

Privacy Policy ai-concierge.com

1 – General

We live and breathe AI. We live and breathe data protection.

We are pioneers in the data protection-compliant use of AI. We adhere to the latest security standards. We protect personal data in accordance with the General Data Protection Regulation (GDPR), the Austrian Data Protection Act (DSG) and other European and national legal standards.

2 – Data controller

If you have any questions regarding data protection or wish to exercise your data protection rights, please contact us via the following channels:

goodguys gmbh, FN 551957b

ADDRESS: Moeringgasse 20, 5th Floor, Top 2, 1150 Vienna

TEL: +43 1 4033064

E-MAIL: office@goodguys.ai

WEB: <https://goodguys.ai>

3 – Purposes & Legal Basis

You have the right to be clearly informed about the purposes for which we process your personal data and the legal basis on which this is done.

If you would like to find out more for yourself, you can find the provisions of the GDPR here: <https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32016R0679>

We believe in transparency. We want you to know what we do. On the following pages, we explain how we process your data.

Purpose 1 – Conducting our business

When you contact us to obtain or exchange pre-contractual information, to receive a quote, or when we are acting within the scope of a contract concluded between us, we process all data that is strictly necessary for these purposes. This primarily includes names and contact details, as well as information regarding the services requested or agreed upon. In addition, data relating to contact persons and access details for IT systems may be processed if this is necessary for the performance of the contract.

If you request a demo via our website form, we process the data you enter, in particular your name, email address, company, company website and your use case. For the technical forwarding and internal processing of the enquiry, an external automation service provider (Zapier) may be used, which forwards the form data to our internal recipients on our behalf.

The legal basis is Article 6(1)(b) of the GDPR, i.e. processing for the performance of a contract or the implementation of pre-contractual measures.

If no contract is concluded, the data will be deleted after one year. If a contract is concluded, the data will be stored in accordance with

statutory retention obligations. As a rule, they will be deleted after seven years.

Processing is carried out for the purpose of taking pre-contractual measures in accordance with Article 6(1)(b) of the GDPR. Where external service providers are used, this is done on the basis of contracts in accordance with Article 28 of the GDPR.

Purpose 2 – Accounting

To fulfil our legal obligations, we process commercial data as part of our accounting processes. This primarily includes financial data and bank details, as well as our own experience from payment transactions.

The legal basis consists of statutory obligations under tax and company law in conjunction with Article 6(1)(c) of the GDPR.

The duration of this processing is determined by the statutory retention obligations. As a rule, the data is deleted after seven years.

Purpose 3 – Securing and protecting our websites and IT systems

To protect our websites and IT systems from attacks and cybercrime, we process certain data as part of security protocols. We record the IP address, date and time of the request, the data requested and the browser version of our visitors. If there is a suspicion that IT systems are under attack or experiencing malfunctions, these logs are examined and, where necessary, used to take legal action against the attackers.

The legal basis for this processing is the protection of our legitimate interests in accordance with Article 6(1)(f) of the GDPR.

The log entries are routinely deleted after six months.

Purpose 4 – Job applications and human resources management

If you send us a job application and related documents, such as your CV or proof of qualifications, we will process this information to the extent necessary for the position you are applying for. This also includes subsequent correspondence, interviews, etc.

The legal basis for this processing is the implementation of pre-contractual measures in accordance with Article 6(1)(b) of the GDPR.

To safeguard our rights and protect against legal claims, applicant data is stored for seven months following the conclusion of the application process. It is subsequently deleted if no employment relationship is established.

Purpose 5 – AI Concierge

The AI Concierge is an artificial intelligence (AI) system from Austria that uses our own content, together with publicly available content, to find answers to your questions.

Your personal data collected during chats is processed exclusively on our own servers. This includes your IP address and a session ID, which are used to distinguish between the chat histories of different users and to provide the chat function you have requested.

As soon as you close the chat window, your data is anonymised and can no longer be traced back to you. To further develop the chat function and check for gaps in knowledge or errors, the questions asked and answers provided are subsequently stored without any personal references.

When formulating the answers, parts of your enquiry are forwarded to third-party servers (Google, OpenAI, etc.). However, the data transmitted to these providers does not contain any parameters that could be used to identify individual persons. It is therefore anonymous data. The assignment of answers to users takes place exclusively on our own IT systems.

We are currently unable to use technical means to filter out your input that could enable identification of you personally. Please therefore ensure that you do not enter any personal details, such as your name, email address, telephone number, etc., into the chat window when using the chat function. If you wish to contact us directly – e.g. for orders or complaints – please use our other contact options.

