

Data protection notice

Last updated 01.08.2021

The environmental organization WWF–Austria (hereinafter "WWF") is pleased that you are visiting our website. Data protection and data security are very important to us. We would therefore like to inform you at this point which of your personal data we collect during your visit to our website and in other processes (referring to this data protection notice) and for which purposes it is used.

Since changes in the law or improvements to our internal organizational processes may make it necessary to adapt this data protection notice, we ask you to read it regularly. The data protection notice can be accessed, saved and printed out at any time at www.wwf.at/datenschutz.

1. Principles of data processing

Personal data is any information relating to an identified or identifiable natural person. This includes, for example, information such as your name, age, address, telephone number, date of birth, e-mail address, IP address or user behavior. Information for which we cannot (or only with a disproportionate effort) establish a reference to your person, e.g. by anonymizing the information, is not personal data. The processing of personal data (e.g. collection, retrieval, use, storage or transmission) always requires a legal basis or your consent. Processed personal data will be deleted as soon as the purpose of the processing has been achieved and there are no longer any legally required retention obligations.

If we process your personal data for the provision of certain offers, we will inform you below about the specific procedures, the scope and purpose of the data processing, the legal basis for the processing and the respective storage period

2. Data subject rights: Your rights in connection with personal data

The GDPR gives you the following rights as a data subject of a processing of personal data:

- In accordance with Art. 15 GDPR, you can request information about your personal data processed by us. In particular, you can request information about the processing purposes, the categories of personal data, the categories of recipients to whom your data have been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right of complaint, the origin of your data if it has not been collected by us, about a transfer to third countries or to international organizations, as well as about the existence of automated decision-making, including profiling, and, if applicable, meaningful information about its details.
- Pursuant to Art. 16 GDPR, you may request the correction of inaccurate or the completion of your personal data stored by us without delay.
- Pursuant to Art. 17 GDPR, you may request the erasure of your personal data stored by us, unless the processing is necessary for the exercise of the right to freedom of expression and information, for compliance with a legal obligation, for

reasons of public interest or for the establishment, exercise or defense of legal claims.

- Pursuant to Art. 18 GDPR, you may request the restriction of the processing of your personal data if you dispute the accuracy of the data, the processing is unlawful, we no longer need the data and you object to their erasure because you need it for the assertion, exercise or defense of legal claims. You also have the right under Article 18 of the GDPR if you have objected to the processing in accordance with Article 21 of the GDPR (see also 3. Right of objection).
- Pursuant to Art. 20 GDPR, you may request to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or you may request that it be transferred to another controller.
- Pursuant to Art. 7 (3) GDPR, you may revoke your consent once given to us at any time. This has the consequence that we may no longer continue the data processing based on this consent for the future.
- In accordance with Art. 77 GDPR, you have the right to complain to a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence, your place of work or our company.

3. Right of objection

When your personal data is processed on the basis of legitimate interests pursuant to Art. 6 (1) sentence 1 lit. f of the GDPR, you have the right to object to the processing of your personal data pursuant to Art. 21 of the GDPR, insofar as there are grounds for doing so that arise from your particular situation or the objection is directed against direct advertising. In the case of direct advertising, you have a general right of objection, which is implemented by us without specifying a particular situation.

Furthermore, we would like to point out that you can revoke consent already given to the WWF at any time. The revocation can be sent either to datenschutz@wwf.at or by post to WWF Austria, Ottakringer Straße 114–116, 1160 Vienna.

4. Responsible party and scope of application

The responsible person in terms of the EU General Data Protection Regulation (hereinafter: GDPR) and other national data protection laws of the member states as well as other data protection regulations is:

Umweltverband WWF Österreich
Ottakringer Strasse 114–116, 1160 Vienna, Austria
Telephone: +43 1 48817 -0
Fax: +43 1 488 17 – 44 E-mail:
wwf@wwf.at

ZVR-No.: 751753867

Tax-ID-No.: ATU59082977

5. Contact for data protection questions, notifications, requests

The responsible party in terms of the EU General Data Protection Regulation (hereinafter: GDPR) and other national data protection laws of the member states as well as other data protection regulations is:

Umweltverband WWF Österreich
Ottakringer Strasse 114–116, 1160 Vienna, Austria
Telephone: +43 1 48817 -0
Fax: +43 1 488 17 – 44
E-mail: datenschutz@wwf.at

Please contact WWF's **data protection coordinators** at datenschutz@wwf.at for **data protection questions** and wwf@wwf.at for **all other questions**.

