

MC Mobility Consultants GmbH — Privacy Policy

Last updated: 19 August 2026

MC Mobility Consultants GmbH ("MC", "we", "our", or "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, process, use, and protect personal data when you visit our website, use the contact form, contact us by email, or interact with optional analytics and embedded media. It is intended to provide the information required by the EU General Data Protection Regulation (GDPR) and, where relevant to cookies and similar technologies, the Austrian Telecommunications Act 2021 (TKG 2021).

1. Data Controller

The controller responsible for the processing described in this Privacy Policy is:

MC Mobility Consultants GmbH

Zwölfergasse 8/3/28

1150 Vienna

Austria

Email: office@vienna-mc.com

Website: <https://mobility-consultants.eu>

Privacy-related requests may be sent to the contact details above or directly to our Data Protection Officer.

Data Protection Officer (DPO): Holger Eiletz, Managing Partner

Email: holger.eiletz@vienna-mc.com

2. Purpose of Processing

We process personal data only to the extent necessary for the following purposes:

- providing and technically operating the website and making information about MC Mobility Consultants and our services available;
- maintaining the security, stability, and integrity of the website and preventing misuse or cyberattacks;
- responding to enquiries submitted through the contact form or by email and, where requested, taking steps before entering into a contract;
- analysing website use and improving our website and user experience, where you have consented to analytics;
- displaying embedded third-party media, such as YouTube videos, where you have consented to such content; and
- complying with statutory obligations and establishing, exercising, or defending legal claims where necessary.

3. Personal Data We Collect

Information You Provide Voluntarily

When you contact us or submit an enquiry, we may process:

- your name;
- your organisation or employer, where provided;
- your email address;
- your telephone number, where provided;
- the content of your enquiry and related correspondence; and
- any other information you choose to provide to us.

Technical information generated when you use the website

When you access the website, our web server and technical service providers may process data required to deliver and secure the website, including:

- IP address;
- date and time of access;
- requested page or file and access status;
- referrer information, where transmitted;
- browser type and version;
- operating system;
- pages visited;
- device information; and
- technical log and security information.

Additional usage and interaction data may be processed by Google Analytics or YouTube only as described below and subject to your consent where required.

4. Legal Basis for Processing

The legal basis depends on the relevant processing activity:

- Website operation and security: Article 6(1)(f) GDPR. Our legitimate interests are the secure, reliable, and efficient operation of the website, detection and prevention of misuse, and protection of our IT systems.
- Service-related enquiries and pre-contractual communication: Article 6(1)(b) GDPR where processing is necessary to take steps at your request before entering into a contract or to perform a contract.
- General business enquiries and correspondence: Article 6(1)(f) GDPR. Our legitimate interest is communicating with persons who contact MC and handling legitimate business enquiries.
- Google Analytics, embedded YouTube content, and other non-essential cookies or similar technologies: Article 6(1)(a) GDPR on the basis of your consent. Where access to or storage of

information on your terminal equipment is involved, the consent requirements of Section 165(3) TKG 2021 also apply.

- Compliance with legal obligations: Article 6(1)(c) GDPR where processing is necessary to comply with an applicable statutory obligation.

Where processing is based on consent, you may withdraw your consent at any time with effect for the future. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

5. Contact Form and Email Enquiries

If you contact us through the website contact form or by email, we process the information you provide in order to review and respond to your enquiry and to manage related communications.

Where your enquiry concerns potential services, a quotation, cooperation, or another possible contractual relationship, the legal basis is Article 6(1)(b) GDPR. For other enquiries, the legal basis is Article 6(1)(f) GDPR based on our legitimate interest in responding to communications directed to MC.

Providing information through the contact form is voluntary. However, fields identified as required are necessary for us to receive and respond to your request. If you do not provide the required information, we may not be able to process your enquiry.

We do not use contact-form submissions for marketing purposes unless you have separately and validly consented to such use.

6. Google Analytics

Subject to your consent, our website uses Google Analytics 4, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Analytics helps us understand how visitors use the website so that we can evaluate website performance and improve content and usability.

