

Privacy Policy

1. General

The protection of your privacy and your personal data is important to us. Personal data is therefore processed by us exclusively on the basis of the legal provisions (in particular GDPR, DSG, TKG).

The purpose of this privacy policy is to inform you about the purposes for which your personal data is collected and processed, what your rights are, how you can exercise them and how we support you in exercising your rights.

We ask you to read this privacy policy carefully. By using our services and disclosing your personal data, you declare that you have been informed about the processing of your personal data in accordance with this privacy information. If you do not consent to the use of your personal data as described in this Privacy Policy, please do not provide us with your personal data. Please note that if you do so, you may not be able to access or use all parts of the Services.

2. Name and Address of the Controller:

The controller for the processing of your personal data is the:

EKAZENT Management ParndorfGmbH
Parkring 12, 1010 Wien
Phone +43 (0)2166 20 805
E-mail: info@parndorffashionoutlet.com

3. Legal Bases for the Processing of Personal Data

We process personal data on the basis of the following legal bases of the GDPR. If more specific legal bases are relevant in individual cases, this is indicated in detail.

Consent (Art. 6 para. 1 (a) GDPR): The data subject has given his/her consent to the processing of personal data concerning him/her for a specific purpose or purposes.

Contract performance and pre-contractual enquiries (Art. 6 para. 1 (b) GDPR): Processing is necessary for the performance of a contract to which the data subject is a party or for the performance of pre-contractual measures taken at the data subject's request.

Legal obligation (Art. 6 para. 1 (c) GDPR): Processing is necessary for compliance with a legal obligation to which the controller is subject.

Legitimate interests (Art. 6 para. 1 (f) GDPR): Processing is necessary to protect the legitimate interests of the controller or a third party, unless such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require the protection of personal data.

4. Provision of Online Offer

In order to provide our online offer, we use the services of web hosting providers and IT service providers, e.g. infrastructure and platform services, computing capacity, storage space and database services as well as security services and technical maintenance services.

When you visit our website, data is collected about each access to the server, about your visits and use of our website, such as IP addresses, date and time of your visit to the website, type of internet browser and computer operating system, referral source, length of visit, page views and navigation paths on the website.

This data is evaluated for the purpose of providing our online offer and improving our offer. The legal

basis is our legitimate interests (Art. 6 para. 1 (f) GDPR).

You can use a large part of our website without providing any further personal data; information on cookies set on the website can be found in the relevant section of this privacy policy. However, when you contact us, for example to make enquiries, register for our VIP Club via the website or our app, or submit an application, it is necessary for you to provide us with personal data, which will subsequently be processed by us. Details can be found below in the description of the specific data processing operations.

5. Contact Request

You have the option of contacting us (e.g. by e-mail or telephone).

For the processing of contact requests, we require your first and last name and your e-mail address. Optionally, you can also provide us with your telephone number and address (street, postcode, town, country).

The legal basis for the processing of personal data collected in the context of contact requests is Art. 6 para. 1 (b) GDPR (contract initiation, implementation of pre-contractual measures and contract performance) as well as Art. 6 para. 1 (f) GDPR (legitimate interests of the controller). Our legitimate interest in processing this personal data is to initiate and intensify the business relationship with existing and potential customers.

When you send us your contact request, your personal data is transmitted to us and stored by us for the purpose of processing your request. We will only use this data to contact you and answer your enquiry.

After your enquiry has been dealt with, we will store your personal data for a period of 1 year, as we have a legitimate interest in being able to trace enquiries within this period. If a contract is concluded with you as a result of the enquiry, all data from the contractual relationship will be stored until the expiry of the statutory retention periods.

You will find an overview of all the rights to which you are entitled at the end of this privacy policy ("Your rights").

6. Jobs / Applications

Applicants can send their applications by e-mail. Please note, however, that e-mails are generally not encrypted and applicants must ensure that they are encrypted themselves. We cannot therefore accept any responsibility for the transmission route of the application between the sender and receipt on our server. Applications by post are of course possible.

The application procedure requires applicants to submit personal data. The necessary data is derived from the job descriptions; in principle, this includes personal details and contact addresses as well as documents such as cover letters, CVs and certificates. In addition, applicants can voluntarily provide us with additional information.

