

PRIVACY STATEMENT – Facebook Fan Page

Last updated: 01/01/2019

I. Controller

As operator of the Facebook fan page, we (Heldbergs GmbH & Co. KG, August-Grosch-Str. 28-38, 96476 Bad Rodach) and the operator of the social network Facebook (Facebook Ireland Ltd., Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland) are joint controllers pursuant to Art. 4 paragraph 7 of the General Data Protection Regulation (GDPR). The controllers (1st controller: Facebook; 2nd 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.

We have concluded an agreement with Facebook on joint data-protection responsibility with regard to the processing of personal data. Data processing is based on this agreement between jointly responsible entities pursuant to Art. 26 DSGVO, which you can view here:

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

Facebook acknowledges with this agreement its joint responsibility with regard to so-called Insights data and assumes essential data-protection obligations with regard to informing data subjects, data security or reporting data protection violations. The agreement stipulates furthermore that Facebook is the primary point of contact for the exercise of data subjects' rights (Art. 15–22 GDPR). As the provider of the social network, solely Facebook has direct access to the required information and can also immediately take any necessary measures and provide information. Should our support nevertheless be required, we can be contacted at any time.

II. Data protection officer

You can contact Facebook's data protection officer using the online contact form provided by Facebook at: <https://www.facebook.com/help/contact/540977946302970>.

III. 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. Facebook provides information on Insights and the Facebook pages in its [data-protection notice](#).

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](#).

IV. 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.

V. 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. Pursuant to Art. 6 para. 1 letter f) GDPR, this serves to safeguard our predominantly legitimate interests in an optimised presentation of our offer and effective communication with customers and interested parties on balancing the interests of those involved.

VI. 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.

VII. 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.

VIII. 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.

IX. Information about contact details and other rights as the data subject

The applicable data-protection law grants you comprehensive rights as data subjects vis-à-vis the party responsible with regard to the processing of your personal data, of which we inform you below:

- Right to information in accordance with Art. 15 GDPR
- Right of rectification in accordance with Art. 16 GDPR
- Right to deletion in accordance with Art. 17 GDPR
- Right to restriction of processing in accordance with Art. 18 GDPR
- Right to information in accordance with Art. 19 GDPR
- Right to data portability in accordance with Art. 20 GDPR
- Right to revocation of consent in accordance with Art. 7 Abs. 3 GDPR
- Right of appeal in accordance with Art. 77 GDPR.

Enquiries regarding rights of data subjects should be addressed directly to Facebook. Please use this form for inquiries

<https://www.facebook.com/login.php?next=https%3A%2F%2Fwww.facebook.com%2Fhelp%2Fcontact%2F308592359910928>

If you submit enquiries to us, these will be forwarded to Facebook in its capacity as primarily responsible party for data processing.

Further information on our contact data, the rights of data subjects vis-à-vis us and how we process other personal data can be found in the data-protection declaration on our website.

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.