Privacy Policy and Information According to Art. 13 and 14 GDPR

1. General

The protection of your personal data is of particular concern to us. We therefore process your data exclusively in a lawful manner on the basis of the statutory provisions (especially GDPR, DSG 2018, TKG 2021). In this privacy policy, we inform you about the most important aspects of data processing – type, scope and purposes of the collection and use of personal data – in the context of the use of our website and in the context of other services of our company.

Only the German version of our privacy policy is legally binding text. The English translation serves as a legally non-binding information. Deviations of the English text or how it could be understood do not affect the exclusive legal validity of the German text and its meaning.

1.1. Responsibility for the Processing of your Data

The responsible person (“controller” within the meaning of Art. 4 no. 7 GDPR) of the processing of your personal data (“personal data” within the meaning of Art. 4 no. 1 GDPR) is:

Snow Space Salzburg Bergbahnen AG
Markt 59
A-5602 Wagrain
Tel. +43 59 221
E-Mail: datenschutz@snow-space.com

1.2. Purposes, Categories of Data and Lawfulness of the Processing of Personal Data

Purposes of the processing of personal data

The purposes of processing your personal data generally result from our business activities as a cable car company: making our online offers available, processing customer inquiries, ordering / purchasing mountain railway tickets, accounting, communication with business partners and customers. Detailed information on the purposes of processing and, if necessary, further processing for other compatible purposes as well as the processed data categories can be found in the detailed descriptions of the individual data processing processes.

General categories of data

- Personal master data (e.g., name, date of birth and age, address)
- Contact details (e.g., email address, telephone number, fax number)
- Communication data (time and content of communication)

- Order or booking data (e.g., ordered goods or commissioned services and invoice data such as service period, payment method, invoice date, tax identification number ...)
- Payment details (e.g., account number, credit card details)
- Contract data (content of contracts of any kind)
- Web usage data (e.g., server data, log files and cookies)
- Identification numbers (e.g., identity card number, vehicle registration number ...)
- Geodata (e.g., Skidata data and Photocompare)
- Video surveillance images

Processing of special categories of personal data according to Art. 9 GDPR

- Health data (in case of accidents or in connection with slope rescue service)

Lawfulness of the processing of personal data

There is basically no obligation to provide the data for the data processing described in this data protection declaration. Failure to provide this data simply means that we cannot offer these services. The legal basis for the processing of your personal data, which is necessary for the fulfilment of a contract with you or an order from you to us, is Art. 6 (1) lit. b GDPR. Insofar as the processing of personal data is necessary on our part to fulfil a legal obligation (accounting obligation, bookkeeping obligation or other legal documentation obligations), Art. 6 (1) lit. c GDPR serves as the legal basis. If the processing of the data takes place in your own vital interest, the legal basis for the data processing is Art. 6 (1) lit. d GDPR. If we process your data to carry out the task assigned to us in the public interest (“sovereign action”), the legal basis is Art. 6 (1) lit. e GDPR. If processing is necessary to safeguard a legitimate interest of our company or a third party and your interests, fundamental rights and freedoms do not outweigh our interests, Art. 6 (1) lit. f GDPR (“legitimate interest”) serves as the legal basis for processing. In this case, we will also inform you about our legitimate interests. Unless we have any other legal basis explained above for the processing of personal data, we will ask for your consent to data processing, whereby in these cases we refer to Art. 6 (1) lit. a GDPR or in the case of the processing of special categories of data based on Art. 9 (2) lit. a GDPR as the legal basis. You can revoke this consent at any time free of charge without affecting the legality of the processing carried out on the basis of the consent until the revocation.

1.3. Transfers of Personal Data to Data Processors and Third Parties

We process your personal data with the support of data processors who support us in providing our services. These data processors are through a corresponding agreement within the meaning of Art. 28 GDPR with us obliged to strictly protect your personal data and may not process your personal data for any purpose other than to provide our services. You can find out which data processors are involved in the detailed descriptions of the individual data processing processes.

Your personal data will be passed on to companies other than our data processors to typical economic service providers such as banks, tax consultants or auditors. Transfer of personal data to state institutions and authorities only takes place within the framework of mandatory national legal provisions.

When using the mountain railway tickets purchased from / used at us, your personal data (usage data) will be passed on to other mountain railway companies with which we are in a

joint ski ticket network or to higher-level billing organizations only to the extent necessary. This is necessary for the settlement of ticket revenues between us and our mountain railway partners.

1.4. Transfers of Personal Data to Third Countries or International Organisations

In principle, we process your personal data in the EU. If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or if we use the services of our data processors or third parties, this will only take place if the requirements of Art. 44 ff. GDPR are available for the transfer to third countries: i.e. on the basis of special guarantees, such as the officially recognized determination of a data protection level corresponding to the EU or in compliance with officially recognized contractual obligations, the so-called "EU standard contractual clauses". If we rely on the EU standard contractual clauses as the legal basis for the transmission of your personal data, we will also check the admissibility of this data transmission as part of a comprehensive risk assessment. If we come to a negative result, we will not transfer these data without your explicit consent in accordance with Art. 49 (1) lit. a GDPR to a third country.

1.5. Data Erasure and Period of Data Storage

Your personal data will be deleted by us as soon as the purpose for which we collected your data no longer applies. Storage can also take place if we process the data for a purpose that is compatible with the original purpose. It can also take place if this is provided for by laws, ordinances or other provisions to which our company is subject.

1.6. Data Sources

In principle, we collect your personal data directly from you. We also receive personal data from some of our partners. Information on this can be found in the respective detailed information in this data protection information.

1.7. Profiling

We do not use any automated decision-making or profiling processes that have a legal effect on you or that significantly affect you in a similar manner. With your consent, however, we will use your usage data to get to know your interests better and thus to be able to display information of interest to you or to be able to make you tailor-made offers or to be able to display corresponding information to you on third-party websites or social media platforms.

1.8. Safeguarding your Data Protection Rights

In principle, you have the right to information, correction, deletion and restriction of the processing of personal data in accordance with the GDPR. If the legal basis for the processing of your personal data is your consent or a contract concluded with you, you also have the right to data portability. You have the right to revoke any consent you may have given to the processing of your personal data. The lawfulness of the processing of your personal data up to the time of revocation is not affected by this. You have the right to object to the processing of your personal data for the purpose of direct marketing. In the event of an objection, your personal data will no longer be processed for the purpose of direct marketing. A detailed explanation of these rights can be found here in Chapter III.