When we publish job offers from our shop partners, applications are to be sent directly to our shop partners (e.g. by e-mail). Please note that in this case your application and your personal data will not be processed by us, but by the respective shop partner. In this case, our data protection declaration does not apply, but the data protection information of the company to which you are applying.

When you send us an application: We only process the applicant data for the purpose of and within the scope of the application procedure in accordance with the legal requirements. Applicant data is processed to fulfil our (pre)contractual obligations within the scope of the application procedure in accordance with Art. 6 para. 1 (b) GDPR.

By submitting an application to us, applicants consent to the processing of their data for the purposes of the application process in the manner and to the extent set out in this privacy policy.

In the event of a successful application, the data provided by the applicants may be further processed by us for the purposes of the employment relationship. Otherwise, subject to a justified revocation by the applicant, the data will be deleted after the expiry of a period of six months so that we can answer any follow-up questions about the application and meet our obligations to provide evidence under the Equal Treatment Act.

If you send us an application for one of our shop partners, we will forward your application to our shop partner and delete your data.

7. VIP Club and App

You have the option of registering for our VIP Club via our website or our app. As a VIP customer, you will be added to the Parndorf Fashion Outlet database and informed about special promotions (e.g. extra discount for VIPs on their birthday), offers and events.

To sign up to our VIP Club, you must provide us with your name and email address so that we can identify you as a VIP customer and send you emails about special promotions. Your birth date is necessary because the minimum age for membership is 16 years.

With your registration, you give us your consent to process the data you disclose.

Types of data: name e-mail address, date of birth, meta/communication data (e.g. device information, IP addresses), usage data (e.g. websites visited, interest in content, access times).

Purpose of the processing: direct marketing.

Legal basis: Consent (Art. 6 para. 1 (a) GDPR), Legitimate Interests (Art. 6 para. 1 (f) GDPR).

Opt-out: You can unsubscribe from the VIP Club at any time and thereby revoke your consent to the processing of your data. You can also notify us of this by letter or e-mail.

We store personal data that we have used for direct marketing for as long as we are entitled to do so in relation to you. When we no longer have a basis to do so, for example because you have opted out or the data we hold is no longer up to date (e.g. the email address we hold is invalid), we will delete your personal data from our marketing database but will keep some information on a suppression list so that we can manage your preferences in the future.

You will find an overview of all the rights to which you are entitled at the end of this data protection information ("Your rights").

Social Login (Single Sign On)

We offer you the possibility in our app to register for our club via your Facebook or Google account ("Social Login").

To register, you will be redirected to the Facebook or Google page, where you can log in with your usage data. This links your respective profile on these social networks and our service. Through the link, information from your profile is automatically transmitted to us by the social networks. Of this data, we only use your name, email address, date of birth. This information is mandatory for registration to our VIP Club.

If you want to avoid this data matching, please choose another login option.

The legal basis for the data transfer is the consent pursuant to Art. 6 para 1 (a) GDPR, which you give by choosing the social login. You can revoke your consent at any time. The transmitted data will then be used as described for VIP Club and App.

We have no influence on the purpose and scope of data collection by the social networks and on the further processing of the data by the respective provider of the social network. For more information, please read the privacy policy of the respective provider.

Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA; <https://www.facebook.com/policy.php>

Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, USA; <https://policies.google.com/technologies/partner-sites?hl=en>

8. E-Mail Deliveries / Newsletter

You will only receive e-mails or newsletters from us if you have consented to receive them. You can revoke your consent at any time without giving reasons.

To register, you must provide us with your email address. The email addresses and other data described here are stored on MailChimp's servers in the USA.

Types of data: name and contact data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), meta/communication data (e.g. device information, IP addresses), usage data (e.g. websites visited, interest in content, access times).

Purpose of the processing: Direct marketing.

Legal basis: Consent (Art. 6 para. 1 (a) GDPR), Legitimate Interests (Art. 6 para. 1 (f) GDPR).

Opt-out: You can cancel the receipt of our newsletter at any time, i.e. revoke your consent. You will find a link to cancel the newsletter at the end of each newsletter. You can also notify us of this by letter or e-mail.

