

Data Protection Declaration

Status 22.04.2025

We take data security and data protection very seriously. This data protection information explains how SAG (hereinafter also "us", "we") processes and protects personal data. The following information is provided in accordance with Art. 13 of Regulation (EU) 2016/679 ("GDPR") and concerns data of visitors to our website www.sag.at.

Accessing the website

In order to provide you with an optimal online experience, we process personal data on our website. In the following, we inform you how we use, store, process, pass on and transmit your personal data in the course of using our website.

In principle, you can visit our website without telling us who you are. For the purpose of providing the requested website, we automatically learn the following log data that your browser transmits to us:

- IP address of the requesting device
- Date and time of the request
- Host name and name of the requested page
- Whether the request was successful
- Web browser and operating system used
- Quantity of data transmitted
- Country of origin of the request (based on the first digits of the IP address)
- Cookie Data (Essential Cookies)
- Cookie data (statistics cookies)
- Cookie data (marketing cookies)
- Cookie Data (External Media Cookies)
- Information on the requested external medium

Why and how this data is processed:

Purpose: Provision of a requested website.

Legal basis: Our legitimate interest in operating a company website.

Request data is automatically processed by our servers to the extent necessary to provide you with the requested page.

Essential cookies are read and written by your device to enable basic functions and are necessary for the website to function properly. For example, to display text in a language of your choice.

Purpose: To guarantee the information security (confidentiality, availability and integrity) of the website.

Legal basis: Our legitimate interest in ensuring information security.

Request data, with the exception of cookie data, is logged in log files. These log files are only read by us if this is necessary in connection with a security incident.

Purpose: Optimisation of the website.

Legal basis: Your consent to the use of statistics cookies.

If you have consented, statistics cookies will be read from your device and written to it. This collects anonymous information about how you use our website. This information helps us to improve our website.

Purpose: To advertise our products.

Legal basis: Your consent to the use of marketing cookies.

If you have consented, marketing cookies will be read from and written to your device. Third-party vendors and publishers may use these to display personalised advertising by tracking you across multiple websites.

Purpose: Provision of requested external media.

Legal basis: Your consent to the use of external media.

Should you have consented to the use of "external media cookies", these will be stored, described and read on your device in order to automatically activate external media on our entire website. You can also access and use individual external media by clicking on them.

When calling up external media, a connection is established with the provider of the external media. In the process, your IP address and other necessary request data, as well as information about the requested external medium, are transmitted to the provider.

Important note: By establishing a connection to a third party (a provider of external media), further processing (under the responsibility of the third party) may take place. Details about the respective providers can be found here: [Technical notes](#)

Note: These consents are voluntary and you can revoke them at any time by clicking "Change cookie settings" and deactivating the relevant cookie category. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until revocation. If you do not consent or revoke your consent, this will not affect your other business relationships with SAG.

The provision of your data is not required by law or contract and is not necessary for the conclusion of a contract. You are not obliged to provide this data. Further information on cookies and external media can be found here: [Technical notes](#)

How this data is stored:

Cookies are stored on your device. You can find information about cookies and how long they are stored here: [Technical notes](#)

Our web server is located in the European Union.

Who receives this data:

- Our order processors
- External Media Provider (Only when using external media. For details see [Technical notes](#))

Contact SAG

If you contact us by e-mail or via one of our website forms or the Integrity Line or request information, the following data processing takes place:

This data is collected:

- E-mail data (message, sender, recipient)
- Form data (data you enter in a form, e.g.: Name, company, email address, message or requested information [e.g. whitepaper], country).
- Meta data (reception date and time)

Why and how this data is processed:

Purpose: To respond to enquiries and other incoming messages

Legal basis: Our legitimate interest in conducting business correspondence or initiating contractual relationships

Your data, including your message, will be forwarded to the relevant SAG location or department or employee and processed to the extent necessary to properly process your question, enquiry or other message. This includes contacting you by e-mail and/or telephone, as well as sending you relevant information material. If your request is aimed at concluding a contract, the legal basis for the processing may be the initiation of a contract.

