D A T A P R O T E C T I O N I N F O R M A T I O N

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".
2.	**Body responsible**	**Mythos Mozart Betriebs GmbH („Mythos Mozart")** Rauhensteingasse 6-8, 1010 Wien, 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 - (overriding) legitimate interest - Direct advertising	 - 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) - 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 - 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
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 thirdparty 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 15.) **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, historicized photo – see point 16), 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.**
	- data processing within the Group	Mythos Mozart is part of a group of companies (see point 13.). In order to fulfill its extensive obligations, Mythos Mozart also makes use of the group-affiliated companies in a division of labor. Mythos Mozart has an overriding legitimate interest in this (Recital 48 of the GDPR). Within the group of companies, personal data is only received by entities that require this data to fulfill contractual and legal obligations and to safeguard legitimate interests. These entities are contractually obliged to comply with all data protection regulations.
	- 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).

		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 **Fehler! Linkreferenz ungültig.** 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** **- provided by the customer** **- additionally collected by the body responsible**	- Name (first name and surname) - Username - Email address - Password data - Contact information/company information - Shipping/billing address - Separate shipping address - Payment information - Historicized photo taken by the customer himself at the beginning of the showrooms (see point 18) - IP addresses (log files) - Data about the terminal - Browser used - Communication protocol - Information on account usage (creation date, number of logins, - date of last query) - Time stamps - Session IDs - Login data (email, encrypted password) - Login checks - Interface information characteristics

13.	**External data recipients** **- in the Group**	- Kaufhaus STEFFL Betriebs AG, Kärntnerstraße 19, A-1010 Wien, FN 283788k - STEFFL Textilhandels GmbH, Kärntner Straße 6, A-1010 Wien, FN 339387z - STEFFL Schuhhandels GmbH, Kärntner Straße 6, A-1010 Wien, FN 339388a - STEFFL Onlinehandels GmbH, Kärntner Straße 6, A-1010 Wien, FN 445151 i - „World of Mozart" Museumsbetrieb GmbH, Kärntner Straße 19, A-1010 Wien, FN 175287a - STEFFL Online GmbH, Kärntner Straße 19, A-1010 - Skybox Gastronomiebetriebs GmbH, Kärntner Straße 19, A-1010, FN 176631b - Birko Management GmbH, Kärntner Straße 6/2, A-1010, FN: 107913x
14.	**Categories of External economic service providers** **- Order processor** **- Responsible**	 - IT service providers - Postal and shipping service providers - Printing houses - Communication service providers - Webshop provider - Tax consultants / auditors / lawyers - Banks and payment service providers **All external recipients of data can be contacted via Mythos Mozart with regard to data protection issues. A complete list of all processors is available on request.**
15.	**External data recipients of electronic identification data to those responsible via so-called** **„SOCIAL PLUG INS"**	**Consent. If consent is required for the transmission of the following data to those responsible, the body responsible will obtain express consent from the customer. This consent can be revoked at any time effective immediately.** You should be aware that if you activate the "social plug-ins" mentioned 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 us. 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.
	Data types	**IP address, URLs, cookies and data on browser settings and website usage**
	Facebook	Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland Privacy statement https://www.facebook.com/about/privacy Opt out and advertising preferences: https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen 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 there. 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 at http://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/)
	Instagram	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/
	YouTube (in enhanced Privacy mode)	represented by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland Privacy statement: https://policies.google.com/privacy Opt out and advertising preferences: https://adssettings.google.com/authenticated 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 statement at: https://policies.google.com/privacy?hl=en
	TikTok	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, Irland Privacy statement: https://www.tiktok.com/legal/page/eea/privacy-policy/en Terms of use: https://www.tiktok.com/legal/page/eea/terms-of-service/en
	LinkedIn	LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Irland Privacy statement: https://www.linkedin.com/legal/privacy-policy Opt out and advertising preferences: https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out
	Google Analytics	Services of the Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA („Google"). Purpose: To report on website activity and provide other services relating to website activity and internet usage. Opt out: http://tools.google.com/dlpage/gaoptout?hl=de Data privacy: http://www.google.com/analytics/terms/de.html Terms of use: https://www.google.de/intl/de/policies .
16.	**Payment service provider**	**Payment service provider**: The payment information mentioned under point 12 is passed on to payment service providers and banking institutions and processed for the purpose of processing the payment. The data provided is necessary for the fulfillment of the contract or for the execution of the contract measures. We cannot fulfill the contract with you without this data. The respective contractual and data protection regulations of the respective providers apply to these transactions. We use the following payment services / payment service providers on this website:. Our payment provider is Ayden. Information on data protection and cookies used can be found at: (https://www.adyen.com/policies-and-disclaimer/privacy-policy) **Ayden** PO Box 10095 1001 EB CC Amsterdam 34259528

