

# Cookie Policy

This cookie policy will give you an overview of how our website uses cookies and similar technologies.

## 1 What are cookies?

Cookies are small text files that are stored on your device (a computer, tablet, or smartphone). When a website is visited, cookies that have been placed there are read to call up information stored previously. They cause no damage. We use cookies to optimize technical processes and to constantly improve our services and make them more user-friendly. Certain cookies will remain on your end device until you delete them. Those cookies allow us to recognize your browser during the next visit. You can set your browser to inform you when cookies are placed and to allow this only for individual cases. Deactivating cookies might limit our website's functionality.

The links below contain instructions on managing cookies in common browsers.

[Google Chrome](#)

[Apple Safari](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

## 2 Your consent

Except for technically necessary cookies that are indispensable for operating our website, we place additional cookies only based on your prior, active consent ('consent'). When our website is accessed, a window ('cookie banner') will appear with information about the purposes for which we and third-party providers ('providers') would like to use cookies. You can consent to any or all of the purposes listed in the cookie banner. You can withdraw your consent at any time, with effect for the future, by calling up your cookie preferences and modifying your selection there. Regarding the data processing by Google, you can also download and install the browser add-on to deactivate Google Remarketing. You can also set your browser to inform you when cookies are placed and to allow this only for individual cases. Deactivating cookies might limit our website's functionality.

### 2.1 Cookies from US providers

When certain cookies from US providers are used, your personal data might be transmitted to those providers in the USA. Please be aware that, according to a judgement of the ECJ (C-311/18, Schrems II), the USA has neither an adequate level of data protection nor appropriate safeguards to protect your data. So your data will not be transmitted to the USA and no cookies will be used in connection with such a transmission without your consent. If your data are transmitted to the USA, they might be accessed by US authorities for control and monitoring purposes, in which case you would have no effective legal remedies. And the enforcement of data subject rights cannot be guaranteed either. Overall, according to the ECJ, the US authorities are excessive in how they access and use data because they go beyond the extent that is absolutely necessary. To consent to your data being transferred to the USA, go to 'Confirm My Selection' and either allow all cookies or only those cookies related to the USA. You can withdraw your consent at any time, with effect for the future, by calling up your cookie preferences and modifying your selection there.

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## 3 About the individual cookies and technologies

### 3.1 Vimeo

Our website uses plug-ins from Vimeo to integrate and display video content. The provider of the video portal is Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA ('Vimeo').

If you agree to the use of the third-party provider 'Vimeo' by interacting with our cookie banner, the following will occur: When a page with an integrated Vimeo plug-in is called up, a connection will be established with the Vimeo servers. This will let Vimeo know which of our pages you have called up. Vimeo can also analyze the use of the video in this way. Vimeo can allocate your surfing behavior directly to your personal profile. You can prevent this by logging out in advance.

Vimeo will collect the following data: surfing behavior, video use, Vimeo user ID, and the browser used. This information will be stored by Vimeo directly.

The collected data will be deleted after two years.

For details on how user data is handled, please see Vimeo's data privacy statement: <https://vimeo.com/privacy>.

The information the cookies collect about your use of this website can be transmitted to a Vimeo server in a country outside the European Union that does not offer an adequate level of data protection (such as the USA) and stored or processed there. The European Commission has not issued an adequacy decision under data privacy law for the USA or for a number of countries outside the European Union / the European Economic Area. This means users run the risk of state agencies accessing personal data for controlling and monitoring purposes and processing those data without us and/or the users learning about those actions or being entitled to any legal remedies.

### 3.2 Google

#### 3.2.1 YouTube

Our website uses plug-ins from YouTube to integrate and display video content. The provider of the video portal is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA ('YouTube').