Right of complaint

If you believe that the processing of your data violates data protection law or your data protection claims have otherwise been violated in any way, you can complain to the competent supervisory authority. In Austria, this is the data protection authority (Barichgasse 40-42, A-1030 Wien, email: dsb@dsb.gv.at).

2. Visiting our Website

In this section we inform you how we process your personal data when you visit our website.

2.1. Presentation of the Website

Server data

For technical reasons, based on the legal basis of § 165 (3) S 3 TKG 2021 (required for the operation of our website), the following data, which your internet browser transmits to us or to our web space provider, will be processed (so-called "server log files"):

- Browser type and version
- Operating system and device type used (e.g., desktop / mobile)
- Website from which you are visiting us (referrer URL)
- Website you visit
- Date and time of your access
- Your internet protocol address (IP address)

This data, which is anonymous to us, is stored separately from any personal data you may have provided and therefore does not allow us to draw any conclusions about a specific person. They are evaluated for statistical purposes in order to be able to optimize our website and our offers.

SSL or TLS encryption

For security reasons and to protect the transmission of confidential content, such as B. Orders or inquiries that you send to us as the website operator, an SSL or TLS encryption. You can recognize an encrypted connection by the fact that the address line of the browser changes from “http: //” to “https: //” or by the lock symbol in your browser line. If the SSL or TLS encryption is activated, the data that you transmit to us cannot be read by third parties.

Technical service providers

We create and edit the content of our website with the help of the following service provider. With this service provider we have concluded a corresponding agreement according to Art. 28 GDPR to process your data exclusively to the extent of our order:

Technical Conception:

- Valantic CX Austria GmbH (Gusswerk Halle 6, Söllheimerstraße 16, A-5020 Salzburg); More information on data protection at: https://www.valantic.com/de/datenschutzerklaerung/

Webhosting:

- Hetzner Online GmbH (Industriestr. 25, D-91710 Gunzenhausen). More information on data protection at: https://www.hetzner.com/de/legal/privacy-policy/

2.2. Cookies

Cookie Banner - Cookies on our website

Our website uses cookies, which help us to make our website more user-friendly and efficient for you, to carry out statistical analyses of the use of our website and also to show you content that is of interest to you on other websites. Cookies are small text files that are used to store information when visiting websites and are stored on the website visitor's computer. The legal basis for cookies, which are absolutely necessary for the proper operation of our website (e.g., shopping cart cookie), is § 165 (3) S 3 TKG 2021. Cookies that are not necessary for the function of our website (e.g., analysis or marketing cookies) are deactivated and will only be activated by your consent in accordance with Art 6 (1) lit. a GDPR in our cookie banner ("Accept"). By clicking on "Settings" you can activate or deactivate individual cookies or cookie groups. If you restrict the use of cookies on our website, you may no longer be able to use all functions of our website to their full extent. You can find detailed information about the cookies used on our website in our cookie banner.

The legal basis for the use of this cookie banner (consent management platform) to control and document your consent or settings regarding cookies and other tools requiring consent for accessing our website is our legal obligation in accordance with Art. 6 (1) lit. c GDPR. When accessing our website, a connection is established with the server of the provider of our cookie banner and subsequently a cookie is stored in your browser to store your cookie preferences. The processed data will be stored until the specified storage period expires or you delete these cookies.

We use the following cookie banner / the following provider:

- Consent Management Plattform CookieHub ehf. (Hafnargata 55, 230 Reykjanesbær, Iceland). More information on data protection at: https://www.cookiehub.com/privacy-policy

Change the cookie settings in your web browser

How the web browser you are using handles cookies, e.g., which cookies are allowed or rejected, can be determined in the settings of your web browser. You can delete cookies already stored on your computer / device yourself at any time. Where exactly these settings are located depends on the respective web browser. Detailed information on this can be called up using the help function of the respective web browser.

In addition, it is possible to generally object to cookies and similar tracking technologies using the services listed below by setting your individual preferences - which technologies you want to allow for usage and interest-based advertising:

- European Interactive Digital Advertising Alliance (EDAA): https://www.youronlinechoices.com/uk/your-ad-choices
- Network Advertising Initiative (NAI): https://optout.networkadvertising.org/?c=1#!%2F

2.3. Communication with us

Contact form and email

On our website, we offer you the option of contacting us by email and / or using a contact form. In this case, the information you provide will be processed for the purpose of processing your contact based on the legal basis of contract fulfilment in accordance with Art. 6 (1) lit. b GDPR. There is a legitimate interest on our part pursuant to Article 6 (1) lit. f GDPR for the use of a contact form. The legitimate interest lies in offering our website visitors an opportunity to contact us that does not require them to call up their own e-mail client. The request for your title, which appears on some of our contact, order and registration forms, is optional and is based on your consent in accordance with Article 6(1)(a) of the GDPR; it is not a prerequisite for the submission or processing of your enquiry. Its sole purpose is to enable us to address those customers who so wish in the customary, polite manner. There is no legal or contractual obligation to provide this personal data. Failure to provide it simply means that you do not submit your request and we cannot process it. We process your inquiries with the help of our CRM system Salesforce of the provider Salesforce Germany GmbH (Erika-Mann-Str. 31, 80636 Munich) as our processor. Further information can be found in this data protection information under point 3.5 Customer and business partner databases. The data will only be passed on to third parties if this is stated on the website or in this data protection declaration or is necessary for the fulfilment of the contract or if this is required by statutory provisions. We only save your data for as long as is expedient for processing your inquiries or for any queries you may have.

Jobportal onboard

The contact details and application documents submitted in the course of a job application via the job portal on our website are processed by us exclusively internally for the purpose of selecting suitable candidates for an employment relationship. To integrate the job portal into our website, we use the service of the provider onboard GmbH/Srl (Dr. J. Köllensperger Straße 10/B, 39011 Lana BZ, Italy). In the case of an unsolicited application, the following categories of data will be processed:

1) Log data (server log files such as the IP address of your device, time of access, information on the browser used and the operating system of your device)
2) Applicant data (master data (e.g. first and last name); identification data (e.g. identity card, nationality and, if applicable, residence permit); Contact details (e.g. address, telephone number, e-mail address); Application data (e.g. cover letter and other correspondence, CV, certificates, letters of reference); other data resulting from the circumstances of your application).

