

Data protection

Preface

The protection of your personal data (hereinafter referred to as **data**) is a very important matter to the Staatliche Kunstsammlungen Dresden (Dresden State Art Collections) of the Free State of Saxony, represented by its Director General, Prof Dr Marion Ackermann, and its Managing Director, Dirk Burghardt (hereinafter referred to as **SKD** or **we/us**). Subsequently, the SKD want to inform in detail which data will be collected when visiting our web portals at the domain www.skd.museum and the associated subpages (hereinafter referred to as **web portals**) and using their offers as well as to how this data will subsequently be stored, processed and/or used.

We want to point out that data transmitted via the internet is mainly unsecured, especially via email. It must be emphasised that transmitted data may be registered by unauthorised persons and be falsified.

This data privacy statement is divided as follows:

- I) How are my data used when visiting the web pages?
- II) Which cookies, web tools and third party offers are used on the web page?
- III) How are my data used when entering into contact or registering for a newsletter?
- IV) How are my data used when using the online shop?
- V) Rights of the data subject, storage period, data security, recipients of personal data, changes, contact persons

I) How are my data used when visiting the web pages?

When visiting our internet address at www.skd.museum or our web portals, we will collect and use this part of your data that your browser automatically transfers to us, such as:

- Date and time of the access to one of our web pages
- Browser
- Browser settings
- Operating system used
- Page last visited by you
- Transmitted data volume and access status (file transmitted, file has not been found, etc.) and
- IP address

as well as, in addition, when using mobile end devices:

- National code
- Language
- Name of the device
- Name of the operating system and operating version

At an informational visit, this data will only be collected and used in a non-personal form based on Article 6, subsection 1 lit. f) of the GDPR. This is required for completing our tasks and will be carried out in order to actually make the use of your selected webpages at www.skd.museum or our web portals possible. Furthermore, this data will be used for statistical purposes and the improvement of the webpage of the SKD. The IP address will only be stored for the duration of your visit of the web page. Another evaluation will not be carried out.

II) Which cookies, web tools and offers of third parties are used on the web page?

Cookies

Cookies are used to facilitate the use of the web portals provided by the SKD. Cookies are small text files which can be stored on the hard disk of the computer or the mobile end device by the browser. They are helpful for using a web page.

Based on Article 6, subsection 1 lit. f) of the GDPR, the web portals of the SKD use so-called session cookies (also called temporary cookies) which will exclusively be buffered for the duration of your use of a web page. The purpose of these cookies is to still identify your end device during a visit to the SKD web portals while you will change the pages and be able to determine the end of your visit. These cookies will be deleted as soon as your browser session ends. In that context, personal data will not be collected or stored in cookies. Furthermore, there will be no technologies used which connect information caused by cookies with user data.

You can adjust your internet browser in such a way that the storage of cookies on your hard drive will be prevented or each time you will be asked if you agree to the setting of cookies. In this case it may happen that you cannot use all functions of our website to the fullest extent. Cookies which have been set once, can be deleted at any time. How this will be done in detail, you can learn from the support page of your browser. The SKD web portal informs visitors at their first visit of the pages by means of a message that cookies will be stored.

In addition, you can administer a lot of other cookie-based online advertising of companies via the US American page <http://www.aboutads.info/choices/> or the EU page <http://www.youronlinechoices.com/uk/your-ad-choices/>.

Matomo (formerly Piwik)

Based on Article 6, subsection 1 lit. f) of the GDPR, the open source software called "**Matomo**" is used on the SKD web portals in order to evaluate the accesses of users. Matomo is an offer by InnoCraft Ltd, 150 Willis St, 6011 Wellington, New Zealand (NZBN 6106769). This software makes it possible to analyse the use of a web page and if necessary, to carry out optimisations on the web page. For this, Matomo uses cookies. The information gathered on this use will thereby be forwarded together with your IP address to the SKD web server and stored to analyse the usage patterns. While doing this, your IP address will immediately be anonymised so that conclusions cannot be drawn about you as a user. Information collected in such a way will not be forwarded to third parties. As soon as you will end your browser session, these cookies will be deleted.

You may object to the storage and use of this data during your visit to the SKD web portals at any time. For this purpose, you only have to tick the box below so that the tick set is not visible anymore (opt out procedure). In this case, an opt out cookie will be stored in your browser so that Matomo cannot collect any further session data. Please note that the deletion of your cookies of the respective session will also cause the opt out cookie to be deleted and possibly will have to be reactivated at your next visit of this web page. Also, when you use another computer or another web browser, you again have to object to the collection of your data.

Here you can decide if an unique web analysis cookie in your browser may be stored in order to enable the operator of the web page to collect and analyse different statistical data.

