# Template

# Privacy statement on websites

**The following exemplary text modules / drafting proposals serve the purpose of a guidance document (check list) and are not exhaustive. When using any of the text modules for your privacy statement, be sure to amend them according to your business model, target group, services offered, the web technologies as well as third party applications used.**

**It is your sole responsibility to inform the users of your website completely and transparently about the processing of the personal data!**

## Privacy Statement

The processing of personal data is limited to data that is required to operate a functional website and for the provision of content and services. The processing of personal data of our users is based on the purposes mentioned below and on a legal basis (GDPR). We only collect personal data that is necessary to implement and process our tasks and services or if you provide data voluntarily.

## I. Name and address of the controller and the data protection officer (if appointed pursuant to Article 37 of the GDPR)

The controller according to the General Data Protection Regulation (GDPR) is:

Max Mustermann AG, Musterstraße 1 in 1234 Musterstadt, Liechtenstein

Phone: 00423 690387

E-mail: max.mustermann@e-mail.li

Website: [www.max.mustermann.li](http://www.max.mustermann.li)

The data protection officer of Max Mustermann AG is available at said address c/o Frau Musterfrau, or at [a.musterfrau@mmustermann-recht.li](mailto:a.musterfrau@mmustermann-recht.li) respectively.

## II. Description and scope of data processing

### Provision of the website (multiple options)

|  |  |
| --- | --- |
| **Optional:**  **web analysis yes/no** | **Suggested wording** |
| Visitor and usage data: | Our system records data and information about the computer used by the user automatically and with every visit on our website.  The following data are collected:  *Information regarding the type and version of internet browser used to access the website*  *Operating system*  *Internet service provider*  *IP address*  *Date and time of each access*  *Web page from which the user was redirected to our page*  *…. [to be completed]*  The data mentioned above are saved for a maximum time period of [*specify]* days. This storing is done due to security reasons to ensure the stability and integrity of our systems. |
| You do not perform any web analysis on your website and do not use a web analysis tool: | We do not perform any web analysis on our website and do not use any web analysis tools. The previously mentioned user and visitor data will not be evaluated or analyzed. |
| You do perform web analysis: | We do analyze the usage of our web presence with the following tool(s) [*to be completed and insert link of privacy statement of third party application*].This analysis is exclusively for the purpose of optimizing the website with regards to usability and the provision of useful information about our services. A merger of data with other personal data sources or disclosure to third parties is precluded.  Legal basis for the temporary storage of data and log files is Article 6 (1) lett. f GDPR.  No evaluation of personal data takes place. All analyses are based on anonymised datasets.  The statistical evaluations will be stored for *[xxx days/weeks/months]*. |

### Cookies (optional)

We use cookies on our website to ensure a user-friendly experience. Cookies are small files that are managed by the user’s web browser and are directly stored on the respective device (Laptop, Tablet, Smartphone etc.) whenever you visit our website. Cookies are stored as long as you do not don’t delete them. This process allows us to recognize your browser on your next visit.

If you do not wish to use cookies you can change the settings in your browser accordingly. You will then be notified whenever your browser attempts to create a cookie and you can decide whether you want to allow the cookie. However, please note that a deactivation of cookies may result in a limited user experience and you may not be able to use every function of our website.

Legal basis for the processing of data through cookies is Article 6 (1) lett. f GDPR.

Cookies are valid for *[… define timeframe]* and will subsequently be deleted by your browser.

### Contact form (optional)

If you fill out a contact form, send us an email or another form of electronic message, your data will only be used to process your inquiry and possible further questions you might have.

Legal basis for the processing of your inquiry is Article 6 (1) lett. a or b GDPR.

We will delete your personal data after completing your inquiry.

### Newsletter (optional)

If you subscribe to our newsletter you will receive an email containing a hyperlink immediately after signing up. By clicking on said link you confirm your subscription (double opt in method). If you do not click on the link within [*define timeframe]* we will delete your email address from our temporary list and no subscription will be made.

If you confirm your subscription you give us permission to save your email address including the date and time of signing up, your IP address as well as the selected newsletters. We only use your email address and personal data *[such as…]* to manage and send the selected newsletter in the selected periodicity.

Our newsletters do not contain visible or hidden counters, third party ads or links to external websites that are not directly connected to the content in the newsletter.

Legal basis for sending you a newsletter is Article 6 (1) lett. a GDPR.

Each newsletter contains a reference on how to unsubscribe from the newsletter.

### Download of files (e.g. Software) (optional)

|  |  |
| --- | --- |
| **Possible options to offer downloads on your website** | **Suggested wording** |
| **Option 1:** | We do not require personal data for you to download content from our website. |
| **Option 2:** | The email address which you provided on our website in order to download content will not be transferred to third parties. We only use the email address to [*specify e.g. to send information regarding updates etc.]*. We will not contact you more than / after *[specify]*. |

### Webshop (optional)

To make a purchase from our webshop you have to sign up and define a user name and password. On future visits to our website you may enter your logon credentials so you do not have to provide your billing address and payment information again. Your password is encrypted and cannot be viewed by us.

When signing up you provide *[specify. E.g. Name, address, email address, payment information etc.]*. In order for us to set up a user account (registration data) your explicit consent is necessary. On the according registration page we inform you about the reason and scope of the data acquisition. You can agree to the terms by checking a box. This process will be recorded. Therefore, we store the following data *[specify. E.g. user name, date and time etc.]*.

You have the possibility to revoke your consent at any time. The revocation has to be sent to the address in chapter *[specify]* of this privacy agreement.

The data from your orders are also stored on your user account.

We only use the personal data collected at the initial sign up and when ordering to properly process your order.

The data in your account, such as payment information, addresses etc. can always be accessed and amended by the user. If you update any of your information we keep a copy of the prior details for questions that might come up.

You can revoke your consent to process the above-mentioned data at any time. If you do so, you will be required to sign up for any future orders. The revocation of your consent is to be made to the address as specified in chapter *[specify]* of this privacy statement.

All personal data will be deleted after completion of your order if we are not legally obliged to keep them (e.g. for accounting purposes).

You have the possibility to delete your user account when you have no pending orders.

### Social plugins (optional)

All embedded social plugins use the two-click process. This means that the recording of your surfing patterns via a plugin will only start if you activate it. If you are logged in to a social media account while using our website this plugin will register the visit on our website on the first click and can match it to your account.

## III. Data security

We use a common encryption technology “*[specify]”* in connection with the highest encryption levels that are supported by your browser. If a page on our website was/is being transmitted encrypted it is shown by the lock symbol in the address bar of your browser.

Additionally, we use appropriate technical and organizational security measures to protect your data from accidental or intentional manipulation, partial or complete loss, destruction, or to prevent unauthorized access by third parties. Our security measures are continuously upgraded according to the latest technological developments. *[Specify]*

## IV. Your rights (rights of the persons affected)

You have the right to request information about any of your personal data we process. In particular, you have the right to request information about the purpose of the processing, the categories of personal data, the categories of recipients who will have access or were disclosed with your data, the duration periods for saving the personal data, whether there is a right to adjust/correct, erase, restrict or object, transmission of data, the source of your data if not collected through us and if we use automatic decision-making technologies including profiling.

Additionally, you have the right to revoke a previously granted consent to use your personal data at any time.

If you wish to exercise the aforementioned rights, contact us via the provided contact details.

If you believe that the processing of your personal data is inconsistent or contradicts the applicable data protection laws you have the possibility to lodge a complaint with the Data Protection Authority of the Principality of Liechtenstein.