6. Overview of the legal basis for the use of your data

The processing of your data is based on one of the following legal bases:

- Your validly given consent (Art. 6 para. 1 a GDPR), which you can revoke at any time;
- to the establishment or performance of a contract or other obligations directly related thereto (Art. 6 para. 1 b GDPR);
- to comply with legal obligations (Art. 6 para. 1 c GDPR);
- to pursue the legitimate interests of WWF, unless your interests or fundamental rights outweigh them (Art. 6 para. 1 f GDPR).

The **legitimate interests** of the WWF are

- in the interest of nature conservation, the worldwide preservation of nature and its various manifestations
- to promote the awareness of the general public for the concerns of nature conservation and environmental protection and the ecological, social and economically sustainable development, and thus also to promote the identical efforts of the foundation "WORLD WIDE FUND FOR NATURE" (formerly: "WORLD WILDLIFE FUND") in Austria and internationally.

7. Recipients of personal data

We will only pass on your personal data to third parties if:

- you have given your express consent to this in accordance with Art. 6 para. 1 p. 1 lit. a GDPR
- this is legally permissible and necessary for the fulfilment of a contractual relationship with you according to Art. 6 para. 1 p. 1 lit. b GDPR
- there is a legal obligation for the transfer according to Art. 6 para. 1 p. 1 lit. c GDPR
- the disclosure is necessary in accordance with Art. 6 para. 1 p. 1 lit. f GDPR for the protection of legitimate organizational interests, as well as for the assertion, exercise or defense of legal claims and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data.

In the context of operating our websites, carrying out surveys and communicating donations by post and telephone and in the context of projects, service providers support us on this legal basis. In the course of their activities, these service providers have access to your personal data insofar as they require the data to perform their respective services. They have undertaken to comply with the applicable data protection regulations. Order processing contracts are concluded in accordance with Art 28 and Art 26 of the GDPR. We work exclusively with service providers who offer sufficient guarantees that appropriate technical and organizational measures are implemented in such a way that the processing is carried out in accordance with the requirements of the data protection regulations and ensures the protection of your rights.

If data processing activities are carried out by service providers, at least in part also outside the EU or the EEA, you will be informed of this. Furthermore, an appropriate level of data protection must be guaranteed by such service providers. This results from:

- an adequacy decision by the European Commission pursuant to Art 45 GDPR.
- an exception for the specific case pursuant to Art 49 (1) GDPR.
- binding internal data protection rules pursuant to Art 47 in conjunction with Art 46 (2) (b) GDPR.
- standard data protection clauses pursuant to Art 46 (2) (c) and (d) GDPR.
- approved codes of conduct pursuant to Art 46 (2) (e) in conjunction with Art 40 GDPR.
- an approved certification mechanism pursuant to Art 46 (2) (f) in conjunction with Art 42 GDPR.
- contractual clauses approved by the data protection authority pursuant to Art 46 (3) lit a GDPR.
- a case-by-case exemption pursuant to Art 49 (1), second subparagraph of the GDPR.

8. Further information on individual processing operations

For information on the use of cookies pursuant to Art 96 (3) TKG and GDPR, please refer to Section [8.12. „Cookie Policy“](#).

8.1. Automatic logging when using the website

8.1.1. Type and scope of data processing

When you call up and use our website, we collect the personal data that your browser automatically transmits to our server. This information is temporarily stored in a so-called log file. When you use our website, we collect the following data, which is technically necessary for us to display our website to you and to ensure its stability and security:

- IP address of the requesting computer
- date and time of access
- website name and URL
- website from which the access is made (referrer URL)

- browser used and, if applicable, the operating system of your computer, as well as the name of your access provider.

8.1.2. Legal basis

Art. 6 para. 1 lit. f GDPR serves as the legal basis for the aforementioned data processing. The processing of the aforementioned data is necessary for the provision of a website and thus serves to protect a legitimate interest of our organization.

8.1.2. Legal basis

Art. 6 para. 1 lit. f GDPR serves as the legal basis for the aforementioned data processing. The processing of the aforementioned data is necessary for the provision of a website and thus serves the protection of a legitimate interest of our organization.

