IP addresses of the users for a period of 7 days in order to be able to ward off targeted attacks in the form of server overload ("denial of service" attacks) and other damage to the systems. The body responsible has an overriding legitimate interest in this data processing for the purpose of maintaining the functionality of the services provided online (Recital 49 of the GDPR).

¹ Kühling/Buchner GDPR 2017, Art 6 margin no. 59

² General Data Protection Regulation, available at http://eur-lex.europa.eu/legal-content/DE/TXT/?uri=CELEX%3A32016R0679

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		The website of the body responsible uses SSL or TLS encryption to ensure the security of data processing and to protect the transmission of confidential content, such as orders, login data or contact requests that you send to us. You can recognise an encrypted connection by the fact that the address line of the browser shows "https://" instead of "http://" and by the lock symbol in your browser line. Collected data and information are evaluated statistically and also with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimal level of protection for the personal data we process. The data of the server log files are stored separately from all personal data provided by an affected person.	
		Encrypted payment transactions	
		If, after the conclusion of a fee-based contract, there is an obligation to send us your payment data (e.g. account number for direct debit authorisation), this data is required for payment processing.	
		Payment transactions using the usual means of payment (Visa/MasterCard, direct debit) are carried out exclusively via an encrypted SSL or TLS connection. You can recognise an encrypted connection by the fact that the address line of the browser switches from "http://" to "https://" and by the lock symbol in your browser line.	
8.	Evaluation of personal aspects of the customer ("profiling")	For the purpose of avoiding wastage (and minimising data processing) in direct marketing, Mythos Mozart stores the purchasing behaviour collected during customer contact (e.g. online ticket purchase), such as sales, product groups, reactions to certain offers, and infers certain personal interests from this and preferences. Mythos Mozart uses these evaluated interests to provide customers with targeted, interest-specific offers and advertising.	
9.	Objection to profiling	The customer can object to the use of his personal data for profiling purposes at any time and without giving reasons to the body responsible. The objection means that Mythos Mozart can no longer process the customer's personal data for profiling purposes in the future.	
10.	Purpose changes	The body responsible will not change the purpose for which the personal data is processed.	
11.	Data preparation	There is no legal or contractual obligation to provide your personal data. The only consequence of non-provision is that we cannot process your request or (in the case of a ticket purchase) provide you with information or inform you about changes to the event in question or send you further information after your visit.	
12.	Types of processed data	- Name (first name and surname) - Username - Email address	
	provided by the	- Password data - Contact Information	
	- provided by the customer	- Password data	
		 Password data Contact Information Shipping/billing address Separate shipping address 	

Time stamps Session IDs Login data (email, encrypted password) Login checks Interface information characteristics **13.** Order processor -Tax consultants / auditors / lawyers Banks and payment service providers **Categories of external** IT service providers economic service Postal and shipping service providers providers Printing houses Communication service providers All external recipients of data can be written to and contacted via Mythos Mozart with regard to data protection issues. **External data** recipients of Consent. If consent is required for the transmission of the following electronic data to those responsible, the body responsible will obtain express identification data to consent from the customer. This consent can be revoked at any those responsible via time effective immediately. so-called You should be aware that if you activate the "social plug-ins" mentioned "SOCIAL PLUG-INS" below, your data may also be processed outside the European Union or the European Economic Area. Their use can therefore have **data protection** risks for you, since the protection of your rights, e.g. to information, deletion, objection, etc. can be more difficult and their processing in social networks is often carried out directly for advertising purposes or for the analysis of user behaviour by the providers without us being able to do anything about it. If usage profiles are created by the provider, cookies are often used, or the usage behaviour is assigned directly to your own member profile of the social networks (if you are logged in here). Since we have no access to the data files of the providers, we would like to point out that it is best to assert your rights (e.g. to information, correction, deletion, etc.) directly with the respective provider. We have listed further information on the processing of your data in the social networks and the possibility of making use of your right of objection or revocation (socalled opt-out) below for the respective providers of social networks used by We use the "Sassy Social Share" button on our website. "Sassy Social Share" replaces the native share buttons of the social networks and thereby protects your anonymity. "Sassy Social Share" only integrates share buttons of the social networks on our website as a graphic that contains a link to the corresponding social network. By clicking on the corresponding graphic, you will be forwarded to the service of the respective network. The respective button only establishes direct contact between the social network and you when you actively click on the share button. Only then will your data be transmitted to the respective social network. If the button is not clicked, however, no data exchange takes place between you and the social networks. IP address, URLs, cookies and browser settings data **Facebook** Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland Inc., Privacy statement https://www.facebook.com/about/privacy Opt out and advertising preferences: https://www.facebook.com/ads/preferences/?entry_prod