As a rule, we do not require so-called "special categories of personal data" within the meaning of Article 9 GDPR from you (e.g. a photo that reveals ethnic origin or information about severely disabled characteristics). If we need such data in exceptional cases and in accordance with the law, we will inform you separately.

The legal basis for the use of the onboard job portal is our legitimate interest in accordance with Art. 6 (1) lit. f GDPR. Our legitimate interest lies in the smooth and fast opportunity to receive suitable application documents and also to receive information on the subsequent interest in the information provided by us. The legal basis for the processing of log data is our legitimate interests (system security, error identification and clarification of security incidents such as DDoS attacks) in accordance with Art. 6 (1) lit. f GDPR. The legal basis for the processing of applicant data for the processing of the application process is generally the fulfilment of the contract in accordance with Art. 6 (1) lit. b GDPR. If you voluntarily submit applicant data that is not required for the application (e.g. your photo), the processing is based on your consent in accordance with Art. 6 (1) lit. a GDPR or, if it concerns special categories of personal data, in accordance with Art. 9 (1) lit. a GDPR. You can revoke your consent at any time with effect for the future.

There is no legal or contractual obligation to provide the personal data. Failure to provide this data (mandatory fields) only means that you will not be able to submit your request and we will not be able to process it. The personal data transmitted to us in this process will be stored by us for a maximum of 6 months in accordance with the legal provisions, and for a maximum of 2 years in the case of the applicant's express consent to keep the documents on record. Your data will only be stored beyond this if you are employed by our company. We have concluded a corresponding agreement with the company onboard GmbH in accordance with Art. 28 GDPR as a processor, which ensures that your data is processed exclusively within the scope of our order. Further information on the data protection of onboard GmbH can be found directly in the job form integrated on our website or at: https://www.onboard.org/privacy/beschaeftigte-bei-unserer-kundschaft.

2.4. Online Shop (s) / Booking Portal (s)

For the purpose of providing contractual services as well as their payment and execution in the context of online purchases, bookings and prospectus orders, we process your personal master data, contract and payment data and communication data (IP address and server log files) on the basis of the legal bases of Art. 6 (1) lit. b GDPR (fulfilment of the contract) as well as Art. 6 (1) lit. c GDPR (legal obligation for invoicing and archiving).

We store this data as long as the purpose requires it, statutory provisions provide for this (retention period of invoices according to § 132 BAO for 7 years; voucher orders until the expiry of the redemption period for 30 years) or we store this data on the basis of the legal basis of Art. 6 (1) lit. f GDPR (legitimate interest) to defend against possible liability claims. If you cancel the order process, we will save the data to clarify possible problems during the order process for 14 days.

There is no legal or contractual obligation to provide personal data. Failure to provide them simply means that we cannot process your bookings / orders.

Skiperformance Skitickets, Eventtickets and Vouchers

Under the subdomain https://tickets.snow-space.com/ linked from this website, we use the system of the service provider Skiperformance AS (Pocket Valley, Lommedalsveien 230, 1353 Bærums Verk, Norway) to process the order of season tickets, multi-day and day tickets as well as event tickets and vouchers in our online shop. For orders in our online shop, we need your title, first and last name, address, e-mail address, if applicable. the date of birth and, for individual tickets, if applicable, a portrait photo and details of the desired tickets. The processing takes place for the purpose of providing contractual services or for the fulfilment of pre-contractual services on the legal basis of Art. 6 (1) lit. b GDPR (ordering mountain railway tickets and vouchers) and Art. 6 (1) lit. c GDPR (legally required retention periods of accounting documents). There is no legal obligation on your part to provide this data. Failure to provide the data only means that we will not be able to provide you with the desired mountain railway tickets via our online shop. The use of appropriate online booking software is based on the legal basis of our legitimate interest acc. Art. 6 (1) lit. f GDPR. Our legitimate interest lies in a fast, location-independent possibility to make our mountain railway tickets available to our customers. In those cases, in which we do not provide the booked service (e.g. event tickets) ourselves, we pass on the booking data to the respective organiser or service provider to the extent necessary on the legal basis of Art. 6 (1) lit. b GDPR (necessary for the fulfilment of the contract). Since 20 July 2018, the GDPR has also been directly applicable in Norway as an EEA member state, which means that the same data protection standards apply to your data in Norway as in EU member states. We have concluded a corresponding agreement with skiperformance in accordance with Art. 28 GDPR as a processor, which ensures that your data is processed exclusively within the scope of our

order. Further information on ski performance's data protection can be found at: https://www.skiperformance.com/.

Registration in the Skiperformance online shop

To order tickets, ticket buyers must create a user account in the webshop in order to be able to access past orders or manage account settings, among other things. At the same time, the stored data is automatically used for new orders and users do not have to manually enter their data again. In order to provide these services, we process the personal data provided by you in the course of registration or at a later date. This includes your title, first and last name, postal address, e-mail address, date of birth (optional) and a password of your choice. You can delete your user account at any time and we will delete all data that is not subject to a legal retention obligation.

Further information on the processing of your personal data when you visit our ticket shop can be found in the data protection information there.

Integration Feratel DESKLINE Online-Bookings

For the processing of online bookings of holiday accommodation, we have integrated the booking tool of our partner Salzburger Sportwelt Amadé GmbH (Hauptstraße 159, A-5542 Flachau) on our website by means of an I-frame. Salzburger Sportwelt Amadé GmbH processes this booking data with the help of the service provider feratel Media Technologies AG (Maria-Theresien-Straße 8, A-6020 Innsbruck). Inventory data, communication data, contract data, payment data are processed to process your booking. The legal basis on our part for the integration of these partner booking tools is our legitimate interest in accordance with Art. 6 (1) lit. f GDPR. In addition to the possibility of booking ski tickets within our site, our legitimate interest is to offer our customers a fast, uncomplicated and location-independent way to book their holiday accommodation. The processing is subsequently carried out for the purpose of providing contractual services or for the fulfilment of pre-contractual services on the legal bases of Art. 6 (1) lit. b GDPR and Art. 6 (1) lit. c GDPR (legally required retention periods for bookings or invoices). Information on bookings (invoices) will be stored by our partner for at least 7 years in accordance with the legal provisions. In order to establish and fulfil the contract, the data fields marked as necessary are required. Further information on the data protection of Salzburger Sportwelt Amadé GmbH can be found at: https://www.salzburgersportwelt.com/de/datenschutz.html.