8.1.3. Storage period

The aforementioned data for displaying the website will be deleted by us after one month. The collection of the data for the provision of the website and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object. Further storage may take place in individual cases if required by law.

8.2. Newsletter

8.2.1. Type and scope of data processing

On our website, you have the option of subscribing to free project newsletters. In order to be able to send you these newsletters regularly, we need the following information from you:

- e-mail address

Your data will not be shared with third parties in connection with the newsletter. We use the double opt-in procedure for sending the newsletter, i.e. we will only send you the newsletter if you first confirm your registration by means of a confirmation e-mail sent to you. In this way, we would like to ensure that only you yourself, as the owner of the e-mail address provided, can register for the newsletter. Your confirmation must be made within 2 weeks after receipt of the confirmation e-mail, otherwise your newsletter registration will be automatically deleted from our database.

8.2.2. Legal basis

The processing of your e-mail address for the newsletter dispatch, is based on the consent voluntarily given by you in accordance with Art. 6 Para. 1 lit. a GDPR.

8.2.3. Storage period

Your e-mail address will be stored for as long as you have subscribed to the newsletter. After unsubscribing from the newsletter, your data will be deleted after a transitional period of 7 days. Further storage without permission to send newsletters may take place in individual cases if this is required by law or if the data is still needed for other active processing procedures.

8.3. E-Mail contact

8.3.1. Type and scope of data processing

If you contact us by e-mail, the data you provide will be used for the purpose of processing your enquiry. We will not pass this on to third parties without your consent.

8.3.2. Legal basis

The legal basis for answering enquiries (e-mail) is, depending on the circumstances, your implied consent according to Art. 6 Para. 1 lit. a GDPR or the implementation of pre-contractual measures according to (Art. 6 Para. 1 b GDPR).

8.3.3. Storage period

Your data will be stored by us for six months from the date of our reply to your question in case of follow-up questions. Once your enquiry has been dealt with and the matter in question has been conclusively clarified, your personal data will be deleted. Further storage may take place in individual cases if this is required by law or serves to protect a legitimate interest of our organization.

8.4. Photographs and video recordings

8.4.1. Type and scope of data processing

In the context of events (e.g. workshops, information events, excursions and actions in the public space, press conferences), we take photos and make video recordings. These serve our public relations work, the documentation of our services, public reporting on the event and generally the presentation of our activities in order to increase our level of awareness. The data is stored, processed and partly published on our website and in our social media channels (Facebook, Twitter, Instagram), print media (association newspapers, brochures, folders) and sometimes also used for presentation and illustration purposes, as well as made available to the press.

Recipients of the data are also contractors and processors involved in the processing (production and publication). Order processing contracts are concluded with them in accordance with Art. 28 and Art. 26 of the GDPR. In the case of publication in social media channels, however, it may be that the respective social media service receives exploitation rights to the published data.

If recordings are made of you, we will inform you of this in advance of the event (invitation, application) as well as directly at the event by means of notices, displays or information leaflets and inform you in accordance with Art 13 of the GDPR.

8.4.2. Legal basis

The data processing of the photo and video recordings is carried out on the basis of the legitimate interest pursuant to Art 6 (1) f of the GDPR (the public relations work and presentation of the activities of WWF to the public is part of its legitimate interest) and in accordance with national special data protection law §§ 12–13 DSG. According to the latter, image recordings are permissible if:

- necessary in the vital interest of a person,
- the data subject has consented to the processing of his or her personal data,
- it is permitted by special legal provisions, or
- in individual cases there are overriding legitimate interests of the controller or a third party and proportionality is given.

In the case of children, data processing is always based on the consent of the parent or guardian, or in the case of young people from the age of 16.

However, we assume that our interest in the production and use of the photographs and video recordings does not unduly interfere with the rights and freedoms of the persons concerned, especially since they have gone into the public space, the production and use of the photographs and video recordings have been pointed out in advance and at the event, and care is taken both in the production of the recordings and in the publication of the same that no legitimate interests of persons depicted are violated. If the rights and freedoms of a person depicted are violated for reasons particularly worthy of consideration, we will take appropriate measures to refrain from further processing. A deletion in print media that have already been issued cannot take place. Deletion on the website or in social media channels will take place within the scope of technical possibilities.

