

Privacy Policy

Last updated: October 2025

Website: wumarketingassociation.at

1. Introduction

The WU Marketing Association (WUMA) values your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and protect your information when you visit our website or interact with us online.

2. Data Controller

WU Marketing Association (WUMA)
Vienna University of Economics and Business (WU)
Welthandelsplatz 1, 1020 Vienna, Austria
Email: wumarketingmasterassociation@gmail.com
Website: wumarketingassociation.at

3. Data We Collect

a) Data Collected Automatically

When you visit our website, we may automatically collect certain information through Google Analytics, including IP address (anonymized before storage), browser type and version, device information, pages visited, and referring website. We use this information solely to analyze traffic and improve our website's performance and user experience.

Google Analytics is provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. For more information on how Google processes data, see <https://policies.google.com/privacy>. You can opt out of Google Analytics by installing the browser add-on at <https://tools.google.com/dlpage/gaoptout>.

b) Data You Provide

When you fill out a contact form or partner inquiry form, we may collect your name, email address, company (if applicable), and message content. This information is used only to respond to your inquiry or manage your request. We do not share or sell this data to third parties.

4. Legal Basis for Processing

We process personal data based on Article 6(1)(a) GDPR (your consent) and Article 6(1)(f) GDPR (our legitimate interest in maintaining and improving our website).

5. Data Retention

We retain personal data only as long as necessary to fulfill the purpose for which it was collected. Analytics data is typically retained for 14 months. Contact form submissions may be stored for follow-up purposes but are deleted once no longer needed.

6. Data Sharing

We do not share personal data with third parties except with Google LLC (for analytics) or when legally required by authorities. All processors comply with GDPR standards.

7. Your Rights

You have the right to request access to your personal data, request correction or deletion, withdraw your consent at any time, object to data processing, and lodge a complaint with the Austrian Data Protection Authority (DSB) at <https://www.dsb.gv.at>.

8. Cookies

Our website uses cookies to enhance functionality and measure performance. You can manage or disable cookies in your browser settings at any time.

9. Security

We take appropriate technical and organizational measures to ensure your data is secure and protected from unauthorized access, alteration, or disclosure.

10. Updates to This Policy

We may update this Privacy Policy occasionally to reflect legal, technical, or operational changes. Please check this page regularly for updates.