



# Privacy Policy

The European Mountaineering Associations e.V. (EUMA) want to make sure that all the personal data collected through our website at [www.european-mountaineers.eu](http://www.european-mountaineers.eu) is safe and secure. This policy sets out our commitments as the data collector, or responsible body, in compliance with the General Data Protection Regulation (GDPR) and explains how we collect, store, and process your personal data.

Personal data is collected, stored, and processed to the minimal extent only. Under no circumstances will personal data be leased or sold to third parties for advertising purposes. No personal data will be used for advertising or marketing purposes without the express consent of the visitor.

Within the EUMA, access to personal data is only granted to those persons who need this information to carry out their duties within the responsible body, who are informed about the legal provisions on data protection and agreed with them in accordance with the applicable legal provisions (Article 5 of the EU General Data Protection Regulation (GDPR)). In accordance with Art. 6 (1) EU GDPR, collection, processing, use and transmission of the personal data collected are only to the extent necessary for implementation of a contractual relationship between the EUMA, as the responsible body, and the visitor, as the party concerned.

## Change of purpose of processing and data usage

Due to technical progress and organisation changes of the processing methods used, we reserve the right to further develop this privacy policy in accordance with any new technical conditions. We therefore ask you to review the privacy policy regularly. If you do not agree with the changes, you may request in writing, in accordance with Art. 17 EU GDPR, the deletion of data that is not stored based on other legal requirements, such as commercial or fiscal retention requirements.

## Anonymous data collection

You can always visit the websites of the responsible body without telling us who you are. We only know the name of your internet service provider, the website from which you visit us, and the sites you visit on our website. This information is analysed for statistical purposes. You remain anonymous as an individual user.

## Collection and processing of personal data

Personal data are only collected if you choose to give them to us, for example, for newsletter or events registration. The responsible body follows the requirements of Articles 5 and 6 EU GDPR. As part of the personalized services of the responsibly body, your registration data will be processed on the condition that you give your consent for the purpose of sending our newsletter, or for designing the electronic services offered as desired. You have the option to object to storage of your personal data at any time. To this end, please send an e-mail to [info@european-mountaineers.eu](mailto:info@european-mountaineers.eu) with the subject line "Deletion of data".

- **Newsletter Subscription:** Visitors can subscribe to our mailing list by providing their email address through a form on the homepage. This mailing list is managed via Mailchimp, a third-party service provider. Mailchimp processes the email addresses in compliance with GDPR, and users can unsubscribe at any time via a link provided in every newsletter. For more information on how Mailchimp handles personal data, please refer to their [Privacy Policy](#).
- **Contact Form:** On our contact page, visitors can submit their full name, email address, and a message. These submissions are used exclusively for responding to inquiries and are not shared with third parties. The personal data provided is processed in accordance with GDPR and stored securely on our servers. Users may request the deletion of their data at any time by contacting us directly at [info@european-mountaineers.eu](mailto:info@european-mountaineers.eu).
- **Member and Organization Data:** EUMA also displays data about its member organizations, including organization name, country, logo, and number of members. This data is collected and managed via a separate backend system and is presented on the site for informational purposes. This data is processed in compliance with the GDPR, and any personal data related to the organizations or

members is used solely for the purpose of displaying information about EUMA's network of members.

## **Export and processing of data in countries outside the European Economic Area**

There is no export of your personal data to countries outside the European Economic Area (hereinafter EEA). The service providers engaged by the responsible body are based and operate their IT infrastructure exclusively within the EEA. This also applies to any use of cloud-based services. The service providers have contracts that comply with the data protection and data security requirements of the EU GDPR. Also in the case of the involvement of external service providers, EUMA remains the body responsible for the processing.

## **Use and disclosure of personal data**

The personal data collected within the framework of the websites of the responsible body will be used without your consent only for the execution of the contract and processing of your requests. In addition, your data will only be used for advertising and market research purposes by the responsible body if you have previously given your consent. Moreover, your data are not passed on to any third parties. Of course, you can withdraw your consent at any time.

## **External links**

For your information, you will find links on our pages that refer to third-party sites. As far as this is not obvious, we point out that this is an external link. The responsible body has no influence on the content and the design of these pages of other providers. The guarantees of this privacy policy thus do not apply to external providers.

## **Use of cookies**

The responsible body uses so-called “cookies” to individually design and optimize the online experience and online time of the user. Cookies are text files that are either stored temporarily on the computer’s memory (“session cookie”) or stored on the hard disk (“permanent” cookie). Cookies contain, for example, information about the user’s previous access to the

respective server or information about which services or pages have been previously called. Cookies are not used to run programmes or to load viruses onto your computer. The main purpose of cookies is, instead, to provide an offer tailored to the user and to make use of the service as comfortable as possible.

The responsible body uses session cookies as well as permanent cookies.

## **Session cookies**

The responsible body mainly uses “session cookies” which are not stored on the user’s hard disk but are deleted upon leaving the browser. Session cookies are used for login authentication and for load balancing.

## **Permanent cookies**

In addition, the responsible body uses “permanent cookies” to store the individual setting a user enters when using the services provided by the responsible body, and to thus personalize and improve the service accordingly. The permanent cookies ensure that the visitor will find his/her personal settings again when he/she visits the responsible body's website again. In addition, the service providers that the responsible body has commissioned to analyse user behaviour use permanent cookies to be able to recognise returning users. These services only store the data transmitted by the cookie anonymously. No allocation to the customer's IP address is retained.

## **Avoiding cookies**

The visitor has the option to reject setting of cookies at any time. This is usually done by selecting the appropriate option in the browser settings or through additional programmes. For details, refer to the help function of the browser used by the visitor. If the visitor decides to deactivate cookies this may reduce the scope of the services and may negatively impact the use of the services provided by the responsible body.

## **Use of analysis programmes**

The responsible body uses Google Analytics, an automated analysis programme provided by Google LLC, to track and understand user behavior on the website. Google Analytics collects data such as IP addresses, user interactions, and page views to help us analyze website

traffic and improve user experience. This data is anonymized where possible and processed in accordance with GDPR requirements. For more information on how Google handles personal data, please refer to their Privacy Policy.

## **Use of YouTube-Plugins**

The responsible body uses the provider YouTube, among others, for the integration of videos. YouTube is operated by YouTube LLC, with headquarters at 901 Cherry Avenue, San Bruno, CA 94066, USA. YouTube is represented by Google Inc. with its registered office at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

The responsible body uses plugins from the provider YouTube on its website. When you visit our website equipped with a YouTube plugin, a connection to the YouTube servers is established. This tells the YouTube server which web pages you have visited. If you are logged in to YouTube as a member, YouTube assigns this information to your personal user account. When you use the plugin, e.g. by clicking the start button of a video, this information is also assigned to your user account.

You can prevent this assignment by logging out of your YouTube user account and other user accounts of YouTube LLC and Google Inc. before using our website and deleting the corresponding cookies of these companies.

Further information on data processing and notes on data protection by YouTube (Google) can be found at <https://policies.google.com/privacy?hl=en-US>

## **Further information and contacts**

If you have further questions about “Data protection at the European Mountaineering Associations e.V.”, please contact our association. You can ask which of your data are stored with us. Moreover, you can send information, deletion, and correction requests at any time by letter or e-mail to the following address:

European Mountaineering Associations e.V.  
Anni-Albers-Str. 7  
80807 München  
[info@european-mountaineers.eu](mailto:info@european-mountaineers.eu)