

Our social media presence

Data processing via social networks

We maintain publicly accessible profiles in social networks. Details of our specific social networks are set out below.

Social networks such as Facebook, Google+ etc. are generally able to comprehensively analyse your user behaviour when you visit their website or a website with integrated social media content (e.g. “Like” buttons or banner ads). Visiting our social media pages triggers numerous processing operations that are covered by data protection laws. In detail:

If you visit our social media page when you are logged in to your social media account, the operator of the social media portal can assign this visit to your user account. Under certain circumstances, your personal data may also be recorded even if you are not logged in or do not have an account with the social media portal in question. In this case, these data are collected, for example through cookies stored on your terminal device, or by recording your IP address.

Using the data collected in this way, the operators of the social media portals are able to create user profiles containing your preferences and interests. In this way, you can be shown interest-based advertising both within and outside of the particular social media site. If you have an account with the social network, interest-based advertising can be displayed on any device you are logged in to or have previously logged in to.

Please also note that we cannot track all processing operations on the social media portals. Depending on the provider, other processing operations may therefore be performed by the social media portal operators. Details can be found in the terms of use and privacy policy of the relevant social media portals.

Legal basis

Our social media activity is designed to achieve the widest possible online presence. This is a legitimate interest within the meaning of Art. 6 (1)(f) GDPR. The analysis processes triggered by the social networks may be based on alternative legal bases, which must be specified by the social network operators (e.g. consent within the meaning of Art. 6(1)(a) GDPR).

The “Controller” and exercising your rights

If you visit one of our social media pages (e.g., Facebook), we and the operator of the social media platform, are jointly responsible for the data processing operations triggered by your visit. In principle you can exercise your rights (disclosure, rectification, erasure, restriction of processing, data portability and the right to object) against us and against the operator of the relevant social media site (e.g. Facebook).

Please note that despite our joint responsibility with the social media site operators, we cannot fully control the data processing activities of the social media sites. Our options are largely based on the company policy of the provider in question.

Duration of storage

The data we collect directly through our social media presence will be erased from our systems once the purpose of the storage no longer exists, if you ask us to erase these data, if you withdraw your consent to the storage of the data, or the purpose for the data storage no longer applies. Cookies stored on your device will remain there until you erase them. This is without prejudice to any mandatory legal provisions - in particular retention periods.

We have no control over the duration of storage of data retained by social network operators for their own purposes. For details, please refer to the social network operators directly (e.g. consult their privacy policy, see below).

Specific social networks

Facebook

We have a Facebook profile. The provider is Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA. Facebook is certified under the EU-US Privacy Shield.

We have concluded a joint processing agreement with Facebook (Controller Addendum). This agreement defines for which data processing operations we or Facebook are responsible, when you visit our Facebook page. You can read this agreement by clicking on this link:

https://www.facebook.com/legal/terms/page_controller_addendum.

You can customise your advertising settings independently in your user account. Click on the following link and log in:

<https://www.facebook.com/settings?tab=ads>.

Details can be found in the Facebook privacy policy:

<https://www.facebook.com/about/privacy/>.