Purpose: Direct advertising

Legal basis: Our legitimate interest in marketing our products to business customers and interested parties. Your data will be used to contact you by e-mail and/or telephone and to send you information material.

Purpose: Fulfilment of legal retention obligations regarding business letters

Legal basis: Legal obligation to retain data. If your message is a business letter, we must retain the data for a certain period of time. Depending on the content of the message, further retention periods may have to be taken into account.

Note: Providing your data is not mandatory, but without providing basic information you will not be able to contact us in this way.

How this data is stored:

Form data is generally deleted for 90 days after last contact, unless there is another legal basis for processing. Business letters must be kept for 7 years in Austria, starting at the end of the year in which the message was received.

Who receives this data:

- Our order processors
- SAG locations

Application via the applicant portal

We are always interested in meeting motivated and committed people. We are pleased if you are interested in us and apply or have applied for a position in our company. In doing so, we offer the possibility to apply directly via our applicant portal on our website.

This data is collected:

- Registration data (e.g. creation/update date, applicant source, login, password)

- Personal master data (name, contact details)
- Application documents (e.g. CV, cover letter or references)
- Data on your work experience, education and qualifications

Why and how this data is processed:

Purpose: When you send us your application, we process the data you send us in connection with your application in order to check your suitability for a position in our company and to carry out the application process.

Legal basis: The primary legal basis for the processing is the initiation of a contractual relationship. If an employment relationship is established, your data will become part of the personnel file.

Note: You are under no legal or contractual obligation to disclose your personal data. However, we cannot process your application or inform you about future vacancies without your personal data.

How this data is stored:

The data will be kept for 6 months from the end of the application process. If you have given us permission to keep your data in our records database for longer, the data will be kept on record for two years.

Who receives this data:

- Technical service providers (e.g. recruiting software, hosting providers)
- SAG locations

Your rights

You have the following rights, provided that the respective requirements of the applicable law are met:

- The right to request **confirmation as to** whether we are processing personal data relating to you. If this is the case, you have the right of **access to** this data and to the information pursuant to Art. 15 of the GDPR.
- The right to receive a **copy of** your personal data that we process, provided that the rights and freedoms of other persons are not affected. The provisions of Article 15 (3) and (4) of the GDPR apply.
- The right to obtain **confirmation as to** whether we are processing personal data relating to you. If this is the case, you have the right of access to this data and to the information pursuant to Article 15 of the GDPR.
- The right to receive a **copy of** your personal data that we process, provided that the rights and freedoms of other persons are not affected. The provisions of Article 15 (3) and (4) of the GDPR apply.
- The right to have your personal data **deleted** if the criteria pursuant to Art 17 (1) and (3) of the GDPR apply.
- The right to **restriction of** processing if one of the conditions from Art 18 (1) lit a - d DSGVO is met.

- The right to receive the personal data relating to you that you have provided to us (**right to data portability**), provided that the conditions set out in Art 20 GDPR are met and, in particular, that the rights and freedoms of other persons are not affected.
- If processing is lawful on the basis of our **legitimate interest** (Art 6(1)(f) DSGVO), you have the **right to object** to the processing in accordance with Art 21 DSGVO. If your data is processed for direct marketing purposes, your objection will be granted immediately and the processing will be stopped. In all other cases, we ask you to state the reasons for your objection (which arise from your particular situation). We will then assess the situation (weighing of interests between the controller and the data subject) and act accordingly (discontinue or continue processing).
- The right to **rectify** and (taking into account the purposes of the processing) the right to **complete** your personal data.
- If processing is lawful on the basis of your **consent** (Art 6 (1) (a) or Art 9 (2) (a) DSGVO), you have the right to revoke your consent at any time and without giving reasons in accordance with Art 7 (3) DSGVO. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

To exercise these rights, please contact the responsible person or data.protection@sag.at.