uct=ad settings screen

Processed data

Provider

In order to increase the protection of your data when you visit our website, the plugins are integrated into the site using a so-called "2-click" or "Shariff" solution. This integration ensures that no connection to the Facebook servers is established when a page containing such plugins is called up. Your browser only establishes a direct connection to the Facebook servers when you activate the plugins and thus give your consent to data transmission. The content of the respective plugin is transmitted directly to your browser and integrated into the page. The plugin then transmits data (including your IP address) to Facebook. We have no influence on the amount of data that Facebook collects using the plugins. As far as we know, Facebook receives information about which of our websites you are currently accessing and have previously accessed. By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page of our website even if you do not have a Facebook profile or are not currently logged in. This information (including your IP address) is transmitted directly from your browser to a Facebook server in the USA and stored there. If you interact with the plugins, for example by clicking the "Like" 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 contacts

The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights in this regard and setting options for protecting your privacy can be found in Facebook's data protection information

athttp://www.facebook.com/policy.php

If you are a member of the Facebook social network and would like to limit the collection of data via our websites and the combining of your user data with the data stored about you on the Facebook social network, you should log out of Facebook before visiting our website. You can also completely prevent the Facebook plugins from loading in the future with add-ons for your browser, e.g. with the script blocker "NoScript". (http://noscript.net/).

represented by: Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland Privacy statement (Privacy Policy): http://instagram.com/legal/privacy/

Opt out and advertising preferences:

https://www.instagram.com/accounts/privacy_and_security/

Instagram Inc

LinkedIn Ireland UC.; Wilton Place, Dublin 2, Ireland (Co-)responsible for data processing in Europe: LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland

Privacy statement:

https://www.linkedin.com/legal/privacy-policy
Opt out and advertising preferences:
https://www.linkedin.com/psettings/quest-

controls/retargeting-opt-out

LinkedIN

represented by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland Privacy statement:

https://policies.google.com/privacy
Opt out and advertising preferences:

https://adssettings.google.com/authenticated

Youtube (in enhanced privacy

mode)

According to YouTube, the enhanced data protection mode means that YouTube does not store any information about visitors to this website before they watch the video. However, the extended data protection mode does not necessarily exclude the transfer of data to YouTube partners. This is how YouTube establishes a connection to the Google DoubleClick network, regardless of whether you are watching a video.

As soon as you start a YouTube video on this website, a connection to the YouTube servers is established. The YouTube server is informed which of our pages you have visited. If you are logged into your YouTube account, you enable YouTube to assign your browsing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

Furthermore, YouTube can save various cookies on your terminal after starting a video. With the help of these cookies, YouTube can receive information about visitors to this website. This information is used to collect video statistics, improve usability and prevent fraud attempts, among other things. The cookies remain on your terminal until you delete them. If necessary, after the start of a YouTube video, further data processing operations can be triggered over which we have no influence.

YouTube is used by us to provide an attractive presentation of our online offers. This represents a legitimate interest within the meaning of Article 6 (1) (f) GDPR. If the corresponding consent was requested (e.g. consent to the storage of cookies), the processing takes place exclusively on the basis of Article 6 (1) (a) GDPR; consent can be revoked at any time. You can find more information about data protection on YouTube in their privacy

at:https://policies.google.com/privacy?hl=de

Authorised recipient for data processing in Austria according to Art. 5 (4) of the Communication Platforms Act: TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland

Privacy statement:

https://www.tiktok.com/legal/privacy-policy-eea?lang=de Terms of use:

