

Data Protection Statement Public Relations

University Clinic of Dentistry
hereinafter referred to as "UZK"

1. Data Controller

Universitätszahnklinik Wien GmbH

Sensengasse 2a, 1090 Wien, Österreich

E-Mail: office-unizahnklinik@meduniwien.ac.at | Web: <https://www.unizahnklinik-wien.at/>

Data protection officer:

VACE Systemtechnik GmbH, E-Mail: datenschutz-unizahnklinik@meduniwien.ac.at.

2. Purpose of Data Processing, Data Categories und legal basis

a) Processing Purposes

The UZK processes personal data for the purpose of public relations and information about the activities and offerings of the UZK. This includes in particular:

- sending newsletters
- invitations to events
- sending UZK professional journals
- publishing information (e.g. articles, photos) on the UZK website
- publishing information on social media and via press releases

b) Data Categories

- Master data: Name, title, gender
- Contact data: Postal address, telephone number, e-mail address
- Image and video data: Photo or video recordings of persons at events or visits

c) Legal Basis

The protection of your personal data is of particular concern to us. We therefore process your data exclusively on the basis of legal provisions, in particular:

- Fulfillment of legal obligations - according to Art. 6 para. 1 lit. c GDPR and national regulations, in particular § 3, para. 1 Z11 Universities Act (UG)
- Public task – according to Art. 6 para. 1 lit. e GDPR
- Legitimate interest - according to Art. 6 para. 1 lit. f GDPR
- Consent - according to Art. 6 para. 1 lit. a GDPR

3. Recipients of Data

Within the UZK, only those persons and departments who need this data for public relations work receive access to your personal data (e.g. employees of the PR/communications department and, where applicable, responsible specialist departments for specific events or topics).

For certain public relations tasks, the UZK uses external service providers as data processors, for example: printing companies, publishers or shipping service providers for printing and sending information materials (invitations, magazines, etc.) or IT service providers for sending newsletters and hosting web content. These service providers only receive personal data to the extent necessary for the respective service and are contractually bound to data protection.

No further transmission to external third parties (outside the UZK and its data processors) takes place unless there is a legal obligation to do so or you have expressly consented.

4. Third Country Transfer

The UZK does not transfer personal data to countries outside the European Union or the European Economic Area and not to international organizations. All processing activities take place within the EU/EEA. Should data transfer to a third country be necessary in individual cases (e.g. through the use of an external service provider based outside the EU), the UZK ensures that either an adequacy decision by the EU Commission or appropriate safeguards (e.g. conclusion of EU standard contractual clauses) according to Art. 44-49 GDPR are in place.

5. Storage duration

Personal data is deleted as soon as the purpose for which it was originally collected expires and legal retention periods do not prevent deletion.

- Newsletter: Contact data for newsletter dispatch or invitation letters is retained as long as you have consented to our information or there is an overriding legitimate communication interest. Newsletter data is immediately deleted upon unsubscribing from the newsletter or withdrawing your consent (or blocked insofar as it is still required for proof purposes of consent).
- Invitation and distribution lists: are regularly updated and cleaned; when it becomes apparent that there is no longer continued interest or you object to further contact, your data is removed from them.
- Photos and videos that were taken for PR purposes (e.g. as event documentation on the website or in social media) are generally not permanently stored. The UZK typically uses such recordings promptly following the event and only retains them for a limited period beyond that (guideline: max. 3 years), unless a longer usage period is justified in individual cases. At the latest when the original public relations purposes cease to apply or an effective objection by the data subject exists, the relevant photos/videos are deleted from our archives.

In all cases, any legal retention periods additionally apply. Should such a period (e.g. tax accounting periods for documentation of mailings) prevent deletion, the data is retained until the expiry of the period and then deleted.

6. Online Systems and Digital Communication

Data processing in the context of public relations is carried out using modern IT systems and digital communication tools. Personal data is always transmitted via encrypted connections (e.g. SSL/TLS encryption for our website and newsletter services). Access to personal data is restricted to authorized employees and is logged. If applicable, a specialized email distribution system is used for newsletter dispatch -- in these cases, a data processing agreement according to Art. 28 GDPR has been concluded with the service provider. The technical platforms for our online presence (website, social media) are also operated with high security standards in mind.

7. Confidentiality in the Public Relations Process

All persons involved in the public relations work of the UZK are bound to confidentiality. Internally, personal data is only passed on according to the "need-to-know" principle: employees only receive access to information they need to fulfill their tasks. Conversations, notes or other personal information arising in the context of PR measures (e.g. when creating articles, organizing events or in contact with press representatives) are treated confidentially and used exclusively for the respective communication purposes.

8. Rights of Data Subjects

Data security is also a high priority with regard to the rights of data subjects. Therefore, data subjects can only assert their rights after they have been unequivocally identified.

Every data subject whose personal data is processed by UZK has the following rights:

- Right of access (Art. 15 GDPR): You can request information about whether and which personal data we process about you.
- Right to rectification (Art. 16 GDPR): You have the right to have incorrect or incomplete personal data corrected.
- Right to erasure (Art. 17 GDPR): You can request the deletion of your personal data, provided that no legal retention obligations stand in the way.
- Right to restriction of processing (Art. 18 GDPR): You can request that your data only be processed to a limited extent, e.g. during an examination of your objections.
- Right to data portability (Art. 20 GDPR): You have the right to receive your provided data in a structured, common format or to have it transferred to another controller.
- Right to object (Art. 21 GDPR): You can object to the processing of your data for reasons arising from your particular situation.
- Withdrawal of consent (Art. 7 para. 3 GDPR): You can withdraw consent given at any time with effect for the future.

To exercise your rights, you can contact us in writing by post or by e-mail (datenschutz-unizahnklinik@meduniwien.ac.at) at any time or visit us personally.

9. Technical and Organizational Measures

UZK implements appropriate technical and organizational measures according to Art. 32 GDPR to protect personal data against loss, misuse and unauthorized access (access restrictions, encryption, training, data minimisation, regular security reviews, secure data transmission).

These include:

- Access restrictions (restricted access to personal data)
- Encryption (secure storage and transmission of data)
- Regular data protection training for employees
- Data minimization (only as much data as necessary is collected and processed)
- Regular security checks of systems and processes
- Secure data transmission in electronic communication (e.g., in data exchange with MedUni Vienna)

All UZK employees are contractually bound to confidentiality and are regularly instructed and trained in the secure handling of personal and other critical data.

10. Continuous Control and Improvement

Continuous improvement of quality and processes is a top priority at UZK. Compliance with data protection guidelines and applicable laws, as well as the effectiveness of data protection and data security measures, are continuously monitored and optimized to ensure the smooth implementation of data protection measures.

11. Right to Lodge a Complaint

You have the right to lodge a complaint with the Austrian Data Protection Authority, Barichgasse 40-42, 1030 Vienna, dsb@dsb.gv.at.