Depending on the configuration and your interaction with the website, Google Analytics may process information such as:

- pages and content viewed;
- date, time, and approximate duration of visits;
- navigation paths and interaction events;
- referrer information;
- browser, device, and operating-system information; and
- approximate geographic information.

For users in the EU, Google states that Google Analytics does not log or store individual IP addresses. IP addresses are used at collection time to derive coarse geographic information and are then discarded before the data is logged.

Google Analytics is activated only after you have consented to analytics through our cookie-consent interface. If you do not consent, analytics cookies are not placed or read for this purpose. The legal

basis for our use of Google Analytics is Article 6(1)(a) GDPR and, where applicable, Section 165(3) TKG 2021.

MC configures the Google Analytics retention setting for user-level and event-level data to 14 months. Aggregated reports that no longer allow us to identify an individual may be retained for longer statistical purposes.

Further information: [Google Privacy Policy](#) and [Google's information on data-transfer frameworks](#).

7. Embedded YouTube Videos

Some pages may contain videos embedded from YouTube, a service of Google. Where technically available, we use YouTube's enhanced privacy mode. Embedded YouTube content is blocked until you consent to the relevant external-media or similar consent category. Before consent, the website displays only a placeholder and does not load the YouTube embed.

If you consent and activate a YouTube video, your browser establishes a connection with Google/YouTube. In that context, Google may receive and process information such as your IP address, browser and device information, the page from which the video is accessed, interaction data, and cookies or similar identifiers. If you are signed in to a Google account, Google may associate your interaction with that account in accordance with its own terms and privacy information.

The legal basis for loading YouTube content is your consent under Article 6(1)(a) GDPR and, where applicable, Section 165(3) TKG 2021. You can withdraw this consent at any time through the cookie settings on our website.

Further information: [Google Privacy Policy](#).

8. Cookies and Similar Technologies

Our website uses cookies and comparable technologies. Cookies are small text files or similar identifiers that may be stored on or accessed from your device.

We distinguish between:

- Strictly necessary technologies: required for the operation, security, or functionality of a service expressly requested by you. To the extent no consent is legally required for such technologies, they are used on the basis of our legitimate interest under Article 6(1)(f) GDPR and the applicable exception under Section 165(3) TKG 2021.
- Optional analytics or external-media technologies are used only after you have actively consented. This includes Google Analytics and the loading of embedded YouTube content as described above.

You may accept or reject optional categories through our cookie-consent interface and may change or withdraw your choices at any time through the "Cookie Settings" function on the website. Refusing optional cookies does not prevent access to the essential content of our website, although certain optional functions, such as embedded videos, may not be available.

The cookie-consent interface provides the current details of the technologies used, including provider, purpose, category, and storage duration. Those details should be read together with this Privacy Policy.

9. Recipients of Personal Data

Where necessary for the purposes described above, personal data may be disclosed or made accessible to the following categories of recipients:

- T-Mobile Austria GmbH (Magenta Telekom), as our website hosting and infrastructure provider;
- IT support, web development, and website maintenance providers, where access is necessary;
- Microsoft 365 (Office 365), as the email and communications platform used for the office@vienna-mc.com mailbox;
- providers of our cookie-consent or consent-management solution, where applicable;
- Google Ireland Limited and affiliated Google entities in connection with Google Analytics and YouTube after the relevant consent; and
- courts, authorities, professional advisers, or other recipients where disclosure is required by law or necessary to establish, exercise, or defend legal claims.

Where a service provider processes personal data on our behalf, we use appropriate data-processing arrangements in accordance with Article 28 GDPR where required. The website is hosted by T-Mobile Austria GmbH (Magenta Telekom) in Austria, and the contact form sends enquiries to office@vienna-mc.com on Microsoft 365 (Office 365). No staff or contractors outside the EU/EEA, including the Belgrade (Serbia) and Bishkek (Kyrgyz Republic) offices, have access to the WordPress backend, hosting control panel, that mailbox, or website backups, and those offices do not maintain the website.

10. International Data Transfers

Some service providers, including Microsoft and Google/YouTube, may process personal data outside the European Economic Area (EEA) in limited circumstances. Any third-country transfer is made under a mechanism permitted by Chapter V GDPR.

