

Privacy Policy

This website <www.austrianalpineopen.com> (incl. any of its subdomains) is operated by Golf Enterprises GmbH, FN 640260 i, with its corporate seat in Salzburg and its registered address at Rochusgasse 4, A-5020 Salzburg (the or our "**Company**"). The *Company* is a data controller of (personal) data collected and processed through its website.

Processing and/or use of (user-)data is compliant with the regulation (EU) 2016/679 of the European Parliament and the European Council ("**DSGVO**") and applicable laws on data protection, including the Austrian Data Privacy Act (BGBl. I Nr. 165/1999), as amended from time to time („**DSG**“). We only collect such personal data as are relevant for the of services to users or which we receive voluntarily or deliberately from users.

1. **What data do we collect?**

1.1. Our company collects the following data:

- Personal identification information (Name, address, email address, password, communications and personalized advertising preferences,);
- Information about your favorite golf players and other topics of interest to golf players and -fans, if applicable;
- IP address;
- Any additional data collected during ticket sales for our events and "online applications".

2. **How do we collect your data?**

2.1. You directly provide our company with most of the data we collect. We collect data and process data when you

- visit our website;
- use our website (e.g., information about your usage, including your interaction with the content and services provided through our website). Like many websites, we use cookies and other unique identifiers and receive certain types of information when your web browser or device accesses our website or other content provided by or on behalf of our company on other websites;
- sign up for the newsletter on our website;
- send us a message via a contact option on our website.

2.2. Our company may also receive your data indirectly from the following sources:

- Other service providers/brokers;
- Service providers responsible for ticket purchases for our events (e.g., Eventim and others).

3. **How we use your data**

3.1. The data we collect is used for the following purposes:

- The organizational processing of ticket purchases (issuing and sending tickets, sending information about events for which you have purchased tickets);
- The execution and organizational handling of "online applications" (including the selection of suitable applicants and employees);
- If you have consented to receive our newsletter, for sending our newsletter.

4. **Storage of your data and security**

- 4.1. Our company securely stores your data at our servers, which are located exclusively within the European Union. The protection of your personal data is ensured through appropriate organizational and technical measures. These measures are specifically aimed at protecting against unauthorized, unlawful, or accidental access, processing, loss, use, and manipulation.
- 4.2. We will not retain your data longer than is strictly necessary to fulfill (i) the purposes mentioned above or (ii) legal requirements. If you withdraw your consent to receive marketing information, your data will be deleted immediately. Deleted data may remain in our backups for a short period.
- 4.3. Please note that we do not assume any liability for the disclosure of information due to errors in data transmission not caused by us and/or unauthorized access by third parties (e.g., hacking of email accounts or phones, interception of faxes).

5. **Are your data submitted to third person?**

- 5.1. While providing services to our users we may be forced to submit personal data to third person (service providers) or authorities etc. Any transfer of your personal data shall be made in accordance with the DSGVO or the data privacy act in order to complete a service to you or if you agree to such transfer.
- 5.2. Although some of the above recipients of your personal data may be seated abroad, we submit/transfer data only to person seated within the European Union.

6. **Marketing**

- 6.1. Our *Company* would like to send you information about other events organized and hosted by us that might interest you. However, such information will only be sent with your prior explicit consent.
- 6.2. If you have agreed to receive marketing, you may always opt out at a later date. You have the right at any time to stop our *Company* from contacting you for marketing purposes.
- 6.3. If you no longer wish to be contacted for marketing purposes, please send a withdrawal declaration to media@golfenterprises.at.

7. **Cookies**

- 7.1. Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our website, we may collect information from you automatically through cookies or similar technology. For further information, visit www.allaboutcookies.org.
- 7.2. We use cookies in a range of ways to improve your experience on our website, including keeping you signed in and understanding how you use our website.
- 7.3. Our website uses the following two types of cookies:
 - "Functional Cookies": We use these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you visit and use or website from. On our website we use a mix of first-party and third-party cookies.
 - "Advertising Cookies": We use these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. We sometimes share some limited aspects of this

data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

- 7.4. You can set your browser not to accept cookies, and the website allaboutcookies.org tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

8. **Server-Log Files**

- 8.1. To optimize this website in terms of system performance, user-friendliness, and providing useful information about our services, the website provider automatically collects and stores information in so-called "server-log files" that your browser transmits to us automatically. The provider of the website collects and stores information in these server-log files that your browser transmits to us automatically. These include:

- Browser type and browser version
- Operating system used
- Referrer URL
- Hostname of the accessing computer
- Time of the server request

- 8.2. This data will not be merged with personal data sources. We reserve the right to review this data later if we become aware of specific indications of illegal use.

