

DataProtectionDeclaration



Privacy policy goodguys.ai

1 – General

We live AI. We live data protection.

We are pioneers in the privacy-compliant application of AI.

We adhere to the most modern safety standards.

We protect personal data as stated in the Data Protection Regulation GDPR, the Data Protection Act DSG and the Telecommunications Act TKG.

2 – Responsible for the processing operations

If you have any questions about data protection or would like to exercise your data protection rights: Please contact us.

goodguys gmbh, FN 551957b

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TEL: +43 1 4033064

E-MAIL: office@goodguys.ai

WEB: <https://goodguys.ai>

3 – Purposes & Legitimacy

The GDPR states in Articles 12-14 that you have a right to transparent information about the purposes for which we process data.

For each purpose, there must be a lawfulness under Article 6.

If you want to read more about it yourself, you can find everything here, what the GDPR requires: <https://GDPR-gesetz.de/>

We think transparency is good. We want you to know what we do.

On the following pages we explain for what purposes, with what lawfulness and for how long we process data.

Purpose 1 "Contact by e-mail

If you contact us by e-mail, we will respond to you through the channel you prefer: the way you want it. We store your contact information and use it to answer your questions and provide solutions according to your needs.

We will inform you if we have something that we think will help you. You can object to this direct marketing at any time.

The lawfulness of this processing is based on our legitimate interest under GDPR Art. 6.1.f to provide you with solutions to your interests. We will only contact you if we believe it will be helpful to you.

The duration of the processing of your e-mail address for our communication depends on your wishes. If you want us to stop using your email address, you can revoke it at any time.

Purpose 2 "Contact via contact form

When you use our contact form, we use your email address to reply to you and your name to properly address you.

The lawfulness of this processing is based on our legitimate interest under GDPR Art. 6.1.f to provide you with answers to your concerns.

The duration of the processing is until the completion of the request that you have written to us in the contact form.

Purpose 3 "Pre-contractual and contractual processing

operations".

When you contact us to exchange pre-contractual information, to receive offers or when we process content of the contract between us, we process the data necessary for this purpose: Your name, academic degree, gender, company, contact information, the information about the nature and content of the services contracted for you.

For third parties who receive services / access to systems from your contract with us, we process the access data.

If it is necessary for the execution of the contract, we process data on persons who work with us in the course of billing or on your behalf as contact persons that you name to us with their consent or their contractual role.

The lawfulness of this processing is based on GDPR Art. 6.1.b.

The duration of processing for pre-contractual information ends with the transition into a contract or the non-occurrence of a contract.

If a contract is concluded, the duration of the processing ends with the fulfillment of the contractual obligations and the legal retention obligations, which require us to archive records for 7 years after the end of the accounting period.

Purpose 4 "Customer management, accounting, bookkeeping".

For the fulfillment of our tax and regulatory obligations, we process commercial personal data if they are part of business information suitable for the identification of a living data subject, such as names of one-person companies.

The lawfulness of this processing is based on the legal obligations to which we are subject according to GDPR 6.1.c.

The duration of the processing ends with the fulfillment of the contractual obligations and the legal retention obligations, which require us to archive records for 7 years after the end of the accounting period.

Purpose 5 "Marketing for own purposes"

We maintain a website with all the information so you can learn about us and our solutions.

Visits to our website process the data we need to display our website correctly on your device: The requested page, date, time, the amount of data we need to deliver, the browser used, the operating system used, the information for the image buildup on the screen, the IP address so that the delivery arrives.

For security reasons to protect our systems from cybercrime, we process for temporary logging the IP address, date, time, name and version of the browser to be able to defend against denial of service. In the event of reasonable suspicion of an unlawful attack on our website, we review the log data to initiate legal action against attackers.

The lawfulness of this processing is based on our legitimate interest according to GDPR Art. 6.1.f. to keep our website secure and available.

The duration of the processing ends with the regular deletion of the log entries in case of normal behavior of the website.

The duration of the processing ends when we discover that our website is under attack, with the preservation of evidence and the pursuit of our legal claims.

Purpose 6 "Processing for the "AI Concierge" service".

We offer our customers a service that can answer questions like a chat. The answers are generated by AI systems.

For this purpose, an AI Concierge operator front-end is installed at the customers' premises and an "AI Concierge icon" invites them to ask questions.

The "AI Concierge" works in 2 stages:

Stage 1: Users ask questions **anonymously** on the AI Concierge operator front end. The chat does not need any personal data.

The chat window remains open, the technical identifier of the chat and the question are copied, and the following occurs

Stage 2: The copy of the question is sent to the AI system servers of goodguys gmbh for answering. The AI systems determine the answer and send it back to the AI concierge operator frontend. The correct chat is assigned via the technical identifier.

The answer is made visible in the waiting chat.

When using this anonymously usable service "AI Concierge", only those identification data are processed in the system that are necessary to maintain the chat for the users for the duration of the communication.

The chat history is exclusively and confidentially available only to the person using this service. Further storage of the IP address after the end of the chat does not take place.

When the AI Concierge chat is closed, the communication ends.

The system is **absolutely confidential**. goodguys gmbh does not know at any time which person asked which question.

The **anonymized** content of the chat with the questions asked, date, time and the answers provided are stored, serve the documentation and the improvement of the service quality.

The lawfulness of the processing is based on our legitimate interest according to GDPR 6.1.f to monitor and improve our system for the benefit of our customers.

The duration of processing ends in chat when the chat window is closed.