The legal basis for the processing is your consent under Article 6(1)(a) of the GDPR, which you provide to us by using the chat function.

The duration of the processing is limited to the absolute minimum necessary: as soon as you close the chat window, all data that could be used to identify you will be deleted.

Further information on how the AI Concierge works can be found [here](#).

Purpose 6 – Cookies, web analytics and marketing

Cookies are used on this website. You can manage them via the cookie banner or the 'Cookie Settings' button in the footer. You can withdraw any consent you have already given at any time by reopening the cookie banner. Most browsers also have an option to restrict or completely prevent the storage of cookies.

If you give your consent, certain data will be collected and processed using cookies provided by third-party providers. Further information can be found below under the relevant provider.

We use web analytics cookies to obtain usage statistics for our website. The aim is to improve the user-friendliness of the website and to make the content more engaging. Marketing cookies are used to provide you with personalised advertising that better matches your interests. They also enable us to measure the effectiveness of our marketing activities.

The following third-party services are used for this purpose:

Google Tag Manager

We use Google Tag Manager for the technical management and deployment of website tags. Google Tag Manager itself is used to integrate services and, in doing so, processes technical connection data such as your IP address. Through Google Tag Manager, analytics and marketing tags can only be activated with your consent, unless they are technically necessary.

Google Analytics

Google Analytics is used for web analytics, e.g. in the form of reports and graphs on page views and visits, for remarketing, reports on impressions in the Google Display Network, integration of DoubleClick Campaign Manager, and reports on performance based on demographic characteristics and interests. When using this analytics service, cookies are stored on your device. The information generated, including your IP address, is transmitted to Google's servers, which may be located in the USA.

Google Ads

Google Ads is an online advertising and analytics service provided by Google, which we use for conversion tracking. The information collected is based on your use of our website and is used to target our visitors with tailored advertising on our advertising partners' websites. These advertisements are displayed using cookies stored on your device, and only with your consent.

Further information on data protection at Google can be found at <https://policies.google.com/privacy?hl=de>.

Google is one of the US companies that have joined the [EU-US Privacy Shield framework](#) and therefore offers an adequate level of protection for the processing of personal data in accordance with the European Commission's adequacy decision. Further information, including authorised complaint bodies, can be found in the [list of certified companies](#) maintained by the US Department of Commerce.

LinkedIn Insight Tag

We use the LinkedIn Insight Tag to analyse the use of our website, track conversions and measure and optimise our marketing activities on LinkedIn. In doing so, LinkedIn may set cookies or use comparable technologies on your device and process usage data, in particular your IP address, device and browser information, as well as information about page views and interactions. Processing takes place exclusively on the basis of your consent in accordance with Article 6(1)(a) of the GDPR in conjunction with Section 165(3) of the TKG 2021.

4 – Recipients of data

To the extent necessary to fulfil our legal obligations, we transfer personal data to authorities and public bodies, e.g. tax offices. We also engage an Austrian auditing firm to manage our accounts.

Where we use data processors, we bind them to our instructions through contracts in accordance with Article 28 of the GDPR, ensuring that their processing is carried out strictly in accordance with our guidelines. Your personal data will not be sold or otherwise marketed, nor will it be transferred to third countries that do not offer an adequate level of data protection.

5 – Your rights as a data subject

To exercise your rights, please contact us, for example by email or post. Please understand that we must verify your identity before we can comply with your request.

You have the right to

- request information about your personal data in accordance with Article 15 of the GDPR;
- pursuant to Article 16 of the GDPR, to request the rectification or completion of your personal data.
- to request the erasure of your personal data in accordance with Article 17 of the GDPR;
- to request the restriction of the processing of your personal data in accordance with Article 18 of the GDPR;

- to request, in accordance with Article 20 of the GDPR, the transfer of the personal data you have provided to us to you or to another controller;
- to object to the processing of your personal data in accordance with Article 21 of the GDPR;
- to withdraw your previously given consent at any time with effect for the future;

If you believe that the processing of your data breaches data protection law or that your data protection rights have otherwise been infringed, you have the right to lodge a complaint with a supervisory authority. In Austria, this is the Austrian Data Protection Authority (www.dsb.gv.at), Barichgasse 40-42, 1030 Vienna.

6 - Changes to this Privacy Policy

We reserve the right to adapt this privacy policy to new developments at any time and to amend it with future effect. The current version is available on our website.

Please visit our website regularly to keep up to date with the current privacy policy.

Date of this privacy policy: March 2026