

Brandscore

Schredergasse 1, 3400 Weidling, Austria

Data Protection Policy of brandscore.at

Introduction:

In these data protection provisions, brandscore.at ("we," "our," or "the company") outlines its approach to the data collected from users who access our website at brandscore.at ("website") or provide personal data to us in other ways ("users").

Basis for Data Collection:

The processing of your personal data (i.e., any data that allows the identification of your person through reasonable means; "personal data"), such as name and email address, is necessary to fulfill our contractual obligations to you, provide you with our services, protect our legitimate interests, and comply with legal and financial regulatory obligations.

By using this website, you agree to the collection, storage, use, disclosure, and other processing of your personal data as described in these data protection provisions.

Please read the data protection provisions carefully before making decisions.

Types of Data Collected:

We collect two types of data and information from users.

1. Non-identifying and non-identifiable user data, provided or collected through the use of the website ("Non-personal Data"). We do not know the identity of the user from whom non-personal data is collected. Non-personal data may include aggregated usage data and technical data transmitted by your device, including certain information about software and hardware (e.g., browser and operating system used on the device, language settings, access time, etc.). We use this data to improve the functionality of our website. We may also collect data about your activity on the website (e.g., pages visited, browsing behavior, clicks, actions, etc.).

2. Personal data, which identifies or can reasonably identify an individual. Such data includes:



- Device data: We collect personal data from your device, including geolocation data, IP address, unique identifiers (e.g., MAC address and UUID), and other data resulting from your activity on the website.

- Registration data: When you register on our website, you will be asked to provide certain information, such as first and last name, email address, or address.

How We Obtain Data About You:

We obtain your personal data from various sources:

- You voluntarily provide us with such data, for example, when registering on our website.
- We receive such data when you use our website or access it in connection with one of our services.

Data Usage:

We do not disclose user data to third parties except as described in these data protection provisions.

We use data for the following purposes:

- Communication with you (sending notices regarding our services, providing technical information, and processing customer service requests if necessary).
- Statistical and analytical purposes to improve the website.
- We may also share personal data with trusted external providers around the world for hosting and operating our website, providing our services, storing and processing data on our behalf, displaying ads, assessing the success of advertising campaigns, retargeting users, providing marketing offers, conducting studies, technical diagnostics, or analyses.

We may also disclose data if we believe it is helpful or necessary to comply with applicable laws, regulations, legal proceedings, or government requests; enforce our policies (including our agreement) and investigate potential violations; investigate, detect, prevent, or take action against illegal activities, misconduct, suspected fraud, or security issues; assert or defend our legal claims or protect our rights, property, or safety, as well as the safety of our users, your safety, or the safety of third parties; or cooperate with law enforcement authorities and/or protect intellectual property or other legal claims.

User Rights:

You have the following rights:

- Confirm whether and to what extent your personal data is used and processed and access the personal data stored about you.
- Request a copy of the personal data you voluntarily provided to us in a structured, commonly used, and machine-readable format.

- Request correction of the personal data we have stored about you.
- Request the deletion of your personal data.
- Object to the processing of your personal data by us.
- Request the restriction of processing your personal data by us.
- Submit a complaint to a supervisory authority.

Note that these rights are not unrestricted and are subject to our legitimate interests and regulatory requirements.

If you wish to exercise any of the rights listed or obtain further information, contact our Data Protection Officer at:

Herbert Kling, herbert.kling@brandscore.at, Tel: +43 650 319 18 39.

Storage:

We store your personal data for as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce our policies. Record retention periods depend on the nature of the data collected and the purpose for which it was collected, taking into account both case-specific circumstances and the need to delete outdated, unused information as soon as possible. We may correct, complete, or remove incomplete or inaccurate data at any time and in our sole discretion.

Cookies:

We and our trusted partners use cookies and other technologies in our related services, including when you visit our website or access our services.