Purpose 7 "Application documents"

In the event that application documents are sent to us, we would like to point out that e-mail is not a data protection-compliant secure transport channel for sensitive data.

The duration of processing ends with employment or 7 months after the end in case of non-employment.

Purposes that do not exist with us

We do not set cookies. If you were wondering why you didn't have to click away a cookie banner: we don't store cookies.

We do not run company pages on social media and we do not run ads/advertising/tracking on social media.

We do not load Google Fonts and do not use Google Analytics.

goodguys gmbh will never ask you to send "special category data" = sensitive data, via e-mail.

goodguys gmbh will never ask you to send or confirm login data by e-mail. For your security, we recommend that you always enter systems directly on the correct website (never via a sent link).

We live data protection for your data with very high standards.

4 – Recipients of data

Who receives data from goodguys gmbh?

goodguys gmbh only discloses personal data to two groups of recipients for processing for precisely defined purposes:

- 1) Accounting/tax consulting within the framework of statutory accounting, taxation, reporting requirements, duties.
- 2) Authorities in case of legally justified obligations (e.g. if the DPA would make use of its powers described in the GDPR in Art. 58).

We want you to know that: For the purpose of the "AI Concierge" service, we do not share personal data with other recipients.

5 – Your rights

The GDPR assures you of rights described in Articles 15–22.

Every data subject whose data is processed has these rights.

Of course, we need to verify your identity when you claim a right. So we protect your data e.g. from an unauthorized deletion request.

To exercise your rights, please contact us, for example, by email or postal mail. These are your rights:

- Right of access (Article 15 GDPR)
- Right of rectification (Article 16 GDPR)
- Right to erasure (Article 17 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to notification (Article 19 GDPR)
- Right to data transfer (Article 20 GDPR)
- Right to withdraw consent (Article 21 GDPR)
- Right to complain to the authority (Article 22 GDPR)

These rights mean for you concretely:

- Right of access: the right of access allows you to obtain information about your personal data processed by us and about certain other information (such as that provided in this Privacy Policy).
- Right to rectification: If your personal data is inaccurate or incomplete, you have a right to rectification.
- Right to erasure: Based on the so-called "right to be forgotten", you can request the erasure of your personal data, unless there is a retention obligation. The right to erasure is not a right without exception. For example, we have the right to continue to process your personal data if such processing is necessary to comply with our legal obligations or to assert, exercise or defend legal claims.

- Right to restriction of processing: This right includes the restriction of the use or the manner of use.
This right is limited to specific cases and exists in particular if:
(a) the data is inaccurate
(b) the processing is unlawful and you refuse to erase it.
(c) we no longer need the data, but you need the data to assert, exercise or defend legal claims.
If processing is restricted, we may continue to store the data but not use it. We keep a list of those persons who have exercised the right to restrict processing in order to be able to ensure this restriction.
- Right to be informed of notification to recipients: When you claim your right to rectification, erasure or restriction, you also have the right to be informed of the recipients to whom this rectification, erasure and restriction will be communicated for implementation.
- Right to data portability: This right implies that we transfer your personal data, if technically possible, in a structured, common and machine-readable format for your own purposes.
- Right to object: You may object to the processing of your personal data if it is processed on the basis of legitimate interests, in particular in the case of direct marketing.
- Right to withdraw your consent: If you have given us consent to process, you have the right to withdraw your consent at any time. Such a revocation does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.
- Right of appeal: You have the possibility to address a complaint to the data controller mentioned in this privacy statement (contact details see above) or to the data protection authority.

If you feel that your rights have been violated, you can contact us at any time. We will be happy to review the matter for you and inform you of the outcome.

In case of dissatisfaction, you can also file a complaint with the data protection authority www.dsb.gv.at at any time.

6 – Safeguards, data protection and AI

We are pioneers in the privacy-compliant application of AI.

We are aware of the obligations to protect personal data. We monitor and analyze the results of the anonymously asked questions and answers.

With our AI Concierge solution, processing controllers have the ability to specify the freedom of the response scope of the model used.

Initially, the answer range is strictly limited to the defined content of the customer. An answer to a question is only given if the content defined in the project allows an answer.

Answers that can be generated from the capabilities of generative AI models that are outside the defined sources are not provided.

Clients can enable the limit of no-response via an opening agreed upon in the project to a wider range of responses from the trained knowledge of the generative AI models.

More answer freedom for the AI models also brings more relevant personal data from the trained knowledge into the answers.

The capabilities of AI models to also take data protection into account in the best possible way are constantly improving. We know and we point out that AI models can make mistakes just like trained professionals.

AI language models are trained to give the most meaningful answers that even the best professionals would give.

Similar to the conversation on social media or after an email request to privacy-trained professionals, personal data based on legitimate interests can be both essential and in the best interest of all parties involved, critical to the quality of the information.

Anyone who asks for a publicly known competent person on a particular topic will receive personal data because the models have understood the person's importance through training. Those who are named as an authoritative person usually do not see this as a risk.

Generally speaking, AI disclosures in the industries we serve do not pose any risks to data subjects.

The client and contractor work together to develop an optimal combination of response quality and acceptable risk to affected individuals for AI service users.

In the initial setting, we only provide answers to questioners who do not pose a risk to affected individuals.

Data protection demands it. We practice it. We live data protection.

7 - Changes to this privacy policy

We reserve the right to change this privacy policy at any time with effect for the future.

A current version can be accessed directly via the online offer. Please visit our online offer regularly and inform yourself about the currently valid data protection declaration.

Status of this privacy policy: April 2023

Thank you for reading this far.