Dienstanbieter: "Mailchimp" - Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA;

Privacy policy: <https://mailchimp.com/legal/privacy/>;

Standard contractual clauses as the basis for processing in the USA: <https://mailchimp.com/legal/data-processing-addendum/>; specific security measures: <https://mailchimp.com/help/Mailchimp-european-data-transfers/>

9. Cookies

We use cookies on our website. Some of them are necessary. You can consent to the use of the cookies that are not necessary by clicking on the "Accept all" button or you can choose otherwise.

Note on processing of your data collected on this website in the USA by Google, Facebook, Twitter, Youtube, Vimeo: By clicking on "Accept all", you also consent to your data being processed in the USA in accordance with Art. 49 para. 1 (a) GDPR. The USA has been assessed by the European Court of Justice as a country with an insufficient level of data protection according to EU standards. In particular, there is a risk that your data may be processed by US authorities for control and monitoring purposes, possibly without any legal remedy.

Types of data processed: Usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).

Legal basis: Consent (Art. 6 para. 1 (a) GDPR), Legitimate Interests (Art. 6 para. 1 (f) GDPR).

Essential Cookies (1)

Essential cookies enable basic functions and are necessary for the proper functioning of the website.

Name	Borlabs Cookie
Provider	Owner of this website
Purpose	Saves the settings of the visitors selected in the Cookie Box of Borlabs Cookie.
Cookie Name	borlabs-cookie
Cookie Duration	1 year

External media(7)

Content from video platforms and social media platforms is blocked by default. If cookies from external media are accepted, access to this content no longer requires manual consent.

Name	Facebook
Provider	Facebook
Purpose	Used to unlock Facebook content
Privacy policy	https://www.facebook.com/privacy/explanation
Host(s)	.facebook.com

Name	Google Maps
Provider	Google LLC, USA
Purpose	Used to unlock Google Maps content
Privacy policy	https://policies.google.com/privacy
Host(s)	.google.com
Cookie Name	NID
Cookie Duration	6 months

Name	Instagram
Provider	Facebook
Purpose	Used to unlock Instagram content
Privacy policy	https://www.instagram.com/legal/privacy/
Host(s)	.instagram.com
Cookie Name	pigeon_state
Cookie Duration	session

Name	OpenStreetMap
Provider	OpenStreetMap Foundation
Purpose	Used to unlock OpenStreetMap content
Privacy policy	https://wiki.osmfoundation.org/wiki/Privacy_Policy
Host(s)	.openstreetmap.org

Cookie Name	_osm_location, _osm_session, _osm_totp_token, _osm_welcome, _pk_id., _pk_ref., _pk_ses., qos_token
Cookie Duration	1-10 year(s)
Name	Twitter
Provider	Twitter
Purpose	Used to unlock Twitter content
Privacy policy	https://twitter.com/privacy
Host(s)	.twimg.com, .twitter.com
Cookie Name	__widgetsettings, local_storage_support_test
Cookie Duration	unlimited
Name	Vimeo
Provider	Vimeo.com, Inc. - USA
Purpose	Used to unlock Vimeo content
Privacy policy	https://vimeo.com/privacy
Host(s)	player.vimeo.com
Cookie Name	vuid
Cookie Duration	2 years
Name	YouTube
Provider	Google Ireland Limited
Purpose	Used to unlock YouTube content
Privacy policy	https://policies.google.com/privacy
Host(s)	google.com
Cookie Name	NID
Cookie Duration	6 months

10. Google Analytics

Name	Google Analytics
Provider	Google Ireland Limited
Purpose	Cookie from Google for website analytics. Generates statistical data about how the visitor uses the website
Privacy policy	https://policies.google.com/privacy
Cookie Name	ga, gat, gid
Cookie Duration	2 years

This website uses Google Universal Analytics, a web analytics service provided by Google LLC ("Google"), Amphitheatre Parkway, Mountain View, CA 94043, USA. Google uses cookies. The information generated by cookies about the use of this website by users is generally transmitted to a Google server in the USA and stored there.

Google Analytics is a web analysis service. Web analysis is the collection, compilation and evaluation of data about the behaviour of visitors to websites. A web analysis service collects, among other things, data on which website a data subject came to a website from (so-called referrers), which sub-pages of the website were accessed or how often and for how long a sub-page was viewed. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to website operators.