When you decide against doing so, please click on the following link to store the Matomo deactivation cookie in your browser.



Ihr Besuch dieser Website wird aktuell von der Matomo Webanalyse erfasst. Klicken Sie hier, damit Ihr Besuch nicht mehr erfasst wird.

You will find further information on data protection provided by Matomo here: <https://www.innocraft.com/privacy>

Use of YouTube

The web portals of the SKD use YouTube, an offer provided by YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA represented by Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as **Google**) based on Article 6, subsection 1 lit. f) of the GDPR to appealingly present their online offers.

When activating YouTube videos incorporated in the SKD web portals please note that you are thereby resorting in the field of application of Google data usage directives at www.google.de/intl/de/policies/privacy/.

Pay attention to which information you will disclose when making comments in these channels. These comments will be visible to other visitors of the page as well as administrators. Since these pages are generally available, information which you will share with a page will be public data, i.e. a comment can also be used beyond YouTube. Bear in mind that this information will possibly be indexed by search machines, including Google.

Use of Google Maps

The SKD web portals use Google Maps, a map service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

When using maps provided by Google Maps incorporated in the SKD web portals, it must be pointed out that you are thereby resorting in the field of application of Google data usage directives at www.google.de/intl/de/policies/privacy/.

III) How are my data used when entering into contact or registering for a newsletter?

Contact and reservation form

When you use the contact forms provided on our web portals or you want to place a booking request for educational and informative offers, it is required that you state certain data. This is data which is required for the respective processing and marked *. You can give other data voluntarily.

The collection, storage and use of your data is carried out based on Article 6, subsection 1 lit. b) of the GDPR and exclusively serves the purpose to provide the service desired by you, e.g. to answer your request.

Newsletter; use of CleverReach

In order to be able to register at one of our email newsletters, in addition to your consent, we at least need your email address to which the newsletter is supposed to be sent. Other information will be given voluntarily and is used to personally address you, to individually create the content of the newsletter and to answer enquiries on your email address. The processing of your data used for sending the newsletter is based on Article 6, subsection 1 lit. a) of the GDPR.

For sending the newsletter, the SKD uses the so-called double opt in procedure, i.e. you will only be bindingly registered for receiving newsletters when you at first have confirmed your registration via the link enclosed in the email sent to you for this purpose. In doing so, we want to make sure that only you yourself as the holder of the given email address can register for the newsletter. Your confirmation

given in this regard must be sent promptly after receiving the email confirming the registration. Otherwise, your newsletter registration will automatically be deleted in our database.

At any time you can revoke your consent on receiving a subscribed newsletter with future effect, e.g. via the respective logoff link given at the end of each newsletter or via an email which you will send to info@skd.museum. Subsequently, your data will be deleted promptly.

For the administration of the newsletter recipients and the preparation and sending of the newsletter, the software of the provider CleverReach GmbH & Co. KG, Mühlenstr. 43, 26180 Rastede, represented by CleverReach Verwaltungs GmbH which is represented by the managing directors, Christian Schmidt and Jens Klibingot (**CleverReach**) who are solely authorised to represent their company, is used. Data of the newsletter recipients are therefore hosted on behalf of the SKD on a server of CleverReach in an area to which the SKD have password protected access. The basis of this contract concluded between the SKD and CleverReach are the general terms and conditions as well as the provisions given on data security of CleverReach (www.cleverreach.com/de/agb/). That means that CleverReach does neither access the data of the newsletter recipients nor use this data in any way.

IV) How are my data used when using the online shop and placing orders per email or telephone?

When using our online shop or placing orders in our online shop as well as via the service centre (i.e. entering into contact via telephone or email) within our web portals, your data required for this will be collected and stored, such as:

- First and last/family name
- Email address
- Address (street, number, postal code, country)

When you register on our web page and you create a customer account, the following data will be collected and stored by us:

- Email address
- Password

After successful registration, you can manage the data provided in the settings within your profile at any time.

Data provided via our web portals for making purchases in the online shop or when registering are - with our support and based on Article 6, subsection 1 lit. b) of the GDPR - used for the purposes of using the online shop and the processing of your queries and orders in the online shop.

Furthermore, your postal code and the customer number provided for processing orders in our online shop at www.skd-museum and/or at the registration for the online shop and/or when using the service centre (i.e. entering into contact by telephone or email). are used by us for statistical purposes based on Article 6, subsection 1 lit. f) of the GDPR. Therefore, data will be processed and used by means of conducting statistical surveys and the compilation of statistical results, especially to optimise our web page for the user based on the results.