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CNPJ 14.796.606/0001-90
https://www.adyen.com/</td></tr>
<tr><td>17.</td><td>Newsletter</td><td>If you would like to subscribe to the newsletter provided by Mythos Mozart, we require your email address as well as information that enables us to verify that you are the owner of the email address provided and that you consent to receiving the newsletter. (Double Opt-In procedure)

By subscribing to the newsletter, you consent to the processing of all data you provide for the purpose of sending the newsletter. You may withdraw your consent at any time without giving reasons by clicking the unsubscribe link included in every newsletter. If you wish to update your personal data, you can use the corresponding update-your-data link provided in the newsletter.
We use the eworx Marketing Suite software to send and analyze our newsletters. The eworx Marketing Suite records newsletter opening and click behavior. Specifically, the following information is tracked: the time of delivery, the time the newsletter is opened, the duration of the opening, the IP address used when opening the newsletter, the email application (mail client) used, which links were clicked, and the time of each click.
Your data will be used solely for the purposes described above and in compliance with Austrian data protection regulations. Your data is processed exclusively within the European Union and will not be shared with 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.</td></tr>
<tr><td>18.</td><td>Image (historicalized)</td><td>The customer has the opportunity to take a photo of themselves in the exhibition rooms, which can be seen in a modified, historicized form in the anteroom of the exhibition rooms on a picture gallery. The photo can be viewed by presenting the ticket (with QR code) and sent by the customer after entering an e-mail address. The customer's photo will be stored by the person responsible for the possible purchase of further personalized products offered in the store (T-shirt with photo print) or for sending it to the customer again by e-mail. The photo will be deleted in any case after two months, calculated from the day the photo was taken.</td></tr>
<tr><td>19.</td><td>Cookies</td><td>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 userfriendly 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 socalled "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.
More information on cookies can be found at Wikipedia.</td></tr>
<tr><td>20.</td><td>Third country transfer</td><td>The following data is transferred to countries outside the EU on the basis of the EU-US Data Privacy Framework:
<table>
<tr><th>Country</th><th>Application</th><th>Type of data</th></tr>
<tr><td>USA</td><td>Google Analytics, Maps, Remarketing, REcatcha</td><td>See point 15</td></tr>
<tr><td>USA</td><td>Social Plug Ins</td><td>See point 15</td></tr>
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21.	**Video surveillance**	**Location**	Cameras are installed throughout the Mythos Mozart visitor area to record video footage of people entering.
		Purpose	Video surveillance is carried out to protect property and to protect the domiciliary rights of the person responsible.
		Legal basis	Legitimate interest in protecting the recorded images of the monitored areas for the purpose of preventing, containing and clarifying criminally relevant behavior.
		Storage duration	72 hours
22.	**Storage duration**	Unregistered website users: The personal data (esp. IP address) of (unregistered) website visitors are stored for 7 days for the purpose of IT security. The data of customers of the shop are processed by Mythos Mozart on the basis of the above-mentioned legal basis for a further 30 months after the end of the contract (= 24 months possible contractual claims for damages + max. 6 months for any lawsuit action) and are then (in any case the personal reference) deleted. Thereafter, personal data processing of invoice data continues until the end of the statutory retention period (currently 7 years). In any case, the contract ends after a period of 7 years of inactivity and in this case leads to an immediate deletion.	
23.	**Customer rights**	**Legal basis**	**Content**
		Art 15 GDPR "Information"	The customer has the right to request information as to whether his/her personal data is being processed.
		Art 16 GDPR "Rectification"	The customer has the right to immediately request the rectification of inaccurate personal data or their completion
		Art 17 GDPR "Erasure"	The customer has the right to demand that the personal data be erased immediately, provided that the grounds stated in Article 17 (1) GDPR are met.
		Art 18 GDPR "Restriction"	The customer has the right to demand that the processing of the personal data be restricted, provided that the grounds stated in Article 18 (1) GDPR are met.
		Art 21 GDPR "Objection"	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 machinereadable format.
24.	**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.
25.	**Supervisory authority**	Austrian Data Protection Authority Barichgasse 40-42, 1030 Wien Telefon: +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.

Updating and changing the privacy statement

This privacy statement is currently valid and has the status: July 2026.

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.