

Data Protection Policy

Sery* Brand Communications GmbH | Sery* Brand Evolutions GmbH

About us

Sery Brand Communications GmbH has its head offices in Leonding, Austria. It is a full-service advertising agency, specialising in advertising, graphics & design, PR and digital communications. Sery Brand Communications GmbH is a member of the Sery Group which also includes Sery Brand Evolutions GmbH with head offices in Munich, Germany, and Sery Werbung GmbH with head offices in Leonding. Your data is transferred within the Sery Group in the interests of business operations and internal quality assurance. However, it is not used for purposes unrelated to the Group and its business. Protection of your personal data is very important to us. We process your personal data solely in compliance with the applicable legal requirements for data privacy (GDPR, Austrian Data Protection Act, Austrian Telecommunications Act and other applicable legislation). In the following information on data protection we inform you of the most important aspects of data processing relating to our companies and our website.

We respect our clients and suppliers

Our success is based on a relationship with our clients and suppliers that is characterised by professionalism and trust. That is why the objectives of the GDPR and careful treatment of personal data are important to us. Consequently, we only process data to which we are entitled under Art. 6 GDPR (e.g. data necessary for the performance of business or a contract, for compliance with legal obligations, for the purposes of the legitimate interests of the company) and abide by the principles relating to data processing set out in Art. 5 GDPR. Compliance with our obligations may under certain circumstances require collection of data from third parties or transfer of data to third parties. Legitimate and necessary transfer of data to third parties (e.g. to comply with legal or contractual obligations) may lead to the data's leaving our sphere of influence. Please contact us if you have any questions relating to protection of your personal data.

Contact form on our website or email inquiry

If you contact us using the form on this website or by email, we will store the data you provide for six months so that we can deal with your request and any subsequent questions that may arise.

Website – use of cookies

Our website uses anonymised cookies. These are small text files which are placed on your computer with the help of the browser. These files do not use any IP address which means they cannot be traced to individuals and therefore cause no damage. We use cookies to provide our services in a way that is user-friendly. Some cookies are stored on your computer and remain there until you delete them. They enable us to recognise your browser the next time you visit our website. If you do not wish this to happen you can adjust your browser so that it informs you whenever cookies are placed and so that you can permit it in particular cases only. Deactivating cookies can limit the functionality of our website.

Website – web analysis

Our website uses functions of the web analytics service Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (for information on this company's privacy policy as a non-European third-party company go to

<http://www.google.com/analytics/terms/de.html> or <https://www.google.de/intl/de/policies/>.

Google Analytics uses cookies to help the website analyse how users use the site. The information they generate is transferred to the provider's server and stored there. You can prevent this by adjusting your browser settings so that no cookies are stored. We have concluded a contract with the provider relating to data processing.

Your IP address is collected, but immediately pseudonymised (masked, e.g. by deletion of the last 8 bits). That means that only approximate localisation is possible.

Our relationship with the web analytics provider is based on the Privacy Shield agreement entered into with the USA.

Data processing takes place in accordance with the legal provisions of § 96 Section 3 of the Telecommunications Act and of Art. 6 (1)(a) GDPR (consent) and/or (f) (legitimate interests). Our objective in terms of the GDPR (legitimate interests) is to improve the services we offer and our internet presence. Because our users' privacy is important to us, user data is pseudonymised (masked).

Website – newsletter

Our website offers you the opportunity to subscribe to our newsletter. For this we need your email address and a declaration that you agree to receive the newsletter.

As soon as you have registered for our newsletter we will send you email confirmation with a link to confirm the subscription.

The subscription can be cancelled by email at any time.

Your rights

You have the right to information, rectification, erasure, restriction of processing, data portability, withdrawal of consent and objection. If you believe that the processing of your data contravenes data protection legislation or that your entitlements to data protection have been violated in some other way you have the right to lodge a complaint with the supervisory authority. In Austria and Germany, this is the Data Protection Authority.

Who to contact with your questions about data protection laws:

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