

# Privacy Policy ai-concierge.com

## 1 – General Information

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 using the following options:

**goodguys gmbh, FN 551957b**

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

TEL: +43 1 4033064

E-MAIL: [office@goodguys.ai](mailto:office@goodguys.ai)

WEB: <https://goodguys.ai>

## 3 – Purposes & Legal Bases

You have the right to be transparently 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 learn more about this 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 Activities

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 information, as well as data regarding the requested or agreed-upon services. In addition, data regarding contact persons and access credentials to IT systems may be processed if necessary for the fulfillment of the contract.

If you request a demo via our website form, we process the data you enter, specifically your name, email address, company, company website, and your use case. For technical forwarding and internal processing of the request, 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 necessary 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 requirements until the contractual obligations have been fully fulfilled. As a rule, the data will be deleted after seven years.

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

## **Purpose 2 – Accounting**

To fulfill our legal obligations, we process commercial data as part of our accounting. 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 corporate law in conjunction with Article 6(1)(c) of the GDPR.

The duration of this processing is determined by the legally prescribed 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 collect the IP address, date and time of the request, the requested data, and the browser version of our visitors. If there is suspicion that IT systems are under attack or experiencing malfunctions, these logs are reviewed and, if necessary, used to initiate legal action against the attackers.

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

The log entries are regularly 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 resume 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 pursuant to Article 6(1)(b) of the GDPR.

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

## **Purpose 5 – AI Concierge**

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

Your personal data generated during chats is processed exclusively on our own servers. This includes your IP address and a session ID to distinguish between the chat histories of different users and to provide the chat functionality you requested.

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

When formulating the answers, parts of your request 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 inputs that could allow for identification of you as an individual. Therefore, please be sure not to enter any personal information, such as your name, email address, phone number, etc., into the chat window when using the chat. If you wish to contact us directly—e.g., for orders or complaints—please use our other contact options.

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

The duration of 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**

This website uses cookies. You can manage them via the cookie banner or the “Cookie Settings” button in the footer. You can revoke 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 consent, certain data will be collected and processed using cookies provided by third-party providers. You can find more detailed information below under the respective provider.

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

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, such as reports and charts on page views and visits, for remarketing, reports on impressions in the Google Display Network, integration with 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 United States.

### **Google Ads**

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

For more information on Google’s privacy practices, please visit

<https://policies.google.com/privacy?hl=en>.

Google is one of the U.S. companies that have joined the [EU-U.S. 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 authorized complaint bodies, can be found in the [list of certified companies](#) maintained by the U.S. Department of Commerce.

### **LinkedIn Insight Tag**

We use the LinkedIn Insight Tag to analyze the use of our website, track conversions, and measure and optimize 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 is carried out exclusively on the basis of your consent pursuant to Art. 6(1)(a) GDPR in conjunction with § 165(3) TKG 2021.

## **4 – Recipients of Data**

To the extent necessary to fulfill our legal obligations, we transfer personal data to authorities and public bodies, e.g., tax offices. In addition, we engage an Austrian auditing firm to handle our accounting.

When we engage data processors, we bind them to our instructions through contracts in accordance with Article 28 of the GDPR, ensuring that their processing strictly follows our guidelines. Your personal data will not be sold or otherwise marketed and will not be transferred to third countries that do not provide an adequate level of data protection.

## **5 – Your Rights as a Data Subject**

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

You have the right to

- request access to your personal data in accordance with Article 15 of the GDPR;
- pursuant to Art. 16 GDPR, to request the rectification or completion of your personal data;
- pursuant to Art. 17 GDPR, to request the erasure of your personal data;
- pursuant to Art. 18 GDPR, to request the restriction of the processing of your personal data;
- pursuant to Article 20 of the GDPR, to request 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 pursuant to 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 violates data protection law or that your data protection rights have otherwise been infringed, you have the option to lodge a complaint with a supervisory authority. In Austria, this is the Austrian Data Protection Authority ([www.dsb.gv.at](http://www.dsb.gv.at)), Barichgasse 40-42, 1030 Vienna.

## **6 - Changes to this Privacy Policy**

We reserve the right to update this Privacy Policy at any time to reflect new developments and to amend it with future effect. The current version is available on our website.

Please visit our website regularly to review the currently applicable privacy policy.

Date of this Privacy Policy: March 2026