External payment service providers

To pay for the order processes / bookings, we use external payment service providers on the legal basis of Art. 6 (1) lit. b GDPR (fulfilment of the contract), via whose platforms you can make your payments. The payment data entered by you as part of the order (e.g., account numbers, credit card numbers including check digits, passwords / TANs, etc.) are processed exclusively by our payment service providers and are not visible to us. We only receive a confirmation of the payment made or information from our payment service providers that the payment could not be made. Further information on the data protection and terms and conditions of our payment service providers can be found at:

- Adyen N.V. German Branch, Friedrichstraße 63, D-10117 Berlin
  E-Mail: germany@adyen.com
  https://www.adyen.com/de_DE/richtlinien-und-haftungsausschluss/privacy-policy
- card complete Service Bank AG Lassallestraße 3, A-1020 Wien
  E-Mail: office@cardcomplete.com
  https://www.cardcomplete.com/datenschutz/

- Klarna Bank AB (publ), Sveavägen 46, 111 34 Stockholm, Schweden
  Tel. 0046 8-120 120 00
  E-Mail: inkorg@klarna.se
  https://www.klarna.com/at/datenschutz/
- PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg
  E-Mail: kundenbetreuung@paypal.com
  https://www.paypal.com/myaccount/privacy/privacyhub?locale.x=de_AT
- Google Pay (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland). Further information: https://pay.google.com/intl/de_at/about/ und https://policies.google.com/privacy
- Apple Pay (Apple Inc., One Apple Park Way, Cupertino, CA 95014, USA). Further information: https://www.apple.com/at/apple-pay/ und https://www.apple.com/at/legal/privacy/data/de/apple-pay/

2.5. Email Newsletter

E-Mail-Newsletter Salesforce

To send our e-mail newsletter and to manage our newsletter subscribers, we use the CRM system Salesforce from the provider Salesforce Germany GmbH (Erika-Mann-Str. 31, 80636 Munich). The legal basis for sending the newsletter is your consent within the meaning of Sd. Art. 6 (1) lit. a GDPR. Registration for our newsletter takes place in the so-called double opt-in procedure. This ensures that no one can log in with someone else's email address (e.g. with your email address). Your consent can be revoked at any time free of charge by clicking on the "Unsubscribe link" at the end of each mailing. The lawfulness of the data processing operations that have already taken place up to that point remains unaffected by the revocation. After delisting your e-mail address, we will store it for 3 years on the basis of our legitimate interest (Art. 6 (1) lit. f GDPR) in order to revoke your original consent, if applicable. With the help of Salesforce, we can analyze our newsletter campaigns. When you open an email sent with Salesforce, it connects to Salesforce's servers. This allows us to determine whether a newsletter message has been opened and which links have been clicked, if any. In addition, technical information such as the time of access, the IP address, browser type and operating system of the recipient are registered. This information is used exclusively for the statistical analysis of our newsletter. The purpose of these analyses is to better tailor future newsletters to the interests of the recipients. We have a processor agreement with Salesforce within the meaning of Art. Art. 28 GDPR, which ensures that your data is processed exclusively within the scope of our mandate. Further information on Salesforce can be found in this data protection information under point 3.5. Customer and business partner databases. For general Salesforce privacy information, please visit: https://www.salesforce.com/de/company/privacy/.

2.6. Digital Information Services / Registration

MYPEAKS Diary

In principle, no registration is necessary to visit our website. However, within our website, we offer our customers the opportunity to register for our MYPEAKS diary. This offers our customers a personal ski diary with an overview of the ski kilometres skied, altitude differences, visited photo points, ski movie stations and speed checks in our ski area.

We collect data on the ski kilometres and altitude metres ourselves by the use of our ski tickets with the help of our service provider SKIDATA GmbH (Untersbergstraße 40, 5083 Grödig/Salzburg) as our data processor. We receive data from photo points, ski movie stations and speed checks from our partner Alturos Destinations GmbH (Lakeside B03, A-

9020 Klagenfurt), who operates these offers in our ski area under its own responsibility under data protection law. In addition, our customers can take part in the "5 Peaks Touring Trophy" (a challenge for ski tourers over the entire winter season) or in the "12 Peaks Trophy in Black" (the completion of a ski circuit over the 12 most beautiful peaks of the ski region in 1 day) by registering with MYPEAKS. Leaderboards for the two Trophies will be published on our website, our PanoramaTV or the screens in the ski area on site. Participants are displayed with their self-chosen "alias" (nickname). MYPEAKS members also receive regular information about new content in the diary (e.g. kilometers of slopes currently skied on a ski day or altitude meters) by e-mail.

For the technical implementation of this member area (data management and sending of information by e-mail) we use the CRM system Salesforce of the provider Salesforce Germany GmbH (Erika-Mann-Str. 31, 80636 Munich). To use the MYPEAKS diary, it is necessary to register by providing your first name, last name, e-mail address and ski ticket number. After registration, personal data in the ski diary (see above) will be processed depending on the use of our services. In addition, we use this information for the purposes of personalized advertising of our offers tailored to the personal interests of our customers, sending an optional newsletter or live marketing information (daily updated information when using the ski ticket) by e-mail. The legal basis for all data processing described above is your consent in accordance with Article 6 (1) lit. a GDPR. You can revoke this consent at any time free of charge. The lawfulness of the data processing operations that have already taken place up to that point remains unaffected by the revocation. After delisting your e-mail address, we will store it for 3 years on the basis of our legitimate interest (Art. 6 (1) lit. f GDPR) in order to proof your original consent, if applicable. There is no obligation to provide this data. If you do not want to provide this data, it will only mean that we will not be able to offer you this service. We only store your data for as long as this is necessary for the purpose or due to legal obligations on our part. We have concluded a corresponding agreement with Salesforce Germany GmbH in accordance with Art. 28 GDPR as a processor, which ensures that your data is processed exclusively within the scope of our order. Further information on feratel's data protection can be found at: https://www.salesforce.com/de/company/privacy/.