A "cookie" is a small file unit assigned by a website to your device when you visit it. Cookies are very useful and can be used for various purposes, including smooth page navigation, possible automatic activation of certain features, storing your settings, and facilitating quick and easy interaction between you and our services. Cookies are also used to display relevant advertisements and compile statistics about your use of our services.

The website uses the following types of cookies:

- "Session cookies" are only used temporarily during a browsing session to enable normal system use. These cookies are deleted from your device when the browser is closed.
- "Persistent cookies" are only read by the website, stored on your computer for a defined period, and not deleted when the browser is closed. Such cookies are used to recognize you on a repeated visit, allowing us to save your settings for the next login.
- "Third-party cookies" are placed by other online services that run content on the displayed page, such as external analytics companies monitoring and analyzing access to our website.

Cookies do not contain data that can identify you. Personal data we store may be linked by us with data stored in cookies and retrieved from cookies. Instructions for removing these cookies are available in the device settings. Note that disabling cookies may affect the proper functioning of some features of our website and may restrict your online experience.

We also use the "Google Analytics" tool to collect data about your use of the website. Google Analytics collects, for example, how often the website is accessed, which pages are visited during a visit, etc. We use Google Analytics data only to improve our website and services. Google Analytics collects the IP address assigned to you on the day of your website visit and does not associate it with your name or other identifiable data. The use and disclosure of data collected by Google Analytics about your visits to this website are subject to Google Analytics' terms of use and privacy policy.

Data Collection by Third Parties:

This policy only covers the use and disclosure of data we collect from you. If you publish data on other websites or disclose it to third parties on the internet, different provisions may apply. Therefore, always carefully read the terms and privacy policies when disclosing data.

These data protection provisions do not apply to business practices of companies not owned or controlled by us, or to persons other than our employees and staff, including third parties to whom we disclose such data as described

in these data protection provisions.

How We Protect Your Data:

We implement security measures on the website with great care to protect your data. While we take reasonable steps to protect data, we cannot be held responsible for actions of those who have gained unauthorized access to our website or misuse it, and we provide no express or implied warranty that we can prevent such access.

Transfer of Data Outside the European Economic Area:

Note that some recipients may have their headquarters outside the European Economic Area. In such cases, we will transfer your data only to countries approved by the European Commission with an adequate level of data protection or ensure an adequate level of data protection through a legal agreement.

Marketing:

We may use or transmit your personal data, such as your name, email address, and phone number, to provide you with advertising materials related to our services that may interest you.

We respect your right to privacy. Therefore, in these marketing materials, you always have the option to unsubscribe from further mailings. If you unsubscribe, your email address or phone number will be removed from our marketing distribution lists.

Note that even after unsubscribing from receiving our marketing emails, we may still send you emails with important information that does not include an unsubscribe option. This includes maintenance notifications or administrative notices.

Business Transaction:

We may disclose data in the event of a business transaction (e.g., sale of substantial business parts, merger, consolidation, or asset sale). In such a case, the acquirer or the respective company assumes the rights and obligations outlined in this data protection statement.

Minors:

Data protection for children, especially in the online environment, is crucial. The website is not designed for and is not directed at children. The use of our services by minors is only permissible with the prior consent or authorization of a parent or legal guardian. We do not knowingly collect personal data from minors. If a parent or legal guardian becomes aware that their child has provided us with personal data without their consent, they can contact us at office@brandscore.at.

Updates or Changes to these Data Protection Provisions:

We reserve the right to change or review these data protection provisions from time to time. You can find the date of the current version under "Last modified on." Your continued use of the platform after the announcement of such changes on our website constitutes your consent to such changes to the data protection provisions and is considered your agreement to be bound by the modified provisions.

How to Reach Us:

For general questions about the website, data we collect about you, or the use of this data, contact us at office@brandscore.at.

[brandscore.at](https://www.brandscore.at)

Herbert Kling

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3400 Weidling

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