

## Data Protection Statement

For applicants for the Bachelor's Program in Business and Economics (hereinafter referred to as BBE), Vienna University of Economics and Business (hereinafter referred to as WU) holds an online entrance examination in the course of the admission procedure, so that applicants can participate from anywhere and do not have to travel to WU separately. Pursuant to § 5 para. 1 of the Specification of the Selection Procedure for Admission to the Bachelor's Degree Program in Business and Economics (Festlegung des Aufnahmeverfahrens vor der Zulassung für das Bachelorstudium Business and Economics) online examinations require corresponding adjustments in the identification and supervision of examinations. As with all other exams and performance components at WU, what counts is each participant's individual performance. WU is using facial recognition software and voice detection software to verify participants' identity and ensure that the exam reflects each participant's individual, independent performance. Online exam supervision involves the use of a lockdown browser to ensure that no unauthorized aids are used.

WU is committed to protecting your personal data. Your personal data are kept confidential and processed in accordance with the provisions of the applicable data protection laws. In fulfillment of the regulations of the General Data Protection Regulation (GDPR), in particular Article 13, we would like to inform you about the types of personal data that are processed in connection with the BBE online entrance exam and also about the purposes for which these data are processed.

### CONTACT INFORMATION

You can contact us at:

**Controller:**

WU (Vienna University of Economics and Business), Welthandelsplatz 1, 1020 Vienna

**Contact Person:**

bbe.selectionprocedure@wu.ac.at

**Data Protection Officer:**

WU (Vienna University of Economics and Business)

c/o Data Protection Officer, Legal Affairs Office  
Welthandelsplatz 1, AR building, 1020 Vienna

For any other matters related to data protection, please contact the WU data protection team at [datenschutz@wu.ac.at](mailto:datenschutz@wu.ac.at).

### WHICH TYPES OF PERSONAL DATA ARE PROCESSED?

To be able to carry out the administrative steps required for the exam as well as possible and to synchronize the examination results with your WUniverse account, we will be creating a WISEflow user account for you with the data you provide during registration. You will receive an email prompting you to activate your account. You have to activate your account to be able to participate in the online exam. The data used for this purpose include: selection procedure ID, name, gender, date of birth, email address, nationality and country of previous education. In addition to these data, your examination data (score and exam materials you worked on) will also be processed.

To verify the participants' identity online, an automated facial recognition software is launched at the start of the mock exam and the entrance exam. This means that every time you start an assignment on WISEflow, you are prompted to take a photo of yourself using your webcam. This photo must clearly show your face and an official photo ID (e.g. passport). The photo ID must show the following data on a single page: Photo, first name, last name, gender, date of birth.

The software uses the photo taken by you as a reference picture to verify that you are working independently during the examination. As part of the online identification process, the software will then take pictures of you in irregular intervals on a random basis. This means that you will not have to take any further photos yourself. It is necessary, however, that you give the software permission to access the camera on your device. The software will automatically compare the randomized pictures to your reference photo. During and after the end of the examination, a small group of people responsible for carrying out the selection procedure will have access to these images.

Appropriate measures are in place to guarantee that no data stored locally on your device will be accessed.

Moreover, an automated voice detection software is launched at the start of the second mock exams and the entrance exam to verify the participants' identity online. This means that in both of these cases you start an assignment on WISEflow, you are prompted to record your voice using your microphone. In this voice recording you must say your first name and last name loud and clearly.

The software uses the voice recording taken by you as a reference recording to verify that you are working independently during the examination. As part of the online identification process, the software will automatically record all recognized voices and sentences spoken for the entire duration of the examination. Therefore, it is necessary that you give the software permission to access the microphone on your device. The software will automatically compare all recognized voices and sentences spoken to your reference recording. During and after the end of the examination, a small group of people responsible for carrying out the selection procedure will have access to these voice recordings.

## **FOR WHICH PURPOSES DO WE PROCESS YOUR DATA?**

The data indicated above are processed for the purpose of carrying out, assessing and evaluating the BBE online entrance examination and ensuring its integrity. In particular, the data processed throughout the online exam supervision are used for ensuring that you are working on the examination independently and without accessing any unauthorized resources (web, external applications on your device). The integrity of the entrance examination is the foundation for admission to a WU degree program.

## **WHAT IS THE LEGAL BASIS FOR PROCESSING YOUR DATA?**

Based on Article 6 (1) item e of the GDPR, WU processes your personal data for fulfilling its statutory responsibilities as a university, in particular carrying out selection procedures in digital format pursuant to § 4 (4) item 1 of the ordinance issued by the federal minister of education, science and research on deadlines and criteria for aptitude, admission, and selection procedures at universities, university colleges of teacher education, institutions carrying out university of applied science programs, universities of applied sciences, and private universities for the academic year 2025/26.

Based on this, § 5 of the Specification of the Selection Procedure for Admission to the Bachelor's Degree Program in Business and Economics provides that the written entrance examination for admission in the academic year 2025/26 will be held in electronic form online. The online exam shall

be carried out pursuant to the provisions of the Richtlinie für Distanzlehre und Online-Prüfungen (Guideline for distance learning and online exams). In particular:

- The identity of the applicant taking the exam must be established before the start of the examination
- Online exam supervision is carried out to ensure that participants are working on the examination independently. To participate in the written online examination, applicants need a laptop or desktop computer (Windows or Mac). A webcam must be available and ready for use.

In addition, the data processing is also based on Art. 9 (2) item j of the GDPR in conjunction with Art. 89 (1) of the GDPR.

### **DOES THE PROCESSING INVOLVE ANY AUTOMATED DECISION-MAKING (INCLUDING PROFILING)?**

No. The processing of the personal data does not involve any automated decision-making.

### **ARE YOU OBLIGATED TO PROVIDE YOUR PERSONAL DATA?**

The data are necessary for conducting the online entrance exam and carrying out online exam supervision.

Pursuant to Art. 21 of the GDPR, you can object to the processing of your personal data on grounds relating to your particular situation. If you lodge such an objection, the processing of your personal data will only be stopped if the objection is based on special grounds and if WU does not have any compelling grounds for processing the data that override your interests. If you would like to object to the collection and further processing of your personal data as part of the online exam, the online exam supervision or online verification of your identity, please contact the person responsible for the exam immediately, stating the grounds for your objection.

### **TO WHICH OTHER PARTIES DO WE PASS ON YOUR DATA?**

The data are transferred to the data processor UNIwise, Jens Baggesens Vej 47 in 8200 Aarhus N., Denmark, exclusively for the purposes indicated above. Only a very small group of authorized WU personnel have access to the data.

### **HOW LONG DO WE STORE YOUR DATA?**

Pursuant to § 79 and § 84 of the Universities Act 2002, examination data (questions you worked on, score achieved) are stored for 6 months from the date the applicant ranking is published and then deleted. Your WISEflow user account will also be deleted upon expiration of this period.

In the event of an appeal, the data will be stored until the conclusion of the associated proceedings and then it will be deleted.

### **WHAT ARE YOUR RIGHTS AS A DATA SUBJECT?**

As a data subject in the context of these data processing operations, you have the following rights vis-a-vis WU as the controller: information and access, rectification, deletion, restriction of data

processing, data portability, and objection. As a data subject, you also have the right to file a complaint with the Austrian Data Protection Authority. Further information on your rights as a data subject is available on our website at <https://www.wu.ac.at/en/datenschutz/betroffenenrechte>.

To exercise any of these rights, please contact the WU data protection team at [datenschutz@wu.ac.at](mailto:datenschutz@wu.ac.at).