



# Privacy police.

## Warth-Schröcken Tourism

We protect your privacy and personal data. We collect, process, and use your personal data (hereinafter referred to as "data") exclusively in accordance with the provisions of the General Data Protection Regulation (GDPR) and applicable data protection regulations.

This privacy policy applies to all data processing activities we conduct, both in the provision of our services and specifically on our website <https://www.warth-schroecken.at/>, as well as within external online presences such as our social media platforms (collectively referred to as "online services").

Below, we inform you in accordance with the requirements of the GDPR about the nature, scope, and purposes of data collection and its use.

### CONTACT INFORMATION.

If you have questions or concerns regarding the processing of your data, please contact us:

#### Warth-Schröcken Tourism, Municipality of Warth

Address: Warth 32, 6767 Warth am Arlberg

Website: <https://www.warth-schroecken.at/>

E-Mail: [info@warth-schroecken.com](mailto:info@warth-schroecken.com)

Phone: +43 5583 3515-0

Data Protection Officer: Angela Schwarzmann ([a.schwarzmann@warth-schroecken.com](mailto:a.schwarzmann@warth-schroecken.com))

### GENERAL INFORMATION ON DATA PROCESSING.

#### Scope of processing

We collect and use your data only to the extent necessary to provide a functional website, along with our content and services. Therefore, we process only the data you provide as a user of our website and/or as a customer or interested party through information shared in the context of an enquiry, registration, or contract conclusion.

The following types of data may be processed by us or a service provider acting on our behalf:

- Inventory data (e.g., names, titles, addresses, customer numbers)
- Content data (e.g., text inputs, photographs, videos)
- Contact data (e.g., email addresses, phone numbers)
- Data related to an enquiry
- Meta/communication data (e.g., device information, IP addresses)
- Usage data (e.g., visited websites, interest in content, access times)
- Contract data (e.g., contractual details, duration, customer category)

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We may also process the aforementioned data categories of the following groups of affected individuals:

- Interested parties
- Users (e.g., website visitors, users of online services)
- Customers
- Business and contractual partners
- Communication partners
- Contest and competition participants

## Purposes of processing

Your data will be processed for the following purposes:

- Provision of our website
- Further improvement and development of our website
- Delivery of contractual services (contract conclusion) and customer service
- Handling of enquiries
- Detecting, preventing, and investigating attacks on our website
- Creating user profiles (profiles with user-related information)
- Measuring reach (e.g., access statistics, identifying returning visitors)

## Legal basis

The legal bases for data processing are as follows:

- **Your consent:** Where we obtain your consent for specific processing activities, Article 6(1)(a) GDPR serves as the legal basis.
- **Contract fulfilment and pre-contractual enquiries:** For processing necessary to handle your enquiries or establish contact, Article 6(1)(b) GDPR applies.
- **Legal obligations:** For processing necessary to comply with legal obligations, such as transferring data to authorities, Article 6(1)(c) GDPR applies.
- **Legitimate interests:** For processing necessary for marketing and promotional activities while balancing your rights, Article 6(1)(f) GDPR applies.

## Retention period

We store your data for as long as legal retention obligations exist or potential legal claims have not expired, requiring the data for their assertion or defence.

## TRANSFER OF DATA / THIRD-COUNTRY PROCESSING.

Your data will only be disclosed to third parties when necessary for contract execution or billing, or with your explicit consent as per Article 6(1)(a) GDPR.

Recipients of such data may include IT service providers or service/content providers integrated into our website (e.g., booking platforms, ticket and webshop providers such as Feratel). We comply with legal requirements and conclude appropriate agreements to protect your data.

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## Data transfer to third countries (USA)

Some recipients may be located in countries with data protection levels not equivalent to those in your country. Data transfers will only occur to countries with EU Commission adequacy decisions or with safeguards ensuring an adequate level of protection.

## PROVISION OF WEBSITE AND LOG FILE CREATION.

### Purpose and description of data processing

We process your data to provide our website. This includes processing your IP address to deliver content and functionality to your browser or device.

To ensure the secure and efficient operation of our website, we use services from hosting providers for infrastructure and platform services, computing power, storage space, database services, security, and technical maintenance.

### Log files

Each time our website is accessed, our system automatically records data and information from the accessing computer system ("server log files"). These files help prevent server overloads (e.g., DDoS attacks) and ensure server stability.

The following data may be collected:

- Browser type and version
- Operating system
- Internet service provider
- IP address
- Date and time of access
- Websites from which the system accessed our site
- Websites accessed via our site

### Legal basis

The use of the above services is based on our legitimate interest (Article 6(1)(f) GDPR) in reliable website operation. If consent is required, processing occurs under Article 6(1)(a) GDPR.

