

Privacy policy

Basic principles:

The protection of your privacy and your personal data has always been a central concern of ours. With the entry into force of the General Data Protection Regulation (DSGVO) this protection is now formalized.

We are always aware of the importance of the data entrusted to us and continue to process your data with the utmost care and responsibility.

Your data will be processed for your specific purpose in connection with your visit to www.musicaeterna.world.

We use recognized security measures to prevent misuse of your information. You have the right to access your data. Below is explained how you can enforce your rights and contact us with any questions.

The following paragraphs outline in detail the purpose and duration of processing.

Purposes of data processing

We will process your personal data set out in Point 2 below exclusively for the purposes of your visit of our website. Furthermore, to identify, prevent, investigate attacks on our website as well as to create user statistics.

By using any of our websites, you consent to the use of your information in accordance with this Privacy Policy.

You can revoke your consent to processing of your data at any time. Point 5 describes how this can be done.

The provision of your personal data as part of ordering a ticket, purchasing a card or registering is voluntary.

However, we cannot process your card order, or you may not use all features of the website if you do not provide your personal information.

Categories of the data processed and legal basis of the processing

As part of your visit to our website, we will collect the following information: the date and time of accessing a page on our website, your IP address, name and version of your web browser, the website (URL) you visited before the visit of this website, certain cookies (see below) and the information that you provide yourself as part of the registration and ticket order. The legal basis for the processing of data of a simple website visit consists in our predominant legitimate interest (according to article 6 paragraph 1 letter f of the GDPR), which is to achieve the purposes mentioned under 1.

Cookies

Our website uses so-called cookies. These are small text files that are stored on your device using the browser. They do no harm. We use cookies to make our offer user-friendly. Some cookies remain stored on your device after you leave our website until you delete them. They allow us to recognize your browser on your next visit. If you do not want this, you can set up your browser so that it informs you about the setting of cookies and you allow this only in certain cases. The necessary settings differ depending on the browser and the terminal, you can usually find the corresponding instructions in the “Help feature” of the device or browser. Disabling cookies may limit the functionality of our website.

Google Analytics

In order to regularly improve our website and our offer for you and to correct errors, we use the web analysis tool Google Analytics. On our website, general information about visitor usage patterns is collected using analysis tools. These include, for example, accessed pages, length of stay, referring pages and general information about your computer system, such as operating system, screen resolution, browser used, etc. All data collected is stored anonymously and does not allow any assignment to you. The IP address provided by Google Analytics will not be merged with other Google data. If you do not agree with this anonymized recording of your usage behaviour, you can prevent it by deactivating cookies in your browser.

The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, in the event that IP anonymization is activated on this website, your IP address will be shortened by Google beforehand within member states of the European Union, or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there.

You can object to the anonymized data processing by the aforementioned web analysis tools at any time, so that your visits to our website will no longer be recorded in the future.

This requires the activation of so-called “opt-out cookies”. Please use the following links if you want to object to the pseudonymous data processing: opt-out for Google Analytics: <https://tools.google.com/dlpage/gaoptout?hl=en> Alternatively, the use of third-party cookies may be disabled by accessing the opt-out page of the Network Advertising Initiative: <http://www.networkadvertising.org/choices/>

For more information about Terms of Use and Privacy, please see <https://marketingplatform.google.com/about/analytics/terms/us/>

Google Ads

Our website uses Google Ads, an online advertising service of Google Inc. (“Google”). Google Ads uses so-called “cookies”, text files which are stored on the user’s computer, allowing an analysis of the way in which the website is used; it also imports these data from Google Analytics (see item “Google Analytics”). Google Ads also uses so-called web beacons (invisible graphics). These web beacons enable us to analyse information such as visitor flow on the pages we offer.

The information generated through cookies and web beacons on the use of this website (including the IP addresses of users) and delivery of advertising formats are transferred to a Google server in the USA and stored there. In case IP anonymization is active on this website, your IP address will be abbreviated by Google within member states of the European Union or in other signatory states of the Treaty on the European Economic Area before transmission. Only in exceptional cases will the full IP address be transmitted to the Google server in the USA and abbreviated there. Google will not, however, merge your IP address with other data sets it has collected from you.