8.4.3. Storage period

The photo and video recordings will be stored for as long as is necessary for the aforementioned purposes or until you revoke them. In the event of revocation, your data will usually be deleted after a maximum of 20 working days. In addition, the recordings may be kept for longer in order to secure legal claims under copyright law by providing evidence of original recordings and for reasons of contemporary historical documentation. In the case of publication, the recordings may be published as long as the respective publication medium, article or contribution is publicly accessible.

8.5. *Projects*

8.5.1. Type and scope of data processing

Personal data is collected in the context of our projects in order to:

- to enable the organization and management of project events, workshops, environmental education days and to provide information about the project in partnership discourse with local communities and stakeholders.

Recipients or categories of recipients of personal data in the case of contract data are: competent administrative authorities, in particular financial authorities; funding bodies, banks. We do not pass on personal data collected via e-mail contact to third parties without your consent. There is no intention to transfer personal data to a third country or an international organization.

8.5.2. Legal basis

The legal basis for obtaining funding, providing evidence of its proper use and for public communication (discourse with local communities and interest groups, etc.) is our legitimate interest (Art. 6 para. 1 p. 1 lit. f GDPR) in the interest of nature conservation is to promote the worldwide conservation of nature and its various manifestations, the awareness of the general public for the concerns of nature conservation and environmental protection and the ecological, social and economically sustainable development and thus also the efforts of the "WORLD WIDE FUND FOR NATURE" foundation (formerly: "WORLD WILDLIFE FUND") in Austria and internationally, which are identical in content. The projects are part of this legitimate interest.

The legal basis for the processing of personal data collected in the context of the projects in order to ensure the organization and handling of project events, workshops, environmental education days is the performance of a contract pursuant to Art. 6 (1) b GDPR, of which the data subject is a contracting party, or is necessary for the implementation of pre-contractual measures, which are carried out at the request of the data subject; the provision of personal data is required by law and contract or is necessary for the conclusion of a contract, if any. Possible consequences of not providing the data would be that participation in project events, workshops or environmental education days would not be possible.

8.5.3. Storage period

For personal data that we need for the processing of funding, the storage period according to the funding conditions is 2 to usually a maximum of 10 years, depending on the funding program.

Contractual data is stored for the legal retention period of 7 years according to BAO.

8.6. *Cookie Policy*

8.6.1. Type and scope of data processing

When using our website, cookies are also stored on your end device. These are small text files that store certain settings and data for exchange with our system via your browser. Each cookie has its own ID and can be stored on your end device with the help of your browser. They do not cause any damage. We use these cookies, among other things, to make our offer user-friendly. A distinction can be made between:

Absolutely necessary cookies: These cookies are necessary for our website to function properly. No personal data can be determined from these cookies.

Functional third-party cookies: These cookies are necessary in order to be able to offer third-party functions on our website. This includes, for example, YouTube, Facebook and Twitter.

Analytics cookies: These can be used to collect aggregated data about user behavior. This information is used to improve our website.

Marketing cookies: These are used to show our users advertisements on other websites, such as Facebook or Google.

8.6.2. Legal basis

We use cookies in accordance with the applicable legal situation (Art 5 (3) ePrivacy Directive; § 96 (3) TKG 2003). If the sole purpose is to carry out the transmission of a message via a communication network, or if this is absolutely necessary in order to be able to provide a service that you have expressly requested, cookies are used or set without your prior consent.

The legal basis for these technically necessary cookies is our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. The processing of the aforementioned data is necessary for the provision of our website. The legal basis for the use of analysis and advertising cookies is your consent, Art. 6 para. 1 lit. a GDPR by activating them via our cookie banner. You can revoke this consent at any time via the cookie settings at the bottom of the website footer.

NOTE: In the case of cookies from third-party providers based in the USA, these are also only set with your consent, as the USA has not been certified by the European Court of Justice as having an adequate level of data protection. In particular, there is a risk that your data may be accessed by US authorities for control and monitoring purposes and that no effective legal remedies are available against this.

