

Presence in social networks (social media)

We maintain online presences within social networks and process user data in this context in order to communicate with the users active there or to offer information about us.

We would like to point out that user data may be processed outside the European Union. This may result in risks for users because, for example, it could make it more difficult to enforce user rights.

Furthermore, user data within social networks is generally processed for market research and advertising purposes. For example, user profiles can be created based on user behaviour and the resulting interests of users. The latter may in turn be used, for example, to place adverts within and outside the networks that presumably correspond to the interests of the users. Cookies are therefore generally stored on users' computers, in which the user behaviour and interests of the users are stored. In addition, data can also be stored in the user profiles independently of the devices used by the users (especially if they are members of the respective platforms and are logged in there).

For a detailed description of the respective forms of processing and the opt-out options, please refer to the data protection declarations and information provided by the operators of the respective networks.

In the case of requests for information and the assertion of data subject rights, we would also like to point out that these can be asserted most effectively with the providers. Only the latter have access to the user data and can take appropriate measures and provide information directly. Should you nevertheless require assistance, you can contact us.

- **Types of data processed:** Contact data (e.g. postal and e-mail addresses or telephone numbers); content data (e.g. text or image messages and contributions as well as the information relating to them, such as information on authorship or time of creation). Usage data (e.g. page views and dwell time, click paths, usage intensity and frequency, device types and operating systems used, interactions with content and functions).
- **Data subjects:** Users (e.g. website visitors, users of online services).
- **Purposes of Processing:** Communication; Feedback (e.g. collecting feedback via online form). Public relations work.
- **Storage and deletion:** Deletion in accordance with the information in the section "General information on data storage and deletion".
- **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR).

Further information on processing processes, procedures and services:

- **Instagram:** Social network, allows you to share photos and videos, comment on and favourite posts, send messages, subscribe to profiles and pages
 - **Service provider:** Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland
 - **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR)
 - **Website:** <https://www.instagram.com>
 - **Privacy policy:** <https://privacycenter.instagram.com/policy/>

- **Basis for third country transfers:** Data Privacy Framework (DPF), Data Privacy Framework (DPF).
- **YouTube:** Social network and video platform
 - **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland
 - **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR)
 - **Privacy policy:** <https://policies.google.com/privacy>
 - **Basis for third country transfers:** Data Privacy Framework (DPF), Data Privacy Framework (DPF)
 - **Option to object (opt-out):** <https://myadcenter.google.com/personalizationoff>.
- **TikTok:** Social network and video-sharing platform that allows users to create, share and discover short-form videos, interact with content, send messages, follow profiles and engage with other users
 - **Service provider:** TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland
 - **Website:** <https://www.tiktok.com>
 - **Privacy policy:** <https://www.tiktok.com/legal/page/eea/privacy-policy/en>
 - The transfer of data to non-secure third countries is based on the European Commission's standard contractual clauses. You can find details here: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>