

**DATA PRIVACY DECLARATION BY PIEPS**  
(Version dated 30.09.2016)

PIEPS GmbH (in the following briefly referred to as PIEPS “we” or “us”) attaches great importance to the safety and protection of your personal data. Therefore, our conduct of business is strictly based on applicable data protection and data safety laws. We hope that the following guidelines will help you gain a better understanding of the type of personal data that may be processed by PIEPS in some circumstances, of how we use and protect these data and to whom we possibly transfer them.

**1. USE OF PERSONAL DATA**

- 1.1 Having responsibility for your personal data and their processing. PIEPS will process your data in order to enable use of the App by you.
- 1.2 In order to use this App you need to register with your name, address and email address. Upon registration this data will be stored by us and your device’s guarantee will be extended for 1 year. Additionally, you can voluntarily submit your organization (e.g. mountain rescue department, skiing school etc.) phone number, fax and homepage address. We use these voluntarily submitted data for the purpose of advertising mail and consignment of information on the product and services offer of PIEPS.
- 1.3 Only with your consent we will use your name, address, email address for sending you service reminders, advertising mails, newsletters, and information on the product and services offered by PIEPS and on special promotions. This will encompass inter alia direct marketing via electronic means or other media such as mail, e-mail, SMS/MMS or telephone calls. You may withdraw your consent to your personal data being processed, in particular for marketing purposes as described above at any time and without payment by contacting us via email at [support@pieps.com](mailto:support@pieps.com), mail at Pieps GmbH, Parkring 4, A-8403 Lebring, or phone under +43 3182 52556 30 or by clicking on the link unsubscribe in any marketing communication send electronically to you.
- 1.4 Your personal data will be stored by PIEPS as long as necessary for completion of your contractual relationship and for offering you the marketing and automated services, subject to appropriate agreement.

**2 COMMUNICATION OR USE DATA**

- 2.1 By using telecommunication services to access our App, communication services data (e.g. the IP address) or use data (e.g. information on the beginning, end and scope of the use in question and information on the telecommunication services used) will be generated automatically by technical means and might refer to personal data. Your communication and use data will be recorded, processed and used to the extent absolutely necessary, however, only in conformity with the applicable data protection law.
- 2.2 Whenever you use our App, we may record non-personal data (e.g. the type of the internet browser used and the operating system, number of visitors, average duration of your visit, the pages visited). We use these data in order to determine the attractiveness of our App and to improve its performance and contents.

- 2.3 This website uses Google Analytics, a web analytics service provided by Google, Inc. (in the following briefly referred to as Google) in order to improve and optimize the App. Google Analytics uses “cookies”, which are text files placed on your device, to help analyze how users use the App.
- 2.4 The information generated by the cookie about your use of this App will be transmitted to and stored by Google on the servers in the United States. We use “\_anonymizeIp()”. Using this extension, the IP addresses are processed in shortened form in order to exclude direct personal reference. By making the IP address anonymous, your IP address will first be shortened by Google in a member State of the European Union or in a contracting state to the agreement on the European Economic Area. Only in exceptional cases will the entire IP address be sent to the Google Server in the USA and shortened there. By using Google Analytics for the data recorded in the App, Google as the service provider will process the data for us in order to exploit the use of the App by you, to arrange reports for the App activities for us and to provide us with further services associated with the use of the App and internet use. By using this App, you consent to the processing of data about you by Google in the manner and for the purposes set out above.
- 2.5 You may refuse the placing of cookies by selecting the appropriate deactivation settings in your browser software, however, please note that if you do this you may not be able to use the full functionality of this App. Additionally you may disable the recording of the data generated by the cookie and associated with the use of the App (including the IP address), the transfer of these data to Google as service provider and the processing of these data by Google by downloading and installing the Browser Add-on available on the following web site: <https://tools.google.com/dlpage/gaoptout7hNde>.

### **3 EXTERNAL LINKS**

The PIEPS App may contain links to other web sites operated by third parties. PIEPS does not take any responsibility for data protection measures or the contents of these other web-sites.

### **4 QUESTIONS AND REMARKS**

- 4.1 PIEPS will answer justified demands or inspection of your personal data as well as the correction, change or erasure of incorrect data.
- 4.2 If you have any questions or remarks regarding the PIEPS Data Privacy Declaration, e.g. for the purpose of inspection or updating of your personal data, please contact our customer services:

PIEPS GmbH, Parkring 4, A-8403 Lebring  
Tel.: +43 3182 52556 30 or  
E-Mail: [support@pieps.com](mailto:support@pieps.com)

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