

Privacy Policy – my Regio.shop

1. General Information

We take the protection of your personal data very seriously. Your data will be treated confidentially and in accordance with the legal provisions (GDPR, DSG 2018, TKG 2021). This statement informs you about the type, scope, and purpose of data collection and usage.

2. Controller & Data Protection Officer

Ing. Hubert Hotter
Gaudergasse 22, 6280 Zell am Ziller, Austria
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Phone: +43 664 88592708
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3. Data Processed & Legal Basis

a) Customer & Order Data

Data such as name, address, phone number, email, order and payment information are processed for contract fulfillment.

Legal basis: Art. 6 (1) lit. b GDPR (contract), for special data (e.g. allergies): Art. 9 (2) lit. a GDPR (consent).

b) Website Access Data (Log Files)

Data such as IP address, browser type, time, etc. are collected to operate the website securely.

Legal basis: Art. 6 (1) lit. f GDPR (legitimate interest).

c) Newsletter

When signing up, we store name, email, and ZIP code for contacting and personalization.

Legal basis: Consent pursuant to Art. 6 (1) lit. a GDPR.

d) Contact Forms

Requests via www.my-regio.shop/kontakt/ are stored for processing.

Legal basis: Art. 6 (1) lit. a and f GDPR.

4. Cookies & Tracking

We use:

- **Essential cookies** (e.g. shopping cart): necessary for operation – Art. 6 (1) lit. f GDPR
- **Analytics/marketing cookies** (e.g. Google Analytics): only with consent – Art. 6 (1) lit. a GDPR

You can configure or change your settings in the cookie banner on your first visit at any time.

5. Analytics & Third-Party Tools

Google Analytics

Uses cookies for web analysis. IP addresses are anonymized. Data may be transferred to the USA (standard contractual clauses).

Opt-out: <https://tools.google.com/dlpage/gaoptout>

More: <https://support.google.com/analytics/answer/6004245>

Google Web Fonts

Fonts are displayed using your IP address, which is stored locally on our server.

Legal basis: legitimate interest, Art. 6 (1) lit. f GDPR

6. Data Transfer & Third Country Transfers

Data may be shared with:

- Producers/suppliers for order processing
- Payment providers & IT service providers
- Authorities, if legally required

Transfers outside the EU only occur with appropriate safeguards (e.g. standard contractual clauses).

7. Data Retention & Deletion

We store your data:

- for contract performance or legal retention (e.g. tax: 7 years)
- as long as necessary for the stated purpose

Request data deletion: <https://www.my-regio.shop/kontakt/> or email to info@my-regio.shop

8. Your Rights

You have the right to:

- Access (Art. 15 GDPR)
- Rectification (Art. 16 GDPR)
- Erasure (Art. 17 GDPR)
- Restriction (Art. 18 GDPR)
- Objection (Art. 21 GDPR)
- Data portability (Art. 20 GDPR)
- Withdraw consent (Art. 7 GDPR)

Complaints: Austrian Data Protection Authority, www.dsb.gv.at

9. Security & Encryption

This website uses SSL/TLS encryption to securely transmit data.

10. Consent Declaration

By using the website and submitting your data (e.g. order, newsletter), you agree to this privacy policy. You may withdraw your consent at any time.

11. Content of the Online Offer

All information is provided with the utmost care, but without guarantee of completeness or accuracy. All offers are non-binding.

12. References & Links

We assume no liability for the content of external links. At the time of linking, no illegal content was recognizable. The respective providers are solely responsible for the linked content.

13. Copyright & Trademark Rights

All content on this website (texts, images, layout, etc.) is protected by copyright. Usage is only permitted with express authorization.

14. Legal Validity of This Disclaimer

If individual sections of this privacy policy no longer comply with applicable law, the remaining parts remain unaffected.

15. Last Updated

June 2025

Responsible: Ing. Hubert Hotter, my Regio.shop, Zell am Ziller