If a site with an integrated YouTube plug-in is called up, a connection will be established to the YouTube servers. This will let YouTube know which of our pages you have called up. And YouTube will store a unique ID to track which videos you have viewed and used during your visit to our website. YouTube tracks user preferences for YouTube videos embedded in our website and can determine whether the website visitor is using the new or the old version of the YouTube interface. YouTube can allocate your surfing behavior directly to your personal profile if you are logged into your YouTube account. Durch vorheriges Ausloggen haben Sie die Möglichkeit, dies zu unterbinden. YouTube collects user data through the videos embedded on our website. Those data are then pooled with profile data from other Google services to show web visitors targeted ads on a number of their own websites and other websites. YouTube will be activated only if you have provided your consent by interacting appropriately with the cookie banner on our website and that consent is still active.

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YouTube will collect the following data: surfing behavior, video use, searches performed, general personal data, user preferences, and a unique user ID. This information will be stored by YouTube directly.

For details on how user data is handled, please see YouTube's data privacy statement:  
<https://policies.google.com/privacy?hl=en&gl=de>.

## 3.2.2 Google Maps

Our website uses Google Maps, a service of Google LLC, during searches for the closest branch – both as a function of our contact form and for the branch locator, which searches for and finds branches. The responsible service provider in the EU is Google Ireland Limited, Gordon House, 4 Barrow Street, Dublin 4, Ireland ('Google').

As part of this service, personal data are stored to identify the user as well as their location and search behavior. Those data are prescribed by Google and we cannot influence them. To personalize the Google Map experience, Google stores a unique ID via a cookie ('NID') that saves the settings you prefer as well as other information, including your preferred language, how many search results should be displayed per page (10 or 20, for example), and whether the Google SafeSearch filter should be activated. Google also uses the NID cookie to show Google Ads to unregistered users within the services Google offers. This is possible only if you grant us your consent in accordance with Art. 6(1)(a) GDPR. You can withdraw that consent at any time. The data recipients are Google Ireland Limited and Google LLC.

Google Maps will collect the following data about your visit to our website: search terms, IP address, latitude and longitude coordinates, and starting address (for the route planner function). This information will be stored by Google directly.

Each 'NID' cookie expires six months after its last use.

## 3.2.3 Google reCAPTCHA

reCAPTCHA is a free service of Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) that protects websites from spam software and misuse through non-human users. We use the service if you fill out forms on our website.

A Captcha service is a type of automatic Turing test that should ensure that an action in the internet is made by a person and not a bot. reCAPTCHA uses modern risk techniques to differentiate people from bots. With reCAPTCHA, a JavaScript element is embedded in the source text. The tool then runs in the background and analyses your user behavior. From this user action, the software calculates a 'Captcha score'. Even before the Captcha input, Google uses this score to calculate how likely it is that you are a person. Our website uses reCAPTCHA to prevent bots from manipulating or misusing certain actions (registering for newsletters, for example).

reCAPTCHA collects users' personal data to determine whether the actions on our website are actually made by people. So the IP address and other data that Google needs for the reCAPTCHA service might be

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sent to Google. Before the data arrive at a server in the USA, IP addresses will almost always be truncated within the Member States of the EU or other Contracting States to the EEA treaty. The IP address will not be pooled with other Google data unless you are logged into your Google account while using reCAPTCHA.

First, the reCAPTCHA algorithm checks whether Google cookies from other Google services (such as YouTube and Gmail) have already been placed on your browser. Then, reCAPTCHA will place an additional cookie in your browser and collect a snapshot of your browser window. The reCAPTCHA service will be activated only if you have provided your consent by interacting appropriately with the cookie banner on our website and that consent is still active. Google will not process any data before that. If you would like to have your personal data deleted, you must contact Google Support (<https://support.google.com>).

What follows is a list of collected browser and user data (we do not guarantee this list is complete). Instead, they are examples of data that Google processes as far as we know.