Users may prevent the installation of Google Ads cookies in different ways:

a) by setting their browser software accordingly;

1. b) by deactivating targeted advertising on the Google website;

2. c) by deactivating targeted advertising from promoters participating in the self-regulatory campaign “About Ads”;

3. d) by permanent deactivation via a browser plug-in.

Settings b) and c) are deleted when cookies are deleted in the browser settings.

Further information on data protection and cookies for advertising purposes by Google Ads can be found in Google’s Data Protection Statement, specifically via the following links:

<https://policies.google.com/technologies/partner-sites?hl=us>

<https://policies.google.com/technologies/ads?hl=us>

<http://support.google.com/Ads/answer/2839090>

Google Remarketing

As a Google Ads customer, we use the remarketing function, which means that our website uses the remarketing function of Google Inc. (“Google”). This function enables us to present targeted advertising to website users as part of the Google advertising network. The browser of the website visitor stores so-called “cookies”, text files which are stored on your computer and make it possible to recognize visitors when they visit websites which are part of the Google advertising network. On these pages, the user may be presented with advertising referring to content the user has previously opened on websites using Google’s remarketing function. Google claims that it does not capture personal data during this process. Should you wish to deactivate Google’s remarketing function anyway, you can do so in general by changing your settings at <http://www.google.com/settings/ads>. Alternatively, you may activate the use of cookies for targeted advertising via the Network Advertising initiative by following the instructions at http://www.networkadvertising.org/managing/opt_out.asp.

Facebook Pixel

This website uses the Facebook pixel by Facebook, a social media network of the company Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.

The code implemented on this website can analyse the behaviour of visitors who have accessed this website via an ad on Facebook. This can be used to improve Facebook ads, and this data is collected and stored by Facebook. We cannot see the collected data, and it can only be used in the context of ad placement. Using the Facebook Pixel code also involves cookies.

Using Facebook Pixel means that Facebook is notified of visits to this website, so that visitors to Facebook receive appropriate ads. If you have a Facebook account and are logged in to it, your visit to this website will be associated with your Facebook user account.

To find out how Facebook Pixel is used for advertising campaigns visit <https://www.facebook.com/business/learn/facebook-ads-pixel>.

If you are logged in to Facebook, you can change your ad settings by going to https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

Visit <http://www.youonlinechoices.com/uk/your-ad-choices> to manage your preferences for usage-based online advertising. The website allows you to disable or enable multiple providers at once or to set preferences for individual providers.

Visit <https://www.facebook.com/policy.php> for more information on Facebook's data protection guidelines.

Newsletter

On our website you have the possibility to subscribe to our newsletter. For this purpose we collect and use your name and e-mail address and your specific interests. Other data will not be collected in connection with the newsletter. Your e-mail address cannot be viewed by other recipients of the newsletter.

The dispatch of the newsletter, as well as the data handling connected with it, takes place only on the basis of your consent. You can revoke this at any time. For this purpose, the newsletter provides you with an unsubscribe link or you write us an e-mail: info@musicaeterna.world

We use the MailChimp service to send our newsletter. This service is provided by The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318. When you register for our newsletter, the data provided during registration is transferred to MailChimp and stored there. The data is also transferred to our customer database, where it is compared with existing data records and, if they match, merged with existing data records.

MailChimp offers us various analysis tools, in particular the possibility of tracking the clicked links in a newsletter and the creation of segments based on the click behaviour. However, these analyses are only group-related and are not used by us for individual evaluation. MailChimp also uses the analysis tool Google Analytics from Google Inc. (“Google”) and may include it in its newsletters. Further details about Google Analytics can be found in this privacy statement under “Google Analytics”.

For more information about MailChimp’s privacy practices, please see our Privacy Policy:

<http://mailchimp.com/legal/privacy/>

Storage time

Your personal data will only be stored by us for as long as permitted by applicable law and reasonably considered necessary by us for the purposes set out in point 1 above. In any case, we store your personal data as long as there are statutory retention requirements or if limitation periods for potential legal claims have not yet expired.

Our contact details

You can exercise all rights by sending an email to info@musicaeterna.world, by personal contact via telephone or by post. For this, it may be necessary for you to identify or contribute to your identification

Private Culture Enterprise “Eterna”

Russia, St. Petersburg

Malaya Sadovaya St., 2/27, Litera A (Radio House), 191023