You also have the right to **complain to** the competent supervisory authority. In Austria, this is the data protection authority (<https://www.dsb.gv.at/>). A list of competent supervisory authorities outside Austria can be found here: <https://www.dsb.gv.at/download-links/links.html>. Further information on your rights can be found here: <https://www.dsb.gv.at/aufgaben-taetigkeiten/rechte-der-betroffenen.html>

You have the right not to be subject to a decision based solely on automated processing. We do **not** carry out **automated decision-making** or **profiling based on the** data collected.

If you have any further questions about the processing of your data, please feel free to contact us directly by e-mail at data.protection@sag.at or by post.

Our contact details

Responsible

SAG New Technologies GmbH
5651 Lend No. 25, Austria, +43 6416 6500-0, data.protection@sag.at

You can reach our **data protection officer** at

rosa elephant OG
Schlachthausgasse 52/8 | 1030 Vienna

datenschutz@rosaelefant.at

Technical notes

Status: 22.04.2025

Our website uses so-called cookies. These are small text files that are stored on your terminal device with the help of the browser. We use cookies to measure the reach of our website and the effectiveness of individual pages, to track website traffic across multiple websites and to display personalised advertising to website visitors on third-party pages.

Cookies are automatically deleted from your device after a set period of time. You can also delete them manually from your device at any time. You can also edit your cookie settings for our website here:

[Change cookie settings](#)

If you revoke your consent to the use of one or more cookies, they will no longer be read or written to.

Essential

Essential cookies enable basic functions and are necessary for the proper functioning of the website. For example, they store your decision regarding the cookie settings of this website.

Borlabs Cookie

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

WPML

Name	WPML
Provider	Owner of this website
Purpose	Saves the current language.
Cookie Name	_icl_*, wpml_*, wp-wpml_*
Cookie Runtime	1 day

PHP Session ID

Name	PHP Session ID
Provider	Owner of this website
Purpose	This cookie saves your current session with reference to PHP applications, ensuring that all functions of the site based on the PHP programming language can be fully displayed.

Cookie Name	PHPSESSID
Cookie Runtime	Deleted after one browser session

Statistics

Statistics Cookies collect anonymous information about how visitors use our website.

Google Tag Manager

Name	Google Tag Manager
Provider	Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland
Purpose	Cookie from Google to control advanced script and event handling.
Privacy policy	https://policies.google.com/privacy?hl=de
Cookie Name	_ga,_gat,_gid
Cookie Runtime	2 years

External media

(Embedded) third-party content is blocked by default. If you accept one or more External Media cookies, the corresponding content is automatically activated on the entire website. In the process, data is transmitted to the provider of the external media.

Google Maps

Name	Google Maps
Provider	Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland
Purpose	(Embedded) third-party content is blocked by default. If you accept one or more External Media cookies, the corresponding content is automatically activated on the entire website. In the process, data is transmitted to the provider of the external media.
Privacy policy	https://policies.google.com/privacy
Host(s)	.google.com
Cookie Name	NID
Cookie Runtime	6 months

YouTube

Name	YouTube
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Provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

If a video from the YouTube platform is embedded on one of our pages, this embedded content is deactivated by default. When a video is activated, a direct connection to the provider is established. In doing so, the provider processes your request data (e.g.: IP address of the requesting device, date and time of the request) in order to display the requested content to you. However, the provider may also process your data for its own purposes. Cookies from the provider are also stored on your device and read by the provider. According to the provider, these are used, among other things, to collect video statistics, improve user-friendliness, prevent abusive behaviour and show you personalised advertising. Details on data protection at Google can be found here: <https://www.google.de/intl/de/policies/privacy/> Further information on the cookies used by the provider can be found here: <https://policies.google.com/technologies/cookies?hl=de>

Privacy policy <https://policies.google.com/privacy>

Host(s) google.com

Cookie Name NID

Cookie Runtime 6 months