9. **Google Analytics**

- 9.1. Our website uses features of the web analytics service Google Analytics. The provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.
- 9.2. Google Analytics uses so-called "cookies". You can find an explanation of what cookies are above.

10. **IP Anonymization**

- 10.1. We have enabled the IP anonymization feature on this website. This means that your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before it is transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and then shortened. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, compile reports on website activities, and provide further services related to website usage and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google.

11. **Browser Plugin**

- 11.1. You can prevent the storage of cookies by adjusting the settings of your browser software; however, please note that in this case, you may not be able to fully use all functions of this website. Additionally, you can prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google, as well as 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=en>

12. **Objection to Data Collection**

- 12.1. 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 prevents the collection of your data during future visits to this website:
- 12.2. For information on how user data is handled by Google Analytics, please refer to Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=en>

13. **Demographic Features in Google Analytics**

- 13.1. This website uses the "demographic features" function of Google Analytics. This allows reports to be generated that include information about the age, gender, and interests of website visitors. These data are derived from Google's interest-based advertising and visitor data from third parties. These data cannot be attributed to any specific individual. You can disable this feature at any time through the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the "Objection to Data Collection" section.

14. **Updates of the Data Privacy Policy**

- 14.1. Our *Company* keeps its privacy policy under regular review and places any updates on this website. This privacy policy was last updated on 18TH December 2024.

15. **Changes to our privacy policy and privacy policies of other websites**

- 15.1. Our Company may change, amend or update its privacy policy any time if and to the extent our services are amended or extended or if an update, change or amendment of the privacy policy is induced by applicable law. The latest version of our privacy policy is available under <<https://www.ticket-onlineshop.com/ols/austrianalpineopen/de/tageskarten/channel/shop/index/privacy>>.
- 15.2. Users shall be duly informed of updates and/or amendments of the privacy policy per E-Mail to the address submitted by the user or while logging in on our website. User's consent to the update and/or amendment of the privacy policy shall be deemed granted if he/she does not object to such update and/or amendment in writing (per E-Mail) within six (6) from having access to the information about such update/change or amendment of the privacy policy or if he/she continues to use our services.
- 15.3. If the user disagrees to an update, change or amendment of the privacy policy, our services are no longer accessible to such user.

16. **What are your data protection rights?**

- 16.1. You as a user of our website have the following rights:
 - The right to access (Art. 15 DSGVO): You have the right to request our Company for copies of your personal data. We may charge you a small fee for this service.
 - The right to rectification (Art. 16 DSGVO): You have the right to request that our Company correct any information you believe is inaccurate. You also have the right to request our Company to complete information you believe is incomplete.
 - The right to deletion (Art. 17 DSGVO): You have the right to request that our Company erase your personal data, under certain conditions.
 - The right to restrict processing (Art. 18 DSGVO): You have the right to request that our Company restrict the processing of your personal data, under certain conditions.

- The right to object to processing (Art. 21 DSGVO): You have the right to object to our Company's processing of your personal data, under certain conditions.
- The right to data portability (Art. 20 DSGVO): You have the right to request that our Company transfers the data that we collected to another organization, or directly to you, under certain conditions.

17. **Our contact details**

- 17.1. If you have any questions about our privacy policy, the data we collect and store or you would like to exercise one of your data protection rights, please do not hesitate to contact us at

Golf Enterprises GmbH
Rochusgasse 4
5020 Salzburg
media@golfenterprises.at
UID: ATU81382068

- 17.2. Should you wish to report a complaint or if you feel that our *Company* has not addressed your concern in a satisfactory manner, you may contact the data protection authority competent for your home country.