The processing of enquiries and orders in our online shop or via the service centre (i.e. entering into contact by telephone or email) is carried out on behalf of the SKD by Avantgarde Sales & Marketing Support GmbH, Atelierstraße 10, 81671 München subject to statutory provisions. You will find further information on Avantgarde Sales & Marketing Support GmbH, for example, at www.avantgarde.net.

Your payment data required for placing orders in the online shop will be processed by the following providers acting as external payment service providers: [Concardis GmbH](#) or [PayPal](#) (Europe) S.à r.l et Cie, S.C.A.

Your delivery address data required for the delivery of your order placed in the online shop will be processed by the following providers acting as external delivery service providers: [Post Modern](#) Media Logistik GmbH or [DHL](#) Paket GmbH.

V) Rights of the data subject, storage period, data security, recipients of personal data, changes, contact persons

Right to withdraw consent

When you have agreed on the data being processed based on Article 6, subsection 1 lit. a) or Article 9, subsection 2 lit. a) of the GDPR, you do have the right to withdraw your consent with future effect, e.g. in writing or via email vis-à-vis us at any time.

In case of withdrawal, we will immediately delete the data stored. This does not apply if this data is still required to process the contractual relationship. Furthermore, we are entitled to process and/or use the data despite the withdrawal when this is done within the purpose of a contractual relationship or quasi-contractual relationship and/or to the extent necessary to protect our legitimate interests provided that after a balancing of interests there will be no reason to assume that the interests of the user requiring protection to exclude processing and/or use predominates.

Right to lodge a complaint

In case of a complaint, please contact the Dresden State Art Collections. You can also lodge a complaint with a supervisory authority if you suspect that the processing of your personal data at SKD violates the GDPR (Article 77 of the GDPR).

Right to request access

Every user has the right to request free of charge access to personal data stored concerning him or her according to the statutory provision (Article 15 of the GDPR). For the request, the user can, for example, contact info@skd.museum.

Right to object

You have the right to object to the processing of personal data at SKD concerning you under the statutory preconditions, e.g. in writing or via email. (Article 21 of the GDPR)

Rectification/Erasure/Restriction of processing/Data portability

You have the right to request rectification or erasure of personal data stored concerning you. You also have the right to request restriction of processing and the right to data portability under the statutory preconditions (Articles 16, 17, 18, 20 of the GDPR). For this purpose, you can contact info@skd.museum.

Storage period

If it has not been otherwise agreed, personal data concerning you will be stored

as long as it is required to serve the respective purpose;

to the extent you have given your consent;

to the extent statutory and contractual preservation periods exist.

In case of a termination of the contractual relationship, data will be deleted in the internal database on a regular basis. Excluded is stock data to the extent this data is required for the establishment, the drawing up of the contract as regards content or changes of the contractual relationship.

Data security

In order to protect your data, the offer shown on the web page www.skd.museum or our web portals is carried out via a secured SSL connection between the server of the user and the browser, i.e. data will be transmitted in an encrypted way.

In the absence of a contrary information to you, data on our web portals are exclusively stored on servers of SKD within the European Union (EU)..

We explicitly inform you that data protection and data security for data transfers in open nets such as the internet cannot be completely guaranteed according to current best available technology. From a technological point of view, the user knows that the provider can see the web offer stored on the web server and possibly also other user data stored there at any time. The user is solely responsible for the security and protection of his/her data transmitted via the internet and stored on web servers. We assume no liability for the disclosure of data due to errors or unauthorised access carried out by third parties.

Recipients of personal data

Your personal data will in principle not be forwarded to third parties. Your data will only be transmitted when you explicitly agreed on this transmission;

to the extent the transfer is necessary for carrying out and/or processing your orders, sending the newsletter and answering your enquiries. This especially includes IT service providers in addition to the already stated recipients at III) and IV);

to the extent a statutory or official obligation exists for this.

The preconditions of lawful data processing by a processor on behalf of SKD according to Articles 28, 29 of the GDPR are respected.

Disponibility, validity and changes of this data privacy statement

This data privacy statement can be seen, downloaded and printed on the web page at <https://www.skd.museum/en/data-protection/>.

We are authorised to change this data privacy statement in compliance with the applicable statutory provisions.

Contact partner

When you have questions concerning data protection at SKD and the exercise of rights of data subjects, we will be available at the contact details stated here:

Staatsbetrieb Staatliche Kunstsammlungen Dresden (State-owned enterprise Dresden State Art Collections)

Postal address:
Staatliche Kunstsammlungen Dresden
P.O. Box 12 05 51, 01006 Dresden

Street address:
Staatliche Kunstsammlungen Dresden
Residenzschloss, Taschenberg 2
01067 Dresden

Data protection officer

You can contact our data protection officer at the aforementioned postal or street address while adding "data protection officer" or per email to Datenschutzbeauftragter@skd.museum.

As per: July 2018