8.6.3. Storage period

Many of these are "session cookies" which are deleted without your intervention as soon as you end your current browser session. Some cookies remain stored on your terminal device until you delete them. They enable us, for example, to recognize your browser on your next visit. If you do not wish this, you can set your browser so that it informs you about the setting of cookies and you only allow this in individual cases. You can find the setting options for the most common browsers under the following links:

- Internet Explorer™: <http://windows.microsoft.com/de-at/windows-vista/Block-or-allow-cookies>
- Safari™: <http://apple-safari.giga.de/tipps/cookies-in-safari-aktivieren-blockieren-loeschen-so-geht-s/>

- Chrome™: <http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Firefox™: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>
- Opera™: <http://help.opera.com/Linux/9.01/de/cookies.html>

8.7. Tracking/analysis and marketing tools

8.7.1. Type and scope of data processing

Google Analytics:

Our website uses functions of the web analysis service Google Analytics (Google Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

The storage of Google Analytics cookies and the use of this analysis tool are based on Art. 6 (1) lit. f of the GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising. If a corresponding consent has been requested (e.g. consent to the storage of cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

Google Analytics stores cookies in your web browser for a period of **two years** since your last visit. These cookies contain a randomly generated user ID that can be used to recognize you during future website visits.

The recorded data is stored together with the randomly generated user ID, which enables the evaluation of pseudonymous user profiles. This user-related data is automatically **deleted after 14 months**. Other data remains stored in aggregated form indefinitely.

This website uses the IP anonymization option offered by Google Analytics. Your IP address will therefore be shortened/anonymized by Google as soon as Google receives your IP address. Google will use this information on our behalf for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set, which will prevent the collection of your data during future visits to this website: Deactivate Google Analytics.

For more information on how Google Analytics handles user data, please see Google's privacy policy:

<https://support.google.com/analytics/answer/6004245?hl=de>.

Google Analytics Remarketing

This website uses the functions of Google Analytics Remarketing in conjunction with the cross-device functions of Google Ads and Google DoubleClick. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

This function makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google Ads and Google DoubleClick. In this way, interest-based, personalized advertising messages that have been adapted to you depending on your previous usage and surfing behavior on one end device (e.g. mobile phone) can also be displayed on another of your end devices (e.g. tablet or PC).

If you have given your consent, Google will link your web and app browsing history to your Google Account for this purpose. In this way, the same personalized advertising messages can be displayed on every device on which you log in with your Google account.

To support this feature, Google Analytics collects Google-authenticated IDs of users, which are temporarily linked to our Google Analytics data to define and create audiences for cross-device ad targeting.

You can permanently object to cross-device remarketing/targeting by deactivating personalized advertising; follow this link:

<https://www.google.com/settings/ads/onweb/>.

The compilation of the collected data in your Google account is based solely on your consent, which you can give or revoke at Google (Art. 6 para. 1 lit. a GDPR). In the case of data collection processes that are not merged in your Google Account (e.g. because you do not have a Google Account or have objected to the merging), the collection of the data is based on Art. 6 (1) f GDPR. The legitimate interest results from the fact that the website operator has an interest in the anonymized analysis of website visitors for advertising purposes.

Further information and the data protection provisions can be found in Google's data protection notice under: <https://policies.google.com/technologies/ads?hl=de>.

Google Tag Manager:

Our website uses the Google Tag Manager (Google Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA). The Google Tag Manager is a solution that allows marketers to manage website tags via an interface. The tool itself (which implements the

tags) is a cookie-less domain and does not store any personal data. The tool takes care of triggering other tags, which in turn may collect data. Google Tag Manager does not access this data. If a deactivation has been made at the domain or cookie level, this remains in place for all tracking tags implemented with Google Tag Manager.

Google Ads und Google Conversion-Tracking:

Our website uses Google Ads (Google Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

Within the framework of Google Ads, we use so-called conversion tracking. When you click on an ad placed by Google, a cookie is set for conversion tracking. Cookies are small text files that the internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used to personally identify the user. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize that the user has clicked on the ad and been redirected to this page.

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 closing the browser. If cookies are deactivated, the functionality of this website may be limited. Each Google Ads customer receives a different cookie. The cookies cannot be tracked across Ads clients' websites. The information obtained using the conversion cookie is used to generate conversion statistics for Ads customers who have opted in to conversion tracking. Clients learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that personally identifies users.

More information on Google Ads and Google conversion tracking can be found in Google's privacy policy: www.google.de/policies/privacy/.

The storage of "conversion cookies" is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising.

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 closing the browser. If cookies are deactivated, the functionality of this website may be limited.

