



Data Protection Declaration

Liechtensteinisches Landesmuseum (hereinafter called “LLM” and the operator of these website pages) takes the protection of your personal data very seriously. We handle your data confidentially and in accordance with the statutory data protection regulations as well as this Data Protection Declaration.

The following information provides an overview of how your personal data is handled when you visit our website. Personal data means all data with which you can be personally identified. For detailed information on the topic of data protection, please see our Data Protection Declaration presented below this text.

I. General information

I. Name and address of the Data Controller and Data Protection Officer

The Data Controller within the meaning of the General Data Protection Regulation (GDPR) is:
Liechtensteinisches Landesmuseum, Städtle 43, 9490 Vaduz, Liechtenstein
Tel.: 00423 239 68 20
e-mail: info@landesmuseum.li
Website: www.landmuseum.li

The Data Protection Officer of Liechtensteinisches Landesmuseum can be contacted using the above-specified address or under info@landesmuseum.li.

II. General information about data processing

1. Scope of the processing of personal data

Our processing of the personal data of our users is limited to the data that is required to provide a properly functioning website as well as our content and services. We process personal data of our users only for the purposes agreed with you or if another legal basis (within the meaning of the GDPR) exists. We collect only the personal data that is actually required to perform and settle our tasks and services or that you have made available to us voluntarily.

2. Your rights (rights of the data subject)

You have the right to demand information from us about the personal data we process relating to you. In particular, you may demand information about the purposes of the processing, the categories of the personal data that is being processed, the categories of the recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, limited processing or objection, data portability, the origin of your data, insofar as this was not gathered by us, as well as the existence of an automated decision-making procedure including profiling.

Städtle 43, Postfach 1216	Bankverbindung:
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T 00423 239 68 20	Konto-Nr. 203.367.04
F 00423 239 68 37	
E landesmuseum@llm.llv.li	Mitglied Museen und Schlösser
www.landmuseum.li	Euregio Bodensee E.V.



You also have the right to revoke any possible consent to use your personal data at any time.

If you are of the view that the processing of your personal data by us breaches the applicable data protection provisions, you have the opportunity to complain to the Data Protection Officer <https://www.llv.li/#/3482/>.

¹ Insofar as data transmission does not cause a disproportionate workload.

III. Your data while using the LLM website

1. When visiting the LLM website

The website provider automatically collects and saves information in so-called server logfiles that your browser automatically transfers to us. These are:

- browser type and browser version
- operating system utilised
- referrer URL
- host name of the accessing computer
- time of the server enquiry
- IP address

This data is not merged with other data sources.

This data will be used by LLM to make the website accessible, to identify and to rectify possible technical problems that may arise, and to prevent as well as possibly to investigate misuse of the services provided by LLM.

In addition, this data will be used by LLM in anonymised form, i.e. without enabling the user to be identified, for statistical purposes and in order to improve the website. Saving is performed for reasons of data security, in order to ensure the stability and operating reliability of the system. This is performed exclusively to optimise the website in terms of user-friendliness and to provide useful information about our services. Data is stored for as long as is necessary to fulfil our contractual and statutory obligations.

The legal basis for the processing of personal user data is Art. 6 Sub-paragraph 1 p. 1 lit. f GDPR.

Analysis tools – Google Analytics

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Our website uses “Google Analytics”, a web analysis service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, to evaluate use of the website. Google Analytics uses cookies (see Fig. 2.) that are saved on your computer. The information these contain about the website and internet use of the user can be processed and evaluated by Google.

The data collected by Google may possibly be transmitted by Google to states outside the EU and EEA, in particular to the USA. Google has, however, subjected itself to the Privacy Shield Framework. Further information about your rights in this relation is available under http://ec.europa.eu/justice/dataprotection/document/citizens-guide_en.pdf. In addition, we ensure that your IP address is anonymised before being transferred to Google.

The legal basis for the use of Google Analytics is Art. 6 Para. 1 p. 1 lit. f GDPR.