2.7. Web Analysis - Statistical Analyses of our Website

Google Tag Manager

We use the service of the provider Google Ireland Limited ("Google") (Gordon House, Barrow Street, Dublin 4, Ireland) to be able to manage website tags via a common tool of Google. The Google Tag Manager tool itself (which implements the tags) is a domain that does not set cookies and does not collect any other personal data. The tool triggers 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, it will remain in place for all tracking tags implemented with Google Tag Manager. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least a case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. Further information on Google's data protection can be found at: https://policies.google.com/privacy?hl=en-GB. Learn more about how Google uses personal data: https://business.safety.google/privacy/.

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider of this service is Google Ireland Limited ("Google") (Gordon House, Barrow Street, Dublin 4, Ireland). The legal basis for the use of this service is your consent in accordance with Art. 6 (1) lit a GDPR. Google Analytics uses cookies that are stored on the website visitor's computer and that enable an analysis of the use of our website by the site visitor. The information generated by the cookie about your use of our website is usually stored on European servers and only in exceptional cases transmitted to a Google server in the USA and stored there. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least a case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. We use Google Analytics with activated IP anonymization. This means that your IP address is usually shortened by Google within the European Union and only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The IP address transmitted by the corresponding browser as part of Google Analytics will not be merged with other Google data. On our behalf, Google will use the resulting information to evaluate the use of the website in order to compile reports on website activity. The collection by Google Analytics can be prevented by the site visitor adjusting the cookie settings for this website. The collection and storage of the IP address and the data generated by cookies can also be objected to at any time with effect for the future. The corresponding browser plugin can be downloaded and installed under the following link: https://tools.google.com/dlpage/gaoptout. Further information on the use of data by Google, setting and objection options, can be found in Google's privacy policy (https://policies.google.com/privacy) as well as in the settings for the presentation of advertisements by Google (https://adssettings.google.com/authenticated). Learn more about how Google uses personal data: https://business.safety.google/privacy/.

Google Signals Extension to Google Analytics
As an additional function to Google Analytics, we use "Google Signals" on this website. If you have activated personalized ads in your Google account and have linked your device with which you visit our website to your Google account, Google can analyze your usage behavior across devices (cross-device tracking). For example, Google can see how users search for products on a website on a smartphone and later return to complete purchases on a tablet or laptop. The Google Signals extension also provides us with additional demographic data and data on the interests of our website visitors for even more targeted online advertising campaigns, which, however, are anonymous to us. If you want to stop Google's cross-device analysis, you can deactivate the "Personalized Advertising" function in the settings of your Google Account. For more information, please visit: https://support.google.com/My-Ad-Center-Help/answer/12155154?hl=en&ref_topic=11583829&sjid=6726979475871235225-EU For more information about Google Signals, please visit the following link: https://support.google.com/analytics/answer/7532985?hl=en&sjid=6726979475871235225-EU#zippy=%2Cthemen-in-diesem-artikel%2Cin-this-article

Google Ads Conversion Tracking

Our website uses the service "GoogleAds Conversion Tracking" of the provider Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland). When we place advertising ads on Google, we use so-called conversion tracking. When you click on an ad placed by Google, a cookie is set for conversion tracking (storage period 30 days). This is how we recognize that you clicked on one of our ads and were redirected to our website. However, we do not receive any personal information, but only learn the total number of users who clicked on one of our ads and were redirected to our page with a conversion tracking tag. We use Google Ads Conversion Tracking on the legal basis of your consent (settings via our cookie banner) in accordance with Art. 6 (1) lit. a GDPR. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least a case-by-case) data transfers

to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. Further information on the use of data by Google, setting and objection options, can be found in Google's privacy policy (https://policies.google.com/privacy) as well as in the settings for the presentation of advertisements by Google (https://adssettings.google.com/authenticated). Learn more about how Google uses personal data: https://business.safety.google/privacy/.

2.8. Webmarketing

Google Remarketing

On the legal basis of your consent pursuant to Art. 6 (1) lit. a GDPR, our website uses the functions of "Google Analytics Remarketing" in conjunction with the cross-device functions of Google AdWords and Google DoubleClick. The provider is Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland). This feature makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google AdWords 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 device (e.g., mobile phone) can also be displayed on another of your 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 sign in with your Google Account. To support this feature, Google Analytics collects Google-authenticated user IDs, which are temporarily linked to our Google Analytics data to define and create audiences for cross-device advertising. Cookies are deleted after 1 year. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. You can permanently object to cross-device remarketing/targeting by deactivating personalized advertising in your Google Account; follow this link here: https://www.google.com/settings/ads/onweb/. The summary of the collected data in your Google Account takes place exclusively on the basis of your consent, which you can give or revoke with Google (Art. 6 (1) lit. a GDPR). Further information on Google's data protection can be found at: https://www.google.com/policies/privacy/. Learn more about how Google uses personal data: https://business.safety.google/privacy/.

Meta pixels and conversions API with advanced matching

In order to place targeted advertisements on Meta platforms (Facebook and Instagram) and to be able to track the actions of users after they have seen or clicked on a Meta ad, we use the Meta pixel and the Conversions API of Meta Platforms Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) within our website on the legal basis of your consent in accordance with Article 6 (1) (a) GDPR. This allows us to display information that is of interest to you on Meta platforms and to evaluate or optimize our Meta ads with the data collected in this way, which is anonymous to us (we do not see any personal data of individual users, but only the overall effect). Storage period max. 12 months. Meta links this data to the Meta account of Meta users according to their privacy information and can thus show them content that corresponds to their interests. If you start a purchase or booking process on our website, we will also automatically carry out an extended comparison of customer data with Meta. The following personal data is transmitted to Meta in hashed form in order to match buyers with people on Meta: email address, phone number, first and last name, gender, city, state/country, zip code, country, date of birth, external ID. This helps us to associate event instances (purchase or booking process) with the Meta account in

question, thus ensuring more accurate conversion tracking and showing Meta users more targeted ads that are relevant to them. According to Meta, it discards this hashed information immediately after the matching. Meta is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least on a case-by-case basis) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. Art. 45 (3) GDPR, with which the European Commission certifies an adequate level of data protection in the USA. For specific information on how the Meta pixel works, please visit Meta's help section at: https://de-de.facebook.com/business/help/651294705016616. For detailed information on the Conversions API, please visit: https://www.facebook.com/business/help/2041148702652965?id=818859032317965. For information on advanced information matching, see: https://www.facebook.com/business/help/611774685654668?id=1205376682832142. You can set your own preferences regarding usage-based advertising on Meta Platforms in your Meta Account: https://www.facebook.com/settings?tab=ads. For more information, please see Facebook's privacy policy at: https://www.facebook.com/privacy/explanation.