Where an adequacy decision of the European Commission applies, transfers may be based on Article 45 GDPR; otherwise Standard Contractual Clauses or other legally permitted safeguards are used where required. For covered transfers to Google entities in the United States, Google states that it relies on the EU-U.S. Data Privacy Framework.

MC does not transfer website or enquiry data to its Belgrade (Serbia) or Bishkek (Kyrgyz Republic) offices as part of the processing described here. Information about relevant safeguards may be requested using the contact details in Section 1; additional information about Google's transfer mechanisms is available through the link in Section 6.

11. Data Retention

We retain personal data only for as long as necessary for the relevant purpose and thereafter only where retention is required or permitted by law. In particular:

- Server and security logs are retained only for as long as necessary for website operation and security and in accordance with the applicable retention settings of our hosting provider. A longer

period may apply where necessary to investigate a security incident, prevent misuse, or establish, exercise, or defend legal claims.

- Contact-form and email enquiries that do not lead to a contractual relationship are generally retained for up to three years after the final substantive correspondence, unless there is a legitimate reason or legal obligation requiring a different period.
- Where an enquiry leads to a contractual or business relationship, relevant records may be retained for the duration of that relationship and thereafter for the statutory retention and limitation periods applicable to the relevant records.
- Google Analytics user-level and event-level data are configured for a retention period of 14 months as described in Section 6; aggregated statistical reports may be retained for longer where they no longer permit identification of an individual.
- Records of consent and consent changes are retained for as long as reasonably necessary to demonstrate compliance with our legal obligations and to resolve any related claims or disputes.

Data processed by third-party providers as independent controllers may be subject to their own retention periods, as described in their privacy information.

12. Your Rights and Additional Information

Subject to the statutory requirements and exceptions, you have the following rights under the GDPR:

- right of access (Article 15 GDPR);
- right to rectification (Article 16 GDPR);
- right to erasure (Article 17 GDPR);
- right to restriction of processing (Article 18 GDPR);
- right to data portability where the legal requirements are met (Article 20 GDPR);
- right to object to processing based on Article 6(1)(e) or (f) GDPR on grounds relating to your particular situation (Article 21 GDPR); and
- right to withdraw consent at any time with effect for the future where processing is based on consent (Article 7(3) GDPR).

To exercise your rights, contact us using the details in Section 1. We may request information necessary to verify your identity before acting on a request.

You also have the right to lodge a complaint with a competent data-protection supervisory authority. In Austria, the competent authority is:

Austrian Data Protection Authority (Österreichische Datenschutzbehörde)

Barichgasse 40-42

1030 Vienna

Austria

Email: dsb@dsb.gv.at

Website: <https://dsb.gv.at>

Automated decision-making

MC does not use automated decision-making within the meaning of Article 22 GDPR, including profiling, in connection with the website processing described in this Privacy Policy.

13. Data Security

We implement appropriate technical and organisational measures designed to protect personal data against accidental or unlawful destruction, loss, misuse, alteration, unauthorised disclosure, or unauthorised access. These measures are reviewed and adjusted where appropriate in light of technological developments, the nature of the processing, and the relevant risks.

Please note that no method of transmission over the Internet or electronic storage can be guaranteed to be completely secure.

14. Changes to this Privacy Policy

We may update this Privacy Policy where necessary to reflect changes to our website, service providers, technical configuration, or legal requirements. The current version will always be made available on our website and will state the date of the latest revision.

Last updated: 19 August 2026

Branch Offices

Belgrade, Serbia
Bishkek, Kyrgyz Republic

Vilnius (Baltic Office)

Address: Kalvarijų st. 272A, 08339 Vilnius, Lithuania
Email: hello@vilnius-mc.com

Vienna (Headquarters)

Address: Zwölfergasse 8/3/28, A-1150 Vienna, Austria
Email: office@vienna-mc.com

MC Mobility Consultants GmbH

Reg. No.: FN 370345a
VAT No.: ATU66791046
<https://mobility-consultants.eu/>

[Download as PDF](#)