- Referrer URL (the address of the page from which the visitor comes)
- IP address (such as 256.123.123.1)
- Info about the operating system (the software that enables the operations of your computer. Recognized operating systems are Windows, Mac OS X, or Linux)
- Cookies (small text files that store data in your browser)
- Mouse and keyboard behavior (every action you take with a mouse or keyboard will be stored)
- Date and language settings (the language and the date you have preset on your PC will be stored)
- All JavaScript objects (JavaScript is a programming language that allows websites to adapt to users. JavaScript objects can collect all possible data under one name)
- Screen resolution (indicates how many pixels make up the image)

## 3.2.4 Google Remarketing

Our website uses Ads Dynamic Remarketing, a web analysis service of Google LLC. The responsible service provider in the EU is Google Ireland Limited, Gordon House, 4 Barrow Street, Dublin 4, Ireland ('Google'). Ads Dynamic Remarketing uses cookies to analyze your use of our website so we can show you personalized ads. Google Remarketing will be activated only if you have provided your consent by interacting appropriately with the cookie banner on our website and that consent is still active.

Ads Dynamic Remarketing will collect the following data when you visit our website: information on your browser and device, unique device recognition, web inquiries, the sites you visit, your telephone number, usage data, the date and time of your visit to our website, and your IP address. The data recipients are Google Ireland Limited, Google LLC, and Alphabet Inc.

The collected data will be deleted after one year.

## 3.2.5 Other important information about the Google services

Here is the email address for the processing company's data protection officer:

[https://support.google.com/policies/contact/general\\_privacy\\_form](https://support.google.com/policies/contact/general_privacy_form)

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Click here to read the data processor's data privacy regulations <https://policies.google.com/privacy?hl=en>

Click here to read the data processor's cookie guidelines <https://policies.google.com/technologies/cookies?hl=en>

Click here to withdraw on all domains of the processing company <https://safety.google/privacy/privacy-controls/>

The information the cookies collect about your use of this website can be transmitted to a Google server in a country outside the European Union that does not offer an adequate level of data protection (such as the USA) and stored or processed there. The European Commission has not issued an adequacy decision under data privacy law for the USA or for a number of countries outside the European Union / the European Economic Area. This means users run the risk of state agencies accessing personal data for controlling and monitoring purposes and processing those data without us and/or the users learning about those actions or being entitled to any legal remedies.

## 3.3 Matomo

Our website uses the web analysis service 'Matomo' of InnoCraft Ltd., 150 Willis St, 6011 Wellington, New Zealand, NZBN 6106769. We use this open source software to analyze your use of our internet presence. Matomo will be activated only if you have provided your consent by interacting appropriately with the cookie banner on our website and that consent is still active.

Matomo will collect the following data: your IP address, the date and time of your visit, usage data, usage behavior, technical information about your browser and device information, downloads, the referrer URL (which identifies the website or advertising media from which you arrived at this website) and location information.

The software runs exclusively on the servers of our Austrian data center. No personal data from users will be stored outside that location. The data will not be forwarded to third parties. The data cannot be used to identify you, since your IP address will be anonymised immediately after the processing and before the storage.

This website uses Matomo with the extension 'AnonymizeIP'. This means IP addresses will be processed further in a truncated form, ruling out any direct personal reference. The IP address your browser transmits with Matomo will not be pooled with other data we have collected.

You can object to the processing of your data by rejecting tracking by Matomo in the cookie preferences. You can learn more about the data processed through the use of Matomo in the Privacy Policy at <https://matomo.org/privacy-policy/>

The collected data will be deleted after 24 months.

## 3.4 LinkedIn

Our website uses 'LinkedIn Advertising' of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland to show personalized ads to people who visit our website while being logged into LinkedIn.

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LinkedIn will be activated only if you have provided your consent by interacting appropriately with the cookie banner on our website and that consent is still active.

To that end, LinkedIn uses cookies to record your use of our website and then display better ads. If you are registered on the social network's relevant platform, they can allocate your visit to our website to your user account at that network. Your anonymised IP address and the user agent data will be recorded to that end.

The collected data will be deleted after 180 days.

You'll find LinkedIn's data privacy regulations at [www.linkedin.com/legal/privacy-policy](https://www.linkedin.com/legal/privacy-policy) and [www.linkedin.com/legal/cookie-policy](https://www.linkedin.com/legal/cookie-policy).