8.7.2. Legal basis

Google Analytics, Google Analytics Remarketing, Google Ads and Google Conversion-Tracking:

The legal basis for the use of Google Analytics is your consent, Art. 6 para. 1 lit. a GDPR by activating it via our cookie banner. You can change this consent at any time. To do so, click on the "Cookie settings" link at the very bottom of the website footer.

Alternatively, you can delete your cookies (all or only from this website). The banner with the selection options will then be displayed again.

You also have the option of selecting the types of Google ads or deactivating interest-based ads on Google via the ad setting (<https://adssettings.google.com/authenticated?hl=de>).

8.7.3. Storage period

Google Analytics:

The storage of Google Analytics cookies and the use of this analysis tool are based on Art. 6 (1) lit. f of the GDPR. The website operator has a legitimate interest in analyzing user behavior in order to optimize both its website and its advertising. If a corresponding consent has been requested (e.g. consent to the storage of cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

Google Analytics stores cookies in your web browser for a period of **two years** since your last visit. These cookies contain a randomly generated user ID with which you can be recognized during future website visits.

The recorded data is stored together with the randomly generated user ID, which enables the evaluation of pseudonymous user profiles. This user-related data is automatically **deleted after 14 months**. Other data remains stored in aggregated form indefinitely.

This website uses the IP anonymization option offered by Google Analytics. Your IP address will therefore be shortened/anonymized by Google as soon as Google receives your IP address. On our behalf, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to us. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. In addition, you can prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) to Google as well as the processing of this data by Google by downloading and installing the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

8.8. Social Plug-Ins of Facebook and Instagram

So-called social plug-ins ("plug-ins") from the social networks Facebook and the microblogging services and Instagram are used on our website. These services are offered by the companies Facebook Inc, Google Inc and Instagram LLC ("providers").

Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). An overview of the Facebook plugins and their appearance can be found here: <https://developers.facebook.com/docs/plugins>

Instagram is operated by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA („Instagram“). An overview of the Instagram buttons and their appearance can be found here: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>

When you visit a page of our website that contains such a plugin, your browser establishes a direct connection to the Facebook or Instagram servers. However, only if you have given your consent to this on the cookie banner. The content of the plugin is then transmitted directly to your browser by the respective provider and integrated into the page. By integrating the plugins, the providers receive the information that your browser has accessed the corresponding page of our website, even if you do not have a profile or are not currently logged in. This information (including your IP address) is transmitted by your browser directly to a server of the respective provider in the USA and stored there.

If you are logged in to one of the services, the providers can directly assign your visit to our website to your profile on Facebook or Instagram.

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

Data protection information of Facebook: <http://www.facebook.com/policy.php>

Data protection information of Instagram:
<https://help.instagram.com/155833707900388/>

If you do not want Facebook or Instagram to directly assign the data collected via our website to your profile in the respective service, you must log out of the corresponding service before visiting our website. You can also completely prevent the loading of the plugins with add-ons for your browser, e.g. with the script blocker „NoScript“ (<http://noscript.net/>).

8.9. Hyperlinks & iFrames

On our website there are so-called hyperlinks to websites of other providers. When activating these hyperlinks, you will be redirected from our website directly to the website of the other provider. You will recognize this by the change of URL, among other things. We cannot accept any responsibility for the confidential handling of your data on these third-party websites, as we have no influence on whether these companies comply with data protection regulations. Please inform yourself about the handling of your personal data by these companies directly on these websites.

Within the WWF website (www.wwf.at), content from external news sites that is recommended by us and which is relevant to our campaigns is displayed as a reading tip by means of so-called full page iFrames. The respective site operators are responsible for the content of the embedded news site.

9. Data security and security measures

We are committed to protecting your privacy and treating your personal data confidentially.

In order to prevent manipulation, loss or misuse of your data stored with us, we take extensive technical and organizational security precautions which are regularly reviewed and adapted to technological progress. These include, among other things, the use of recognized encryption procedures such as Secure-SSL.

However, we would like to point out that, due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures are not observed by other persons or institutions not within our sphere of responsibility. In particular, data disclosed unencrypted – e.g. if this is done by e-mail – can be read by third parties. We have no technical influence on this and therefore recommend using our contact form when contacting us regarding donations and the transmission of your personal data.

It is the user's responsibility to protect the data he or she provides against misuse by encrypting it or in any other way.