### Retention period / objection and erasure options

Your data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of data collected for providing the website, this occurs when the respective session has ended. No further storage will take place. In this case, your IP address will be deleted.

The collection of data for providing the website and the storage of data in log files is essential for the operation of the website. Consequently, as a user, you have no option to object.

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# USE OF COOKIES – CONSENT MANAGEMENT.

## Description and purpose of data processing

To provide you with the best possible online experience, we use cookies on this website. Cookies are text files or other storage markers that store information on end devices and retrieve information from them. For example, they store login statuses for user accounts, shopping cart contents in online shops, viewed content, or functions used within an online service. Cookies can also be used for various purposes, such as ensuring functionality, security, and convenience of online services, as well as for analysing visitor traffic.

We use cookies in accordance with legal requirements. Therefore, we obtain your prior consent unless such consent is not legally required. Consent is not necessary, for instance, if storing or retrieving information—including cookies—is strictly necessary to provide the online service you have selected. Revocable consent is communicated clearly to you and includes information on the respective cookie usage.

Cookies are categorised as follows based on their functions:

- Technical (also known as essential or strictly necessary) cookies
- Marketing and analytics (also known as non-essential) cookies

Based on their storage duration, cookies are classified as:

- Temporary cookies (also known as session cookies): These are deleted at the latest when a user leaves the online service and closes their browser.
- Persistent cookies: These remain stored even after the browser is closed. For example, they can store login statuses or preferred content to display directly upon revisiting the website. Additionally, interests used for reach measurement or marketing purposes can be stored in such cookies.

## Legal basis

The legal basis for processing your data using technically necessary cookies is Article 6(1)(f) GDPR. If consent is requested (e.g., for the use of analytics cookies), data processing is solely based on Article 6(1)(a) GDPR.

## Cookie consent management

We use a cookie consent management system to collect and manage your consent for using cookies or other processing methods and providers specified within the system. This includes saving your consent declaration to avoid repeated requests and to demonstrate compliance with legal obligations. The storage may occur server-side and/or in a cookie (so-called opt-in cookie) or using similar technologies to associate the consent with a user or their device. Unless stated otherwise for specific providers, the following applies: consent storage can last up to one year. A pseudonymous user identifier is created, which includes the time of consent, scope of consent (e.g., categories of cookies or service providers), and browser, system, and device details.

We use the cookie consent management service provided by Micado Content Management, MICADO Digital Solutions GmbH, Hammerschmiedstraße 5, A-6370 Kitzbühel, Austria (<https://www.micado.cc/>). You can find their privacy policy here: <https://www.warth-schroecken.at/en/information-cookies-data-protection.html>.

A detailed list of all cookies used by us is available at <https://www.warth-schroecken.at/en/information-cookies-data-protection.html#cookiesettings>.

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## Storage duration / objection and deletion options

Cookies are stored on your device and transmitted to our website. This gives you full control over cookie usage.

Depending on whether processing is based on consent or a legal provision, you may withdraw your consent or object to data processing through cookie technologies at any time (collectively referred to as "opt-out"). You can initially declare your objection via your browser settings, for instance, by disabling the use of cookies. Additionally, you can object to online marketing cookies via services such as <http://optout.aboutads.info> and <http://www.youronlinechoices.com>. Further objection options may be available in the information provided for specific service providers and cookies.

## BOOKING ACCOMMODATION / BOOKING REQUEST.

### Description and purpose of data processing

On our website, you can [book accommodation](#) and/or submit a [non-binding holiday inquiry](#) using the inquiry form. The data you provide is stored and included in the accommodation provider inquiry pool. Warth-Schröcken Tourism acts solely as an intermediary. Data entered into the form (e.g., name, address, email, phone number, and payment details, if applicable) is only forwarded to the accommodation provider in the event of a booking. We use the services of Feratel Media Technologies AG, Maria-Theresien-Straße 8, 6020 Innsbruck, Austria (<https://www.feratel.at/>). Their privacy policy is available here: <https://www.feratel.at/datenschutz/>.

### Legal basis

The legal basis for processing your data is the initiation or fulfilment of a contract under Article 6(1)(b) GDPR.

## Storage duration / objection and deletion options

Data is stored until the complete fulfilment of the contract and beyond, in compliance with commercial and tax retention obligations.