Click here to withdraw on all domains of the processing company <https://www.linkedin.com/help/linkedin/answer/62931/manage-advertising-preferences?lang=en>

Click here to read the data processor's cookie guidelines [https://www.linkedin.com/legal/cookie\\_policy](https://www.linkedin.com/legal/cookie_policy)

The information the cookies collect about your use of this website can be transmitted to a LinkedIn server in a country outside the European Union that does not offer an adequate level of data protection (such as the USA) and stored or processed there. The European Commission has not issued an adequacy decision under data privacy law for the USA or for a number of countries outside the European Union / the European Economic Area. This means users run the risk of state agencies accessing personal data for controlling and monitoring purposes and processing those data without us and/or the users learning about those actions or being entitled to any legal remedies.

## 3.5 Facebook

Our website uses the service 'Facebook'. It is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Dublin, Ireland. We can use Facebook to send ads through Facebook's social network to its members. To that end, Facebook uses various parameters to determine which users might be interested in an ad for our products. Facebook uses cookies to analyze your use of our website. Facebook will be activated only if you have provided your consent by interacting appropriately with the cookie banner on our website and that consent is still active.

Facebook will collect the following data when you visit our website: the ads and content you view, information about your browser, information about the device you're using, geographic location, interactions with ads, services and products, marketing information, non-confidential user-defined data, pixel ID, referrer URL, usage data, user behavior, and your Facebook user ID.

The collected data will be erased as soon as they are no longer needed for the specified processing purposes. The maximum retention period is one year.

You'll find Facebook's data privacy regulations under the following link: <https://www.facebook.com/privacy/explanation>

The information the cookies collect about your use of this website can

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be transmitted to a Facebook server in a country outside the European Union that does not offer an adequate level of data protection (such as the USA) and stored or processed there. The European Commission has not issued an adequacy decision under data privacy law for the USA or for a number of countries outside the European Union / the European Economic Area. This means users run the risk of state agencies accessing personal data for controlling and monitoring purposes and processing those data without us and/or the users learning about those actions or being entitled to any legal remedies.

## 3.6 Chat function 'Toni'

To turn on the chat function 'Toni', activate the functional cookies that you can switch on and off through the cookie preferences on the website. The chat function Toni allows you to receive support quickly. If the functional cookies are not actively selected through appropriate interactions with the cookie banner on our website, the chatbot cannot be displayed.

If you start the chat, the IP address will be exchanged with your browser as standard procedure to establish the connection. The IP address will be discarded immediately and not permanently stored. In principle, additional personal data and company information can be exchanged during a chat conversation between you and BTV if you disclose them voluntarily.

## 3.7 Targeting („utm\_/mtm\_“)

This cookie records the traffic sources that direct users to the website and how the users interact with those sources. It stores the value of the query parameter utm/mtm, but only if the parameter has been set. This involves campaign parameters, which are stored and evaluated internally and help allocate users to traffic sources and the marketing campaigns associated with those sources. The targeting cookies will be activated only if you have provided your consent by interacting appropriately with the cookie banner on our website and that consent is still active.

The collected data will be deleted after 30 days. They will not be transmitted to any third parties or third countries.

## 3.8 Teads

Our website may use a pixel operated by Teads and/or a first party cookie, after obtaining your consent, in order to optimize our advertising campaigns. Teads tracking technology only collects information regarding the URL address, the types of device, browser and operating system information you currently use, your IP address. For more information, feel free to read [Teads privacy policy](#). Please also note that you have the right to access personal data Teads hold about you and to ask that your personal data be corrected, erased, or transferred. You may also have the right to object to, or request that Teads restrict, certain processing, by addressing your request at [dpo@teads.com](mailto:dpo@teads.com).

## 4 Miscellaneous

As part of ongoing technical advancements, we will update this cookie policy if needed. You can find the current cookie policy on our website.