2. Cookies

We use cookies on our website in order to make our services more user-friendly. Cookies are small computer files that your browser automatically creates and are saved on your device (laptop, tablet, smartphone etc.) when you visit our website. The cookies remain saved until you delete them. This enables us to identify your browser the next time you visit. If you do not want this to happen, you may use browser settings to inform you about the use of cookies, enabling you to permit this on a case-by-case basis. We wish to point out, however, that deactivation will mean that you cannot use all of the functions of our website.

3. Contact form

If you complete a contact form or send us a mail or other electronic message, your details will be used only to process the enquiry and possible associated questions, and will be saved and used only within the context of the enquiry. The legal basis for the processing of your enquiry is Art. 6 Para. 1 p. 1 lit. b GDPR. We will delete your e-mail address once we have settled your enquiry.

4. Newsletter

MailChimp

We use MailChimp services to send out newsletters. The provider is the Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA. MailChimp is a service that can be used, inter alia, to organise and analyse the dispatch of newsletters. If you enter data for the purpose of obtaining the newsletter (e.g. e-mail address), this will be stored on the servers of MailChimp in the USA.

MailChimp is certified in accordance with the “EU-US Privacy Shield”. The “Privacy Shield” is a treaty between the European Union (EU) and the USA that is designed to ensure adherence to European data protection standards in the USA.

We are able to analyse our newsletter campaigns with the help of MailChimp. If you open an e-mail that has been sent with MailChimp, a file embedded in the e-mail (so-called web-beacon) connects to

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MailChimp servers in the USA. This makes it possible to ascertain whether a newsletter message has been opened, and which links have been clicked on. In addition, technical information is also recorded (e.g. time of the access, IP address, browser type and operating system). This information cannot be attributed to the respective newsletter recipient. It is used only for the statistical analysis of newsletter campaigns. The results of these analyses may be used to tailor future newsletters more effectively to the interests of recipients.

If you do not want MailChimp to conduct any analysis, you have to unsubscribe to the newsletter. Each newsletter message contains a corresponding link for this purpose. In addition, you can also unsubscribe the newsletter directly on the website.

The data will be processed with your consent in accordance with (Art. 6 Para. 1 lit. a GDPR). You can revoke this consent at any time by unsubscribing the newsletter. The lawfulness of the previous data processing will not be affected by the revocation. The data deposited by you for the purpose of subscribing to the newsletter will be retained by us until you unsubscribe from the newsletter, and will be erased by our servers as well as from the MailChimp servers after you have cancelled the newsletter. Data that is saved by us for other purposes (e.g. e-mail addresses for the membership field) remain unaffected by this.

Further information about the MailChimp data protection provisions is available under:
<https://mailchimp.com/legal/terms/>.

5. File downloads

We do not demand any personal data from you in order to enable you to download files from our website.

6. Plugins and tools

All integrated social plugins function using the 2-click procedure; that is to say, the recording of your surf behaviour by a plugin starts only after you have activated the corresponding plugin with a click. If you simultaneously visit our website while logged into your Facebook account, Facebook registers the page visit once the plugin is activated (first click) and can attribute this visit to your user account.

YouTube

Our website uses plugins of the YouTube website operated by Google. The operator of the website is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you visit a section of our website that features a YouTube plugin, a link will be established to the YouTube servers. The YouTube server will then be informed which of our pages you have visited.

If you are logged into your YouTube account, this will enable YouTube to attribute your surf behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

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YouTube is used to present our online services in an attractive form. This constitutes a legitimate interest within the meaning of Art. 6 Para. 1 lit. f GDPR. Further information about the handling of user data is available in the YouTube data protection declaration under:
<https://www.google.de/intl/de/policies/privacy>.

IV. Data security

You can identify whether an individual section of our website is being transmitted in encrypted format by the key or closed padlock symbol in the address bar of your browser.

We also use appropriate technical and organisational security measures to protect your data from accidental or wilful manipulation, partial or complete loss, destruction or from being accessed by unauthorised third parties. Our security measures are improved on an ongoing basis in accordance with technological developments.

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