

# Privacy Policy

## 1. Declaration on the obligation to provide information

The protection of your personal data is a matter of particular concern to us. We therefore process your data solely in accordance with statutory regulations. In this Privacy Policy, we provide you with information about the most important aspects of data processing within the context of business relations with the NovaTaste Group (hereinafter referred to as „NovaTaste“) in Austria, Germany and Switzerland, as well as data processing for the purposes of fulfilling obligations to provide information laid down by the GDPR.

The controller of data processing, and therefore your point of contact, is the relevant company in question. You can find an overview of all companies and branches below:

### world wide WIBERG GmbH

Adolf-Schemel-Str. 9  
AT- 5020 Salzburg

### NovaTaste Austria GmbH

Adolf-Schemel-Str. 9  
AT- 5020 Salzburg

### NovaTaste Switzerland AG

Marktstrasse 34  
CH - 9244 Niederuzwil

### NovaTaste Germany GmbH

Eichendorffstr. 25  
DE - 83395 Freilassing

### NovaTaste Production GmbH

Eichendorffstr. 25  
DE - 83395 Freilassing

### NovaTaste Production GmbH

Niederlassung Stuttgart  
Leobener Str. 71  
DE - 70469 Stuttgart

### NovaTaste Production GmbH

Niederlassung Sittensen  
August-Otto-Str. 3  
DE- 27419 Sittensen

### NovaTaste Production GmbH

Niederlassung Hagen im Bremischen  
Industriestr. 18  
DE - 27628 Hagen im Bremischen

### NovaTaste Production GmbH

Niederlassung Holdorf  
Dinklager Str. 8F  
DE- 49451 Holdorf

### Data protection officer

We have appointed a data protection officer.  
Contact details:

SECUWING GmbH & Co. KG | Datenschutz Agentur  
Maximilian Hartung  
Frauentorstraße 9  
86152 Augsburg

Telefon: 0821 90786450

E-Mail: [epost@datenschutz-agentur.de](mailto:epost@datenschutz-agentur.de)

## 2. For what purpose and on what legal grounds are data processed?

### 2.1. We process personal data for the purposes of:

- Handling business relations with our customers and suppliers, in particular for administration in databases, the transmission of sales documentation, and the creation and processing of invoices and documents relating to the respective exchange of services
- Registering our products
- Transmitting information to prospective customers of the NovaTaste Group
- Fulfilling legal or regulatory requirements
- Processing our sales activities in our shop at the business address of NovaTaste Austria GmbH
- Transmitting information to us via our contact forms
- Handling employee administration
- Selecting applicants
- Preparing documentation and reports and running internal or external events
- Video surveillance of public areas on company premises to prevent break-ins and/or damage to property and similar offences

### 2.2. We process data

- in accordance with Article 6 (1) (a) GDPR with your consent
- in accordance with Article 6 (1) (b) GDPR in order to perform our contractual obligation
- in accordance with Article 6 (1) (c) GDPR in order to perform legal obligations
- in accordance with Article 6 (1) (f) GDPR in order to safeguard our legitimate interests (enforcement and defence of claims) or the legitimate interests of a third party (processing where this is necessary for the protection of third parties and where the interest in disclosure overrides the interest in secrecy)

Where the processing of your data is based on consent in accordance with Article 6 (1) (a) GDPR, you have the right to withdraw this consent at any time by email or in writing; it should be noted, however, that this does not affect the lawfulness of processing based on consent before its withdrawal.

### 3. Processing of personal data

#### 3.1. Data processing in the context of your visit to the website

The originator of the websites [www.wiberg.eu](http://www.wiberg.eu) and [www.wiberg.ch](http://www.wiberg.ch) is NovaTaste Austria GmbH, Adolf-Schemel-Strasse 9, A-5020 Salzburg, Austria (hereinafter referred to as „NovaTaste“). You can visit our websites without providing personal information. We only store access data which is not personally identifiable, such as:

- Your IP address
- The page from which you visited us
- The name of the requested file

These data are analysed exclusively for the purpose of improving our services and cannot be traced back to you. The information we receive from you helps us to tailor and continuously improve our services. IP addresses are stored in the Apache web server log. These log files are rotated daily and retained for seven days. On the eighth day, the oldest log file is deleted, thereby satisfying the requirements of data protection law.

#### 3.2. Data processing in the context of our business relations

We process personal data which have been disclosed to us in connection with business activities by employees, applicants, customers, retailers, suppliers, prospective customers and other business partners, namely address and contact details (including phone numbers and email addresses) and occupational data (for example, the field in which you work): surname, first name, address, email address, phone number, fax number, role, place of work, date of birth, account details, social security number, religion, video data in the context of video surveillance, photos and video footage in the context of trade fairs and events, time tracking, internally allocated clearing number, and other information as far as is known or disclosed. Insofar as these data are classified as special categories of personal data, processing is carried out exclusively on the basis of Article 9 GDPR.

