

# PRIVACY STATEMENT – Facebook Fan Page

Last updated: 10/07/2018

## I. Controller

As operator of the Facebook fan page, we (Heldbergs a sales department of Habermaass GmbH) and the operator of the social network Facebook (Facebook Ireland Ltd.) are joint controllers pursuant to Art. 4 paragraph 7 of the General Data Protection Regulation (GDPR). The controllers (1<sup>st</sup> controller: Facebook; 2<sup>nd</sup> controller: Heldbergs) process personal data when you visit our Facebook fan page. The following describes which data is collected, how it is processed and which rights you have in this regard.

As operator of the Facebook fan page, we have entered into agreements with Facebook that define the terms for use of the Facebook fan page, among other things. They are based on the [Facebook Terms of Service](#) and on the Other Terms and Policies that are listed at the end of the Terms of Service.

## II. Use of cookies and Insights

We use the Facebook Insights function in connection with operation of the Facebook fan page in order to obtain anonymised statistical data about users. For this purpose, Facebook places a cookie on the device of the user visiting our Facebook fan page. Each cookie contains a unique identifier code and remains active for a period of two years, except when it is deleted before the end of this period. The user code can be associated with the data of users that are registered with Facebook.

Facebook receives, records and processes the information stored in the cookie, especially when the user visits the Facebook services, services that are provided by other members of the Facebook Group and services by other companies that use Facebook services. Moreover, parties such as Facebook affiliates or other third parties may also use cookies in connection with Facebook services in order to perform services on behalf of the companies advertising on Facebook. For more information on the use of cookies, visit the [Facebook Cookie Policy](#).

## III. Purposes of processing

The information is processed firstly to enable Facebook to improve the system of advertising that it disseminates by means of its network, among other things. It is secondly intended to enable us, as operator of the Facebook fan page, to receive statistics that are compiled by Facebook based on visits to our Facebook fan page. The purpose is to control marketing of our activities. For example, we are able to acquire information on the profiles of the visitors that follow our Facebook fan page or that use applications contained on the page. This enables us to offer them more relevant content and to develop functions that may reflect their interests to a greater extent.

Moreover, the information collected is also used to compile demographic and geographic analyses that allow us to obtain a better understanding of how we can achieve our objectives with the Facebook fan page to a greater extent. We can use this information to place targeted, interest-based advertisements without requiring direct knowledge of the visitor's identity. Where visitors use Facebook on several devices, the collection and analysis of data can also be synchronised for all of these devices, provided the visitors are registered and signed into their personal profiles.

The visitor statistics are transferred to us exclusively in an anonymised form. We do not have access to the underlying datasets.

## IV. Legal grounds and legitimate interests

We operate this Facebook fan page to present ourselves to, and communicate with, the users of Facebook and other interested persons that visit our Facebook fan page. The personal data of users is processed according to our legitimate interests in optimising the presentation of our company to interested parties (Art. 6 paragraph 1 sentence 1 point (f) GDPR).

## V. Transfer of data

It is conceivable that some of the information collected may be processed outside of the European Union by Facebook, which is domiciled in the United States. Facebook Inc. is certified under the EU-US Privacy Shield Framework and is hence obliged to comply with the European data protection standards.

We do not pass on any personal data ourselves.

## VI. Right to object

Facebook users can adjust their [ad preference settings](#) to influence how usage data is collected when they visit our Facebook fan page. Additional options are available under [Facebook settings](#) or by using the form for submitting objections.

In addition, you can prevent the processing of information using the cookie that Facebook places on your device by adjusting your browser settings to disable third-party cookies or Facebook cookies.

#### **VII. Nature of the shared responsibility**

The agreements with Facebook, also in regard to shared responsibility, essentially state that requests for information and the exercise of other rights of data subjects are most sensibly addressed directly to Facebook. This is because Facebook alone, as provider of the social network and the opportunity for integration of Facebook pages, has direct access to the electronic information and is able to take necessary measures and offer information. Feel free to contact us at any time if our assistance is required nevertheless.

#### **VIII. Information about contact details and other rights as the data subject**

Visit the [Privacy Statement](#) on our website for our contact details, more information about the rights of data subjects and how we otherwise process personal data.

Visit the Facebook [Privacy Policy](#) for more information about how Facebook manages personal data.