Pimcore Targeting

Our website uses the functions of the CMS (content management system) Pimcore for Pimcore targeting on the legal basis of your consent in accordance with Art. 6 (1) lit. a GDPR. The provider of this service is Pimcore GmbH (Söllheimer Straße 16, A-5020 Salzburg). By setting cookies on your device, these functions enable us to analyse your usage behaviour on our website and, based on this, to display certain content of our website to you preferentially. This allows us to provide you with interest-based, personalized content within our website and helps you find what you are looking for. We have concluded a corresponding agreement with the provider of the service in accordance with Art. 28 GDPR as a processor, which ensures that your data is processed exclusively within the scope of our order. Further information on the Pimcore CMS and its targeting functions can be found at: https://pimcore.com/de/plattform/cms/funktionen/grundlagen, as well as on data protection by Pimcore GmbH at: https://pimcore.com/en/about/privacy.

Use of Stape.io (Server-Side Tracking)

We use the "Stape.io" service of the service provider Stape Europe OÜ (Sepapaja 6, 15551 Tallinn, Estonia) as a platform for server-side tag management and tracking. Data can be processed in a privacy-friendly manner via Stape.io (e.g. through the Google Tag Manager server container) and forwarded to analysis or marketing services. It is used to manage website tracking and marketing tags in a privacy-compliant, secure and high-performance manner. Data is processed on the server side, which can reduce the direct transmission of user information to third-party tools (e.g. Google Analytics, Meta Pixel). The following data is processed: IP address (anonymized if necessary), browser and device information, referrer URL, time stamp, interactions on the website and technical information about the connection. The processing is carried out on the legal basis of your consent in accordance with Art. 6 (1) lit. a GDPR, provided that you have consented via our consent/cookie banner. We have a Data Processing Agreement with Stape.io within the meaning of Art. 28 GDPR, which ensures that your data is processed exclusively within the scope of our mandate. Tracking data is processed on a server within the EU ("Stape EU Hosting") before it is transmitted to third-party analytics tools. Data is not stored permanently, but only for as long as is necessary for the purposes mentioned above. Stape EU Hosting ensures that the processing and forwarding of tracking data takes place within the EU. This avoids or reduces direct data transfers to third countries, especially to the USA. In the event of a data transfer to third countries (e.g. the USA), EU Standard Contractual Clauses (SCCs) have been agreed in accordance with Art. 46 GDPR to ensure an adequate level of data protection. Further information on data protection at Stape.io can be found at: https://stape.io/privacy-notice and in the GDPR statement: https://stape.io/gdpr

2.9. Integration of other Third-Party Services and Content

We integrate content or functions of third parties within our website. This always presupposes that the providers of this content or functions perceive the IP address of the users. Without the IP address, they would not be able to send the content to the browser of the respective user. The IP address is therefore required for the presentation of this content. We endeavor to use only such content whose respective providers use the IP address only for the delivery of the content. However, we have no influence on whether the third-party providers store the IP address, e.g., for statistical purposes. The legal basis for the use of these services, insofar as they are necessary for the functioning of our website, is our legitimate interest in accordance with Art. 6 (1) lit. f GDPR, otherwise your consent according to Art. 6 (1) lit a GDPR. Information on the purpose and scope of the further processing and use of the data by the providers of the embedded services/content as well as further information within the meaning of the Art. 13 and 14 GDPR can be found under the information links listed below. The following services/content are embedded in our website:

Google Maps

Our website uses the Google Maps service of the provider Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland). This function makes it possible to display corresponding map material within our website. Your IP address as well as information about the browser version and language settings are transmitted to the servers of Google Ireland Ltd. According to Google's own information, the data is stored by Google for 1 year. There is a legitimate interest on our part within the meaning of Art. 6 (1) lit. f GDPR for the use of Google Maps. Our legitimate interest lies in an appealing presentation of our online offer or the geographical presentation of the offers of our region. However, we only use Google Maps if you have given your consent. The legal basis for the processing of your data is therefore your consent in accordance with Art. 6 (1) lit. a GDPR. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. For more information about Google's privacy policy, please visit: https://policies.google.com/privacy. Learn more about how Google uses personal data: https://business.safety.google/privacy/.

Google reCAPTCHA

To protect your orders via website form, this website uses the reCAPTCHA service of Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland). The query carried out in this way serves to distinguish whether the input is made by a human or abusively by automated, machine processing. By activating IP anonymization on this website, 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 and only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. According to Google, the IP address transmitted by your browser as part of Google ReCAPTCHA will not be merged with other Google data. In principle, there is a legitimate interest on our part within the meaning of the Art. 6 (1) lit. f GDPR for the use of Google ReCAPTCHA. Our legitimate interest lies in protecting our website from spam software. However, we only use Google ReCAPTCHA if you have given your consent. The legal basis for the processing of your data is therefore your consent in accordance with Art. 6 (1) lit. a GDPR. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. For more

information about Google's privacy policy, please visit: https://policies.google.com/privacy. Learn more about how Google uses personal data: https://business.safety.google/privacy/.

Wordlift

Our website uses the WordLift plugin to analyse the content and to display metadata in the source code of our website for search engines on the basis of our legitimate interest in accordance with Art. 6 (1) lit. f GDPR. Our legitimate interest lies in a better ranking of our website on various search engines. The WordLift plugin is a service of the provider WordLift s.r.l (Via Giulia117, 00186 Rome, Italy). The application does not collect any personal data, the IP address of your browser is not stored by WordLift. For more information on WordLift's privacy policy, please visit : https://wordlift.io/gdpr/. For information about WordLift data security, see: https://docs.wordlift.io/en/latest/faq.html#is-wordlift-secure.