The use of this analysis tool is based on Art. 6 para. 1 (f) GDPR. The website operator has a legitimate interest in analysing user behaviour in order to optimise 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 (a) GDPR; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>.

We have activated the IP anonymisation function on this website. This means that your IP address is shortened by Google within the European Union or in other contracting states of the EEA before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, 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 the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Users can prevent the storage of cookies by setting their browser software accordingly. You can prevent the collection and processing of your data by Google by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

11. Facebook Pixel

Name	Facebook Pixel
Provider	Facebook Ireland Limited
Purpose	Cookie from Facebook used for website analytics, ad targeting and ad measurement.
Privacy policy	https://www.facebook.com/policies/cookies
Cookie Name	fbp,act,c_user,datr,fr,m_pixel_ration,pl,presence,sb,spin,wd,xs
Cookie Duration	session / 1 year

This website uses the visitor action pixel from Facebook to measure conversions. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. However, according to Facebook, the data collected is also transferred to the USA and other third countries. In this way, the behaviour of page visitors can be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This allows the effectiveness of the Facebook ads to be evaluated for statistical and market research purposes and future advertising measures to be optimised.

The data collected is anonymous for us as the operator of this website, we cannot draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes in accordance with the Facebook data usage policy. This enables Facebook to serve advertisements on Facebook pages as well as outside of Facebook. This use of data cannot be influenced by us as the site operator.

The use of Facebook Pixel is based on Art. 6 para. 1 (f) GDPR. The website operator has a legitimate interest in effective advertising measures including social media. 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 (a) GDPR; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum You can find information on protecting your privacy in Facebook's privacy policy: <https://de-de.facebook.com/about/privacy/>.

12. Wifi Use in the Centre

You can use our free wifi in the centre if you register for wifi use. To access the Wi-Fi, you must enter your email address.

By registering for the free WLAN, you are also registered for the VIP Club (for information on processing of your personal data, see "VIP Club and App").

We process the following data: Information you provide when registering for the Wi-Fi service, your device details and MAC/IP address, details of time and location of connection including location of login amount of data downloaded, language & country of origin, your messages to us in connection with Wi-Fi use.

We collect your personal data from you and your use of the Wi-Fi Service, from our Wi-Fi providers and from social media providers when you sign in via a social media account (see Social Login).

With your registration, you give us your consent to process the data you disclose. Purpose of the processing: direct marketing.

Legal basis: Consent (Art. 6 para. 1 (a) GDPR), Legitimate Interests (Art. 6 para. 1 (f) GDPR).

Opt-out: You can at any time and revoke your consent to the processing of your data. You can also notify us of this by letter or e-mail.

We store personal data that we have used for direct marketing for as long as we are entitled to do so in relation to you. When we no longer have a basis to do so, for example because you have opted out or the data we hold is no longer up to date (e.g. the email address we hold is invalid), we will delete your personal data from our marketing database but will keep some information on a suppression list so that we can manage your preferences in the future.

You will find an overview of all the rights to which you are entitled at the end of this data protection information ("Your rights").

13. Vouchers

You can order and buy Parndorf Fashion Outlet & Designer Outlet Parndorf vouchers online. To place an order, you will be redirected to the website <https://www.mcarthurglen.com/outlets/de/at/designer-outlet-parndorf/geschenkkarte/>. This is a website of McArthurGlen UK Limited and therefore a third-party website over which we have no control. We are not responsible for their content, nor for the protection of data privacy when visiting this site (see also the point "Links to other websites"). We do not receive any data that you enter on this website.

14. Security Measures

We apply security measures to ensure the protection of your personal data against misuse and unauthorised access.

Such security measures are, for example, network security measures (use of firewalls, use of anti-virus software), access controls (measures to ensure the confidentiality, integrity and availability of personal data and processing systems).

15. Automated Decisions / Profiling

Due to the current legal situation, we are obliged to inform you whether we use automated decision-making or profiling processes. We do not currently use any automated decision-making or profiling processes.

16. Transmission of Personal Data

In the course of our processing of personal data, data may be transferred to other companies or persons.

