



TECHNISCHE
UNIVERSITÄT
WIEN

Data protection information for the use of Customer Relationship Management (CRM)

Protecting and securing data are important matters at TU Wien. Personal data are processed in strict compliance with the principles and requirements laid down in GPDR¹ and DSGVO². TU Wien only processes those data required for the purposes intended and at all times endeavours to ensure the security and accuracy of the data.

Controller:

Rectorate of TU Wien

Karlsplatz 13

1040 Vienna

Data protection officer:

Mag. Christina Thirsfeld

Technische Universität Wien

Karlsplatz 13/018, 1040 Vienna

datenschutz@tuwien.ac.at

Contact:

E011-02 – Fundraising und Community Relations

Technische Universität Wien

Karlsplatz 13, 1040 Vienna

crmhelp@tuwien.ac.at

¹ General Data Protection Regulation

² Austrian Data Protection Act (Datenschutzgesetz)



Definition

In the context of this document the term "CRM system" is defined as follows:

CRM stands for Customer Relationship Management and refers to a strategy for the systematic management and documentation of all relationships and interactions with a company or an organisation. The aim is to enhance the level of success by systematically cultivating contacts.

A CRM system provides for the purposeful, personalised cultivation of contacts – whether this involves students, alumni, employees, dignitaries or similar persons.

Use of CRM systems

Personal data is processed in the CRM systems used at TU Wien for the cultivation of contacts (e.g.: invitations to events and greetings on special occasions/days), for the performance of contracts, compliance with statutory obligations, and additionally for the provision of information relating to TU Wien.

The system is used to store data from students, graduates, dignitaries, newsletter subscribers, event participants, cooperation partners, advertisers and other interested persons.

The CRM systems of TU Wien only process personal data that has been intentionally handed over by the provision of a business card, subscribing to a newsletter, etc.

The following categories of personal data are collected:

- Address and contact details (including telephone numbers and e-mail addresses) as well as
- Work-related data (e.g.: position, sector, etc.) and
- Company-related data (e.g.: branches, addresses, VAT number, contact numbers)

The following data is processed during this data processing:

- a. Gender
- b. Name
- c. Date of birth
- d. Academic degrees
- e. Address (private or work)
- f. E-mail address
- g. Telephone number
- h. Mobile telephone number
- i. Fax number
- j. Employment history
- k. Length of service
- l. Event participation
- m. Dates
- n. E-mails
- o. Meeting notes
- p. Characteristics
- q. Notes
- r. Newsletter subscriptions
- s. Newsletter tracking
- t. Declarations of consent





Re p.: Characteristics in CRM are features assigned to the contact or company to allow them to be categorised in various groups in the system. This facilitates subsequent filtering. This does not involve personal characteristics.

Re q.: This includes for example information about the conferral of honours or establishment of contact.

The data is collected directly from the person or company concerned.

Legal basis of the data processing

The use of personal data is based, in the case of the data under points a to q, on Article 6 par 1 (f) GDPR (legitimate interest), or on (e) GDPR (performance of a task carried out in the public interest), in conjunction with § 3 (8) and (11) Austrian Universities Act 2002 (“promotion of the use and practical application of their research findings, and of community involvement in efforts to promote the advancement and appreciation of the arts” and “provision of public information on the performance of the tasks of the universities”). In a few cases (data under (r) to (t)) data processing is carried out based on your consent pursuant to Article 6 par 1 (a) GDPR.

Categories of recipients of personal data

Personal data will not be passed on to third parties without express consent, with the following exception: Personal data is passed on to printing companies and Österreichische Post AG for the purposes of printing and mailing.

Purpose of data processing

We process your personal data to comply with the duties pursuant to § 3 Austrian Universities Act 2022.

The data is used for the organisation and administration of events and conferences, the management and mailing of our newsletters and for the communication and representation of business relationships. We additionally use the system as an address book.

The CRM system provides for the purposeful, personalised cultivation of contacts, for example, with students, alumni, employees, dignitaries, etc. It also allows us to document business relationships, helping to ensure that our knowledge about them is uniform and consistent. This makes it possible to store dates, telephone calls, e-mails, memos and associated documents in the system.

Advertising of events with personal data

Personal data (name, employer) of designated persons, for example speakers and participants in panel discussions, are published for the purposes of advertising an event or its subsequent reporting. The publication of photographs in the course of subsequent reporting is only permitted subject to consent.

Duration of data storage

We store your data for such time as there is a legitimate or public interest in doing so, or for as long as consent has been given.





Your rights in connection with personal data

As the **data subject** affected by the processing of these data, you have the following rights vis-à-vis TU Wien:

- the right to information;
- the right to rectification;
- the right to erasure;
- the right to restriction of processing of your data;
- the right to data portability;
- the right to object

Right to revocation under Article 7 GDPR

Every data subject has the right to withdraw their consent(s) in writing at any time by sending an e-mail to crmhelp@tuwien.ac.at. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

Right to complain

If you believe that the processing of your data violates data protection law or that your data protection rights have otherwise been violated in any way, you may lodge a complaint with the Austrian data protection authority (<https://www.dsb.gv.at/>).

30th, may 2023

