

Meta Pixel (formerly Facebook Pixel)

This website uses the Meta Pixel (formerly Facebook Pixel) for conversion measurement. The provider is Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland. According to Meta, the data collected may also be transferred to the USA and other third countries.

The Meta Pixel enables Meta to identify visitors of our website as a target audience for the display of advertisements (so-called “Meta Ads”). We use the Meta Pixel to ensure that our Meta Ads are only shown to users who have demonstrated an interest in our offerings or who exhibit certain characteristics (e.g. interests in specific topics or products, determined based on the websites visited) that we transmit to Meta (so-called “Custom Audiences”). By using the Meta Pixel, we aim to ensure that our Meta Ads match the potential interests of users and are not perceived as intrusive. Furthermore, we can track the effectiveness of Meta advertisements for statistical and market research purposes by observing whether users were redirected to our website after clicking on a Meta advertisement (so-called “conversion”).

Legal Basis

The use of the Meta Pixel is based on your consent pursuant to Art. 6(1)(a) GDPR and Section 165(1) of the Austrian Telecommunications Act 2021 (TKG 2021). You may revoke your consent at any time.

Data Transfer to Third Countries

The company is certified under the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the USA designed to ensure compliance with European data protection standards for data processing in the USA. Every company certified under the DPF commits to adhering to these data protection standards. For further information, please refer to the following link: <https://www.dataprivacyframework.gov/participant/4452>

Data processing by Meta is carried out in accordance with Meta’s Data Policy. For further information on the Meta Pixel, please refer to Meta’s help resources: <https://www.facebook.com/business/help/742478679120153>