https://www.tiktok.com/legal/terms-of-service?lang=de

		Tik Tok	
15.	Newsletter	If you would like to receive the newsletter offered by Mythos Mozart, you will need to provide an email address as well as information that allows us to check that you are the owner of the email address provided and that you agree to receive the newsletter. Our newsletter is sent out by our service provider SFDC Austria GmbH • Schottenring 25, 1010 Vienna, commissioned by us to provide this	
		service. The data you entered in the registration form will be transmitted to the service provider SFDC Austria GmbH and stored on our server after you have given your consent by filling out our newsletter mailing list. Your data will only be used by us for the aforementioned purpose in compliance with the Austrian data protection regulations. SFDC Austria GmbH will not transmit your data to third parties. With your written consent (or ticking the checkbox online), you consent to	
		the processing of the above-mentioned personal data for the purpose of sending an email newsletter by the body responsible for data protection on the basis of your consent until revoked or objected to. Your consent can be revoked at any time. You can also prevent processing at any time by unsubscribing from the newsletter.	
		Our newsletters contain so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in emails that are sent in HTML format to enable log file recording and log file analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns to be carried out. Based on the embedded tracking pixel, the company can see if and when you opened an email and which links in the email you clicked on.	
		Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by us in order to optimise the newsletter dispatch and to adapt the content of future newsletters even better to your interests. This personal data is not transmitted to third parties. Affected persons are entitled at any time to revoke the relevant separate declaration of consent given via the double opt-in procedure. Once revoked this personal data is deleted by us. We automatically treat any unsubscription from the newsletter as a revocation of consent.	
16.	Image (historicalized)	The customer has the option of taking a photo of himself in the exhibition rooms, which can be seen in a modified, historicized form in a picture gallery in the anteroom of the exhibition rooms. The photo can be viewed by presenting the ticket (with QR code) and deleted by the customer himself or sent after entering an e-mail address. If the customer does not delete the photo, the person responsible will save the recording at the	

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		products offered in the	the possible purchase of fur e shop (t-shirt with photo im after one year, calculated fro	print). In any case, the
17.	Cookies	The storage of cookies can be prevented when you first access the website by setting your web browser accordingly.		
		This website uses so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies serve to make our offer more user-friendly and effective. Cookies are small text files that are stored on your computer and saved by your browser. Most of the cookies we use are so-called "session cookies". They are automatically deleted once you close the website. Other cookies remain saved on your terminal until you delete them. These cookies enable us to recognise your browser on your next visit. You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when the browser is closed.		
		How the web browser handles cookies, which cookies are allowed or rejected, can be specified by the user in the web browser settings. Where exactly these settings are located depends on the respective web browser. Detailed information on this can be called up via the help function of the respective web browser.		
		If cookies are deactivated, the functionality of this website may be restricted.		
			ookies can be found at <u>Wiki</u> r	
16.	Third country transfer		be transmitted to countries	outside the EU based on
		existing consent in the course of data processing:		
	i .			
		Country	Application	Type of data
		USA	Application Google Analytics, Maps, Remarketing,	Type of data See point 15.
			Application Google Analytics,	
		USA	Application Google Analytics, Maps, Remarketing, REcatcha	See point 15.
17.	Storage duration	USA	Application Google Analytics, Maps, Remarketing, REcatcha Social Plug ins	See point 15. See point 15.
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17.	Storage duration	USA USA Unregistered website u	Application Google Analytics, Maps, Remarketing, REcatcha Social Plug ins users: The personal data (es	See point 15. See point 15. p. IP address) of
17.	Storage duration	USA Unregistered website to (unregistered) website security.	Application Google Analytics, Maps, Remarketing, REcatcha Social Plug ins users: The personal data (es	See point 15. See point 15. p. IP address) of ys for the purpose of IT
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		Art 21 GDPR "Objection"	provided that the grounds stated in Article 18 (1) GDPR are met. The customer has the right to object at any time to the processing of their personal data on the basis of legitimate interest.
		Art 20 GDPR "Data Portability"	The customer has the right to receive their personal data in a structured, commonly used and machine-readable format.
19.	Right to lodge a complaint	Art 77 GDPR	Every customer has the right to lodge a complaint with a supervisory authority if they believe that the processing of their personal data infringes this regulation.
20.	Supervisory authority	Austrian Data Protection Authority	
		Barichgasse 40-42, 1030 Vienna	
		Telephone: +43 1 52 152-0 Email: dsb@dsb.gv.at	

You too can take simple and easy-to-implement measures to protect yourself against unauthorised third-party access to your data. We would therefore like to give you a few tips on how to keep your data secure:

- Protect your account (login, user or customer account) and your IT system (computer, laptop, tablet or mobile device) with secure passwords.
- Only you should have access to your passwords.
- Make sure that you only ever use your passwords for one account (login, user or customer account).
- Do not use the same password for different websites, applications, or online services.
- The following applies, when using IT systems that are publicly accessible or shared with other people: You should always log out after logging on to a website, an application or an online service.
- Passwords should consist of at least 10 characters and should be chosen in such a way that they cannot be easily guessed. Therefore, do not use common everyday words, your own names or the names of relatives, but use upper- and lower-case letters, numbers and

Updating and changing the privacy statement

This privacy statement is currently valid and has the status: June 2022.

Due to the further development of our website and offers or due to changed legal or official requirements, it may become necessary to change this privacy statement. You can always find the currently valid privacy statement on our website at https://www.mythos-mozart.com/datenschutz and print it.