Recipients of this data may be "order processors" such as IT service providers or providers of services and content that are integrated into the website, for example in the area of support for the hardware, software and network technology we use (IT service providers for our website and our app, web hosting, support for our hardware and our network, etc.). In such cases, we observe the legal requirements and, in particular, conclude corresponding contracts or agreements that serve to protect your data with the recipients of your data.

Data transfer within our group of companies: We may transfer personal data to other companies within our group of companies or grant them access to this data. If this transfer takes place for administrative purposes, the transfer of the data is based on our legitimate corporate and business interests or if it is necessary for the fulfilment of our contract-related obligations, if a legal permission or consent exists.

17. Data Processing in the USA

Tools from companies based in the USA are integrated on our website. When these tools are active, your personal data may be transferred to the US servers of the respective companies. The USA is not a safe third country in the sense of EU data protection law. US companies may be obliged to hand over personal data to security authorities without you as a data subject being able to take legal action against this. It can therefore not be ruled out that US authorities (e.g. intelligence services) process, evaluate and permanently store your data located on US servers for monitoring purposes, possibly also without any legal remedy. We have no influence on these processing activities.

18. Disclaimer / Links to other Websites

The contents of our website are continuously checked and updated if necessary. No liability can be accepted for damage arising in direct or indirect connection with the information on the website. We do not guarantee that the contents and information on the website are up-to-date or free of defects. Any use of this website or any linked pages, as well as their content, is at the user's own risk.

Our website also contains information from third parties and refers to other Internet sites (links). Links to other providers are always recognisable as such. We have no influence on the content of these linked websites. We are neither responsible for their content nor for the protection of data privacy when visiting these sites. We checked the external websites for possible legal violations at the time of linking. We cannot provide a constant check of all contents of the pages linked by us without actual indications of a legal infringement. If we become aware of any legal violations, we will remove the corresponding links immediately.

Should individual provisions or formulations of this disclaimer be or become invalid, this shall not affect the content or validity of the remaining provisions.

19. Your Rights

You can exercise your rights by sending us a request by letter or e-mail. You will find our contact details in point 2. If necessary, we will ask you to prove your identity to ensure that the request has been sent by you.

We will respond within one month of receiving your request, but reserve the right to extend this period by two months if there are appropriate grounds for doing so. In any case, we will contact you within one month of receiving your request if we decide to extend the processing period.

The assertion of your rights is generally free of charge for you. Only in the case of manifestly unfounded applications or an excessive number of applications can you be charged for them.

Your rights are:

Right to information: You have the right to request information about whether we process personal data relating to you, what the data is and for what purpose it is processed.

Right to rectification: You have the right to request the rectification of inaccurate or incomplete personal data concerning you.

Right to erasure: You have the right to request the erasure of personal data relating to you. If you request us to delete your personal data, we will delete your personal data unless there is a legal right or obligation to retain it. We will also delete your personal data if you revoke your consent or if we are legally obliged to do so.

Right to restriction of processing: You have the right to request the restriction of the processing of personal data relating to you. You may request the restriction of the processing of your personal data if you contest the accuracy of the data, the processing is unlawful but you do not wish the data to be erased, the data is not necessary for the purposes of the processing but we need it for the assertion, exercise or defence of legal claims or you object and it has not yet been determined whether legitimate grounds for further processing of the data prevail. In the event of a restriction of processing, we will reduce the processing of your personal data to the minimum necessary and, if necessary, only use it to establish, exercise or enforce legal claims or to protect the rights of other natural or legal persons and for other limited reasons provided by applicable law.

Right to object: You have the right to object to the processing of personal data relating to you. You may object to the processing of your personal data if we base the processing on our legitimate interests (Art. 6 para. 1 (f) GDPR). In such cases, the data will only be further processed by us if there are compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing serves the assertion, exercise or defence of legal claims.

Complaint to a supervisory authority: You have the right to lodge a complaint about the processing of personal data carried out by us with a supervisory authority. In Austria, this is the Austrian Data Protection Authority (www.dsb.gv.at).

20. Changes to the Privacy Policy

We reserve the right to change this privacy policy. The current version of the privacy policy is available on our website at all times.