YouTube

We integrate videos from the platform "YouTube" of the provider Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland) in extended data protection mode. The implementation takes place on the legal basis of Art. 6 (1) lit. f GDPR, whereby our interest lies in the smooth integration of the videos and the thus appealing design of our website. However, we only use YouTube if you have given your consent. The legal basis for the processing of your data is therefore your consent in accordance with Art. 6 (1) lit. a GDPR, which you can revoke at any time for the future. When you visit a page in which we have embedded a YouTube video, a connection to the Google servers is established and the content is displayed on the website by notifying your browser. According to Google's information, in the extended data protection mode, your data (in particular which of our websites you have visited) as well as device-specific information including the IP address will only be transmitted to the YouTube server when you watch the video. Google is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least case-by-case) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies that the USA has an adequate level of data protection. If you are logged in to Google at the same time, this information will be assigned to your Google member account. You can prevent this by logging out of your member account before visiting our website or by making individual settings in your Google account under the following link: https://adssettings.google.com/authenticated. Further information on YouTube's privacy policy can be found at: https://www.google.com/policies/privacy/. Learn more about how Google uses personal data: https://business.safety.google/privacy/.

Webcams (feratel)

For the current presentation of the weather in our region, we integrate webcams of feratel media technologies AG (Maria-Theresien-Straße 8, A-6020 Innsbruck) into our website. The implementation takes place on the basis of our legitimate interest in accordance with Art. 6 (1) lit. f GDPR, whereby our interest lies in information on the current weather in our region within our website. When you visit a page in which we have embedded webcams, a connection to the servers of the providers is established and the content is displayed on the website by notifying your browser. For this purpose, it is necessary that your IP address including some browser information (browser type, browser version, etc.) including information about when you accessed these pages is transmitted to the servers of the providers. Further information on the privacy policy of feratel media technologies AG can be found at: https://www.feratel.com/datenschutz.html.

Webcams (Panomax)

For the current presentation of the weather in our region, we integrate webcams from our service provider Panomax GmbH (Landesstraße 23, A-5302 Henndorf a. W.) into our website. The implementation takes place on the basis of our legitimate interest in accordance with Art. 6 (1) lit. f GDPR, whereby our interest lies in information on the current weather in our region within our website. When you visit a page in which we have embedded webcams, a connection to the servers of the providers is established and the content is displayed on the website by notifying your browser. For this purpose, it is necessary that your IP address including some browser information (browser type, browser version, etc.) including information about when you accessed these pages is transmitted to the servers of the providers. Further information on Panomax's privacy policy can be found at: https://www.panomax.com/datenschutz.html.

3. Other Data Processing in Business and Customer Contact

In this section we inform you about other data processing processes outside our website.

3.1. Job Applications

The contact data and application documents transmitted to us in the course of a job application will be processed by us exclusively internally for the purpose of selecting suitable candidates for an employment relationship. There is no legal or contractual obligation to provide the personal data. Failure to do so will only result in you not submitting your request and we will not be able to process it. The personal data transmitted in this way will be stored by us in accordance with the statutory provisions for a maximum of 6 months, in the case of the explicit consent of the applicant to keep the documents in evidence, for a maximum of 2 years.

3.2. Online Presence in Social-Media

In addition to our website, we maintain online presences within social networks and platforms. The legal basis for using these services is our legitimate interest in accordance with Art. 6 (1) lit. f GDPR. Our legitimate interest lies in communicating with the customers and business partners there and in being able to inform them about our services on these networks. When accessing the respective networks and platforms, the terms and conditions and the privacy policies of the respective operators of these networks apply. Further information on the processing of your personal data by the respective providers of these services (which personal data is processed for which purposes on the basis of which legal basis, how long this data is stored by the respective provider and, if applicable, how long this data is stored by the respective provider). Information on profiling and third-country transfers) can be found below in the descriptions of the individual services or via the information links listed there.

Facebook Fanpage

We operate a Facebook fan page on the "Facebook" platform of the company Meta Platforms Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). The legal basis for the processing of the personal data associated with this is our legitimate interest within the meaning of Art. 6 (1) lit. f GDPR. Our legitimate interest is to provide customers and potential new customers with information about us and our offers via this information channel. We would like to point out that you use this Facebook page and its functions at your own risk. This applies in particular to the use of the interactive functions

(e.g. commenting, sharing, rating). When you visit our Facebook page, Facebook collects, among other things: Your IP address and other information collected in the form of cookies or other tracking technologies. The data collected about you in this context will be processed by Facebook and may be (at least partially) transferred to the USA. Facebook / Meta is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least on a case-by-case basis) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. 45 (3) GDPR, with which the European Commission certifies an adequate level of data protection in the USA. In a decision, the ECJ found that "Facebook" and the operator of a Facebook fan page are responsible for this personal data as joint controllers within the meaning of Art. 26 GDPR. Facebook provides the contract for joint data processing at the following link: https://www.facebook.com/legal/terms/page_controller_addendum. We, as the site operator of our fan page, have no influence on the specific contents of the agreement. What information Facebook receives and how it is used (how Facebook uses the data from visits to Facebook pages for its own purposes, to what extent activities on the Facebook page are assigned to individual users in order to individualize content or advertising, how long Facebook stores this data, whether data from a visit to the Facebook page is passed on to third parties, and much more), describes Facebook in general terms in its data usage policy. There you will also find information about how to contact Facebook and how to set up advertisements. The Privacy Policy is available at the following link: https://www.facebook.com/privacy/policy/. As a fan page operator, we do not receive any additional (not publicly visible) information about individual Facebook users from Facebook's analyses, but only statistically processed information (e.g. total number of page views, page activity, post reach, etc.) that helps us to make our posts more attractive.