## EXPERIENCE SHOP.

### Description and scope of data processing

Our website allows you to order and book products (e.g., vouchers, ski tours, and ski lessons) online through the Experience Shop. For online orders or customer registration, you need to provide the required data (e.g., title, first name, last name, date of birth, address, postcode, city, phone number, and email). We use Feratel Media Technologies AG (<https://www.feratel.at/>) for processing bookings. Their privacy policy is available here: <https://www.feratel.at/datenschutz/>.

### Legal basis

The legal basis for processing your data is Article 6(1)(b) GDPR, covering contractual obligations or the initiation of a contract.

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## Purpose of data processing

We process the data of our customers to enable them to select, purchase, or order chosen products, goods, and related services, as well as to ensure their payment and delivery or execution. If required to fulfill an order, we engage service providers, particularly shipping companies, to handle delivery or execution on behalf of our customers. For payment processing, we utilize the services of banks and payment providers. The necessary information is marked accordingly during the ordering or comparable purchase process and includes details needed for delivery, provision, and invoicing, as well as contact information for potential queries.

The data is exclusively used for processing orders, including billing and communication. During payment transactions, we share your payment data with the commissioned payment providers. Please note that these recipients have their own independent right or obligation to process your personal data and are therefore considered independent controllers. Consequently, the terms and privacy policies of the selected provider apply. If you fail to settle an invoice, service providers for receivables management and debt collection may receive the necessary data.

## Storage duration / objection and erasure options

The data will be stored until the contract is fully fulfilled and beyond that, in compliance with commercial and tax law retention requirements.

## TICKET SALES.

### Description and scope of data processing

On our website, you have the option to purchase ski passes online for yourself and/or third parties through the links to the [Warth-Schröcken Ski Resort](#), the [Arlberg Region Ski Resort](#), and the [3-Valley Ski Resort](#). Please note that Warth-Schröcken Tourism acts solely as an intermediary in this context. You will be redirected to the website of the respective ticket provider.

### Legal basis

The legal basis for the processing of your data is Article 6 (1) (b) of the GDPR, i.e., the fulfillment of a pre-contractual obligation or contract initiation, as we forward your data to the respective ticket provider.

### Purpose of data processing

The data is exclusively used for processing the order and communication.

### Storage duration / objection and erasure options

We store your data as long as legal retention obligations apply or any legal claims have not yet expired, for which the data is required to assert or defend such claims.

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## PHOTOCOMPARE.

### Description and scope of data processing

We would like to inform you that, for the purpose of access control to the ski lifts, a reference photo of the lift pass holder will be taken when passing through a turnstile equipped with a camera for the first time. This reference photo will then be compared by the lift staff with photos taken at each subsequent passage through a turnstile equipped with a camera. Photocompare is a service provided by Skidata GmbH, Untersbergstraße 40, 5083 Grödig. For more information about Skidata, please visit their website <https://www.skidata.com/de-at/home> and their privacy policy <https://www.skidata.com/de-at/data-privacy>.

### Legal basis

The legal basis for processing your data is our legitimate interests pursuant to Art. 6 (1) (f) of the GDPR, which are aimed at preventing the misuse of the ski pass.

### Purpose of data processing

The data is exclusively used to prevent the misuse of the ski pass and for evidentiary purposes in the event of a potential legal dispute.

### Storage duration / objection and erasure options

We store the reference photo after the validity of the ski pass expires, unless it is required for evidentiary purposes in an ongoing or potential legal dispute. In this case, it will be retained until the conclusion of the legal dispute.

## NEWSLETTER.

### Description and purpose of data processing

On our website, you have the option to subscribe to a free newsletter. When subscribing, the data entered in the subscription form, such as your email address, your IP address at the time of sending the confirmation link, the time of subscription and confirmation, subscriber fields and lists requested in the form, and the subscriber ID, are transmitted to us. Your consent is obtained during the registration process, and reference is made to this privacy policy.

The newsletter subscription follows a so-called **double opt-in procedure**. After signing up, you will receive an email in which you must confirm your registration via a link. This is necessary to ensure that no foreign email address is provided. The newsletter subscriptions are logged to be able to prove the registration. This includes storing the time of registration and confirmation, as well as the IP address.

If you purchase goods or services on our website and provide your email address, it may later be used by us for sending newsletters. In such a case, the newsletter will exclusively contain direct marketing for similar goods or services, and no additional consent under § 174 para 4 TKG is required.

We collect your email address in order to send you our newsletter. In our newsletter, we inform you about us, our services, as well as promotions and offers.

For our newsletter distribution, we use the service "mailingwork" from Mailingwork GmbH, Schönherrstraße 8, D-091113 Chemnitz. For more information about "mailingwork," please refer to their website <https://mailingwork.de/> and their privacy policy <https://mailingwork.de/datenschutzerklaerung>.