### 4. Transfer recipients

#### 4.1. Transfer of personal data (EU)

Personal data are transferred to the competent tax authorities, social security institutions, health insurance companies, and all other authorities and institutions which must be informed by law. All data are transferred only to the extent necessary and required by law. We transfer data to external processors only if we have concluded an agreement with them which meets the legal requirements for processor contracts. We transfer personal data to processors outside the European Union only if an adequate level of data protection is guaranteed.

#### 4.2. Transfer of personal data (third country)

The processed data are not transferred to third countries within the context of processing for payroll accounting. Transfers only take place on the express written instructions of the employee. There is no intention to transfer the data to a third country. All of the data are only transferred to the national authorities and institutions for the purposes of fulfilling the legal obligation.

### 5. Storage

Personal data are not, in principle, retained for longer than is necessary for the relevant purposes of the processing. In the case of video recording, this means, for example, that the video data on the data carrier are overwritten after 48 hours, and are therefore no longer usable. That means that these data are retained at least for the duration of the processing, and beyond that depending on any further remaining reasons.

Further reasons may be, for example, tax-related or other retention periods, or record-keeping of documents as evidence in case of legal disputes (limitation periods). Thus we erase personal data according to the legal grounds on which these data are processed. If we store these data on the basis of your consent, then we erase the data according to the storage periods made known to you or according to your request for erasure.

### 6. Data protection in connection with our online presence

#### a) Cookies

This website uses cookies. We use cookies in order to personalise content and advertising, to allow us to offer features for social media, and to analyse visits to our website. Cookies are small text files which are used by websites to make the user experience more efficient. We are allowed, by law, to store cookies on your device, provided these are essential for the operation of this site. For all other types of cookie, we require your consent. This site uses different types of cookie. Some cookies that appear on our web pages are placed by third parties. You can change or withdraw your consent to the cookie policy on our website at any time.

#### Session cookies

Session cookies are erased once you have closed your browser.

#### Long-term cookies

We use cookies that remain on your hard drive. The expiry period is set to a date in the future for your convenience. When you return to our website, these cookies enable us to automatically recognise that you have visited us before and identify your preferred entries and settings (known as long-term cookies)

#### b) Use of Google Analytics, Facebook, YouTube and Instagram

##### Privacy policy for Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. To deactivate Google Analytics, Google provides a browser plug-in. Google Analytics uses cookies. These are small text files which make it possible to store specific user-related information on the user's end device. This information allows Google to analyse the use of our website. The information collected by the cookie regarding the use of our website (including your IP address) is usually transferred to a Google server in the USA and stored there.

Please note that on this website the code „gat.\_anonymizeIp();“ has been added in Google Analytics in order to ensure anonymised collection of IP addresses (known as IP masking). If anonymisation is activated, Google abbreviates IP addresses within European Union Member States or in other states which are parties to the Agreement on the European Economic Area, which makes it impossible to establish your identity. Only in exceptional cases is the full IP address transferred to a Google server in the USA and abbreviated there. Google complies with the data protection provisions of the „Privacy Shield“ agreement and is registered with the „Privacy Shield“ program of the US Department of Commerce. Google uses the information it collects to analyse the use of our websites, create reports for us in this regard, and provide us with other services relating to this. Find out more

**Privacy policy for Facebook**

Our website uses features provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. When you access our web pages that use Facebook plugins, a connection is only established between your browser and Facebook's servers after clicking (consenting). By doing so, data are transferred to Facebook. If you have a Facebook account, these data can be linked to it. If you do not want these data to be attributed to your Facebook account, please log out of Facebook before you visit our website. Interactions, particularly the use of the comment feature or clicking the „Like“ or „Share“ buttons, are also communicated to Facebook. Find out more

**Privacy policy for YouTube**

Our website uses plugins from YouTube to integrate and present video content. The provider of the video portal is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you access a web page with an integrated YouTube plugin, a connection is established with YouTube's servers. YouTube thereby finds out which of our pages you have accessed. YouTube can attribute your surfing behaviour directly to your personal profile if you are logged into your YouTube account. You can prevent this by logging out beforehand. We use YouTube in the interests of presenting our online content in an attractive way. This constitutes a legitimate interest within the meaning of Article 6 (1) (f) GDPR. You can find details on the handling of user data in YouTube's Privacy Policy. [Click here.](#)

**Privacy policy for Instagram**

We use features of the social media network Instagram on our website, provided by the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. We can show images and videos using the features for embedding Instagram content (embed feature). When you access web pages that use these types of features, data (IP address, browser data, date, time, cookies) are transferred to Instagram, stored and analysed. If you have an Instagram account and are logged in, these data are attributed to your personal account and to the data stored in it. You can view the Data Policy and find out what information Instagram collects and how they use it here.