Instagram

Instagram is an online service for sharing photos and videos. We have a profile (account) on Instagram. The provider is Meta Platforms Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). For more information on the processing of your personal data through the use of Instagram and how to contact us, please visit: https://privacycenter.instagram.com/policy/

LinkedIn

In order to stay in contact primarily with business partners, we use the web-based social network service LinkedIn. The provider is LinkedIn Ireland Unlimited Company (Wilton Place, Dublin 2, Ireland). For more information on the processing of your personal data through the use of LinkedIn and how to contact us, please visit: https://de.linkedin.com/legal/privacy-policy.

YouTube

We use a YouTube channel via the video portal "YouTube" to publish our videos. The service is provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). For more information on the processing of your personal data through the use of YouTube and how to contact us, please visit: https://www.google.com/policies/privacy/.

3.3. Sweepstakes

Your personal data provided for participation in our competitions (e-mail address, name, address) will be used by us exclusively to identify a winner, inform him of the prize and send him prizes. Your data will not be passed on to third parties. The legal basis for the processing of your personal data is the fulfilment of the contract in accordance with Article 6 (1) lit. b GDPR. There is no legal or contractual obligation to provide the personal data. Failure to provide the data will only result in you not being able to participate in the competition. Your

data will be stored for the duration of the competition and – for the processing of any prizes and claims for damages – for a maximum of 3 years thereafter and then deleted. By participating, you also agree that your name will be published on our website as well as on our public social media channels in the event of winning.

3.4. Video Surveillance

For the purpose of protecting our employees and visitors, our property and for the purpose of preventing or clearing up behaviour that is relevant to criminal law, we have installed video surveillance in the cash desk area of our ski lift ticket offices, at the entry and exit points of our mountain railway facilities as well as at the turnstiles when entering our ski touring routes and marked it accordingly. These surveillance images are only evaluated in case of incident and, provided there is no suspicion, are stored for a maximum of 72 hours and are then automatically deleted. If necessary, the data will be stored for the duration of the process and if necessary tramsmitted to competent authorities, courts, insurance companies (exclusively for the settlement of insurance claims) as well as to our legal representation (lawyer). The legal basis for this data processing is our legitimate interest in the protection of our property in accordance with Art. 6 (1) lit. f GDPR and § 12 Abs 2 Z 4 DSG. There is no right to object to the processing of this data and no right to data portability.

3.5. Customer and business partner databases

CRM-System of Salesforce

We use the CRM system Salesforce of the provider Salesforce Germany GmbH (Erika-Mann-Str. 31, 80636 Munich) as a customer database and tool for maintaining contact with customers and business partners on the legal basis of our legitimate interest in accordance with Art. 6 (1) lit. f. GDPR. Our legitimate interest lies in the availability of data from previous business contacts for the optimized design of future business contacts with existing customers and business partners. Among other things, Salesforce enables us to manage customer contacts and optimize our communication processes. The use of the CRM system also enables us to analyse our customer-related processes. For this purpose, we store the following information: master data, address data, contact details and information on previous uses of our products and services in order to personalize future offers and tailor them to the individual needs of our customers. The legal basis for collecting customer data processed in our CRM system Salesforce varies depending on the purpose of the data processing for which our customers submit their data. In the case of ticket purchases, this is usually the fulfilment of the contract in accordance with Art. 6 (1) lit. b GDPR, in the case of the use of our MYPEAKS diary or the subscription to our e-mail newsletter, the consent in accordance with Art. 6 (1) lit. a GDPR, which can be revoked at any time free of charge with effect for the future. Customer data is stored on Salesforce's servers within the EU. Salesforce Germany GmbH is a subsidiary of Salesforce, Inc. (Salesforce Tower, 415 Mission Street, San Francisco, CA 94105, USA). In some cases, personal data may also be transferred to salesforce.com inc. Be transferred to the USA. Salesforce, Inc. is a certified partner of the EU-US Data Privacy Framework. The legal basis for (at least on a case-by-case basis) data transfers to the USA is thus an adequacy decision of the European Commission within the meaning of Art. Art. 45 (3) GDPR, with which the European Commission certifies an adequate level of data protection in the USA. We have concluded a corresponding agreement with Salesforce Germany GmbH in accordance with Art. 28 GDPR as a processor, which ensures that your data is processed exclusively within the scope of our order. For more information about Salesforce's privacy, please visit: https://www.salesforce.com/de/company/privacy/.

3.6. Ski Pass Control „Photocompare“

It is pointed out that due to our legitimate interest in accordance with Art. 6 (1) lit. f GDPR for the purpose of access control (lift tickets are not transferable according to our terms and conditions!), a reference photo of the lift ticket holder is taken when passing through a turnstile equipped with a camera for the first time. This reference photo is compared by the lift staff with those photos that are taken each time you pass through a turnstile equipped with a camera. An automation-supported image data comparison does not take place. The reference photo will be deleted immediately after expiry of the validity of the lift ticket, the other photos (control photos) no later than 30 minutes after passing through a turnstile. Only in the event of an incident (our employee has doubts about the correspondence of the control photo with the reference photo) the automatic deletion of the control photo is prevented. If the suspicion of unlawful use of the ski ticket is not substantiated, the control photo will be deleted immediately.

Photocompare is not used at all lifts of the ski resort, but only at some special entry points (e.g., at the valley stations). All data related to Photocompare is stored encrypted. There are no sound recordings. By means of the (image) data from the Photocompare system, no movement profiles of the lift ticket users are created.

It should be noted that it is also possible to purchase lift tickets, which are technically configured in such a way that no photo is taken when passing through the turnstile, but random checks by the lift staff must be expected.

3.7. Skiing Accidents – Reports

We reserve the right to invoice the operation of piste rescue services. The information of the injured persons or the parties involved in the accident and witnesses (name, sex, address, telephone number, date of birth, accommodation, holiday location, ski pass number, course of accident, type of injury, place of accident, time of accident, transport from scene/salvage, type of sports/sports equipment, costs, piste & weather conditions, details of witnesses) will be processed by us for the purpose of the necessary medical care of the injured persons owing to the interest of the data subject pursuant to Art. 6 (1) lit. d GDPR and owing to our legitimate interest pursuant to Art. 6 (1) lit. f GDPR for the creation of the invoice and for possible legal claims. In the event of collisions these data will also be forwarded to the local police station owing to our legal obligation pursuant to Art. 6 (1) lit. d GDPR.