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## Legal basis

The legal basis for processing your data upon subscription to the newsletter is your consent under Article 6, Paragraph 1, Letter a of the GDPR. If the newsletter is sent due to the sale of goods or services, the legal basis is § 174 Para 3 TKG and Article 6 Para 1 Letter f of the GDPR.

## Storage duration / right to object and erasure

You can cancel your newsletter subscription at any time. A corresponding link for cancellation can be found in each newsletter. Therefore, your email address will be stored as long as the newsletter subscription is active. Upon unsubscribing, the subscriber data will be anonymized after 7 days. We can store your email address for up to three years based on our legitimate interests before we delete it, to prove a previously given consent.

## PROSPECT ORDER.

### Description and purpose of data processing

Through our website, you can order current brochures to bring you closer to Warth-Schröcken and all its possibilities as a vacation destination. For this purpose, you need to enter your contact and address data in the designated input mask, which we store. By providing your data, you enable us to send you the information and offers you selected.

### Legal basis

The legal basis for processing the data is the initiation or fulfillment of a contract under Article 6, Paragraph 1, Letter b of the GDPR.

### Duration of storage

Your data will be stored until your request or order is completed or as long as statutory retention periods require.

## COMMUNICATION VIA MESSENGER.

We use the WhatsApp Messenger service (WhatsApp Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland) for communication purposes and ask that you pay attention to the following information regarding the functionality of the messenger, encryption, the use of communication metadata, and your objection options.

You can also contact us via alternative means, such as telephone or email. Please use the contact options provided to you or those indicated in our online offer.

In the case of end-to-end encryption of contents (i.e., the content of your message and attachments), we want to point out that communication contents (i.e., the message content and attached images) are encrypted end-to-end. This means that the message content is not viewable, not even by the messenger providers themselves. You should always use an updated version of the messenger with enabled encryption to ensure the encryption of the message contents.

However, we also inform our communication partners that while the messenger providers cannot view the content, they can detect when and that communication partners are communicating with us, and process technical information about the device used by the communication partners, and depending on their device settings, also location information (so-called metadata).

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## Legal basis

The legal basis for processing your data is your consent in accordance with Article 6, Paragraph 1, Letter a of the GDPR, if we request permission from you before communicating with you via Messenger. Otherwise, if we do not request consent and you, for example, contact us on your own initiative, we use the WhatsApp Messenger service in relation to our contractual partners and within the context of contract initiation as a contractual measure. For other interested parties and communication partners, the legal basis is our legitimate interest according to Article 6, Paragraph 1, Letter f of the GDPR in ensuring fast and efficient communication and fulfilling the communication needs of our communication partners via Messenger. Furthermore, we would like to point out that we do not transmit the contact details you provide to the messenger for the first time without your consent.

## Storage duration / right to object and erasure

You can revoke your consent at any time and object to communication with us via Messenger. In the case of communication via Messenger, we delete the messages according to our general deletion policies (e.g., after the end of contractual relationships, in the context of archiving requirements, etc.) and otherwise as soon as we can assume that any inquiries from the communication partners have been answered, and no reference to a previous conversation is expected, and there are no legal retention obligations preventing deletion.

## WEB ANALYSIS SERVICES.

### Description and purpose of data processing

Web analysis (also referred to as "reach measurement") is used to evaluate the visitor traffic on our website and can include behavior, interests, or demographic information about visitors, such as age or gender, in pseudonymous values. With the help of reach analysis, we can, for example, identify the times when our website or its features or content are most frequently used or invite re-engagement. We can also track which areas need optimization. This helps us continually improve our website and its user-friendliness.

In addition to web analysis, we may also use testing procedures to, for example, test and optimize different versions of our website or its components.

Unless stated otherwise below, profiles can be created for these purposes, meaning data consolidated into a usage process can be stored in and read from a browser or device. The collected data primarily includes visited web pages and elements used there, as well as technical information such as the browser used, the computer system used, and usage times. If you have consented to the collection of your location data with us or the providers of services we use, your location data may also be processed. Your IP address will also be stored.

We use the following analysis tool:

**Matomo (with cookies)**, provided by InnoCraft, 7 Waterloo Quay PO625, 6140 Wellington, New Zealand (<https://matomo.org/>). Matomo is software used for web analysis and reach measurement. During the use of Matomo, cookies are generated and stored on the user's device. The data collected through Matomo is processed solely by us and not shared with third parties. The cookies are stored for a maximum period of 24 months: [https://matomo.org/faq/general/faq\\_146/](https://matomo.org/faq/general/faq_146/). The privacy policy of Matomo can be found at the following URL: <https://matomo.org/privacy-policy/footer>. The software runs exclusively on the servers of our website. User data is only stored there. No data is transferred to third parties.

## Legal basis

The legal basis for processing your data is your consent (Article 6, Paragraph 1, Letter a of the GDPR).

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## Storage duration / objection and removal options

Data will be deleted as soon as they are no longer needed for our recording purposes. The options for objection are listed under the respective service above.

## SOCIAL MEDIA PRESENCES.

### Description and purpose of data processing

We maintain online presences within social networks to communicate with our active customers there or to inform them about us and our offers.

On our website, you will find links to the following social media platforms:

**Instagram**, Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (<https://www.instagram.com>);

**Facebook**, Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (<https://www.facebook.com>);

**YouTube**, Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ([www.youtube.com](http://www.youtube.com)).

The following data published by you on these platforms may be viewed and processed by us:

- Inventory data (e.g., names, addresses)
- Contact data (e.g., email, phone numbers)
- Content data (e.g., text entries, photographs, videos)
- Usage data (e.g., visited websites, interest in content, access times)
- Meta/communication data (e.g., device information, IP addresses)

Furthermore, your data within social networks are typically processed for market research and advertising purposes. For example, usage profiles can be created based on your behavior and resulting interests. These profiles can be used, for instance, to display advertisements both within and outside the networks that are likely to correspond to your interests.

For these purposes, cookies are generally stored on your devices. Moreover, usage profiles may also store data independently of the devices you use (especially if you are a member of the respective platforms and are logged into them).

### Legal basis

The legal basis for the processing of your data is our legitimate interest under Article 6(1)(f) GDPR.

## Storage duration / objection and removal options

For a detailed presentation of the respective processing types, storage duration, and objection options (Opt-Out), we refer to the privacy policies and information provided by the operators of the respective networks.

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- Facebook Privacy Policy: <https://www.facebook.com/about/privacy>  
Privacy Policy for Facebook Pages:  
[https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data)  
Facebook (Opt-Out): <https://www.facebook.com/settings?tab=ads>  
Privacy Notice for the Agreement on Joint Processing of Personal Data on Facebook Pages:  
[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)
- Instagram Privacy Policy: <http://instagram.com/about/legal/privacy>
- YouTube Privacy Policy: <https://policies.google.com/privacy>; YouTube (Opt-Out):  
<https://adssettings.google.com/authenticated>
- WhatsApp Privacy Policy: <https://www.whatsapp.com/legal>

## RIGHTS OF THE DATA SUBJECT.

If data about you is processed, you are considered a data subject under the GDPR, and you have the following rights against us as the data controller:

### Right to information

You have the right to request confirmation as to whether data concerning you is being processed, and to request access to this data along with further information and a copy of the data in accordance with legal requirements.

### Right to rectification

You have the right, in accordance with legal requirements, to request the completion of data concerning you or the correction of inaccurate data concerning you.

### Right to deletion and restriction of processing

You have the right, in accordance with legal requirements, to request the immediate deletion of data concerning you or, alternatively, the restriction of processing of this data in accordance with legal requirements.

### Right to data portability

You have the right to receive data concerning you that you have provided to us, in a structured, commonly used, and machine-readable format, or to request the transfer of this data to another data controller in accordance with legal requirements.

### Right to object

You have the right to object at any time, on grounds relating to your particular situation, to the processing of data concerning you, which is based on Article 6(1)(e) or (f) GDPR; this also applies to profiling based on these provisions. If data concerning you is processed for direct marketing purposes, you have the right to object at any time to the processing of data concerning you for the purpose of such marketing, including profiling to the extent related to such direct marketing.

### Right to withdraw consent

You have the right to withdraw any consent given at any time (with effect for the future). The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

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## Complaint to a supervisory authority

Without prejudice to any other judicial remedy, you have the right to lodge a complaint with a supervisory authority if you believe that the processing of your data infringes the GDPR. The supervisory authority for GDPR matters is the Austrian Data Protection Authority, Barichgasse 40 - 42, 1030 Vienna, Tel: +43/1-52 152-0, Email: [dsb@dsb.gv.at](mailto:dsb@dsb.gv.at).

The Data Protection Authority will inform you about the status and outcome of the complaint, including the possibility of a judicial remedy.

## CHANGES AND UPDATES.

We advise you to regularly check the content of our privacy policy. We will update the privacy policy as soon as changes in the data processing we conduct make this necessary. We will inform you when the changes require an action on your part (e.g., consent) or any other individual notification.

Last updated on 08.01.2025.

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