

Our social media presence

Data processing through social networks



We maintain publicly accessible profiles in social networks. The social networks we use in detail can be found below.

Social networks such as Facebook, Twitter etc. can usually analyse your user behaviour comprehensively when you visit their website or a website with integrated social media content (e.g. like buttons or advertising banners). Visiting our social media sites triggers numerous data protection-relevant processing operations. In detail:

If you are logged in to your social media account and visit our social media presence, the operator of the social media portal can assign this visit to your user account. However, your personal data may be collected even if you are not logged in or do not have an account with the respective social media portal. In this case, this data is collected, for example, via cookies that are stored on your end device or by recording your IP address.

With the help of the data collected in this way, the operators of social media portals can create user profiles in which your preferences and interests are stored. In this way, interest-based advertising can be displayed within and outside the respective social media presence. If you have an account with the relevant social network, the interest-based advertisement can be displayed on all devices on which you are or were logged in.

Please also note that we cannot trace all processing on the social media portals. Depending on the provider, further processing may therefore be carried out by the operators of the social media portals.

Legal base

Our social media appearances are designed to ensure the widest possible presence on the Internet. This is a legitimate interest within the meaning of Art. 6 para. 1 letter f GDPR. The analysis processes initiated by the social networks may be based on different legal bases, which must be specified by the operators of the social networks (e.g. consent within the meaning of Art. 6 para. 1 letter a GDPR).

Responsible and assertion of rights

If you visit one of our social media sites (e.g. Facebook), we are jointly responsible with the operator of the social media platform for the data processing operations triggered during this visit. You can assert your rights (information, correction, deletion, restriction of processing, data transferability and complaints) both against us and against the operator of the respective social media portal (e.g. against Facebook)

Please note that despite the joint responsibility with the social media portal operators, we do not have full influence on the data processing procedures of the social media portals. Our possibilities depend largely on the corporate policy of the respective provider.

Storage period

The data collected directly by us via the social media presence will be deleted from our systems as soon as the purpose for storing it no longer applies, you request us to delete it, revoke your consent to storage or the purpose for storing the data no longer applies. Stored cookies remain on your terminal device until you delete them. Mandatory legal provisions - in particular retention periods - remain unaffected.

We have no influence on the storage period of your data, which is stored by the operators of social networks for their own purposes. For details, please contact the social network operators directly (e.g. in their privacy policy, see below).

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Social networks in detail

Facebook

We have a profile on Facebook. This service is provided by Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. According to Facebook, the data collected is also transferred to the USA and other third countries.

You can adjust your advertising settings independently in your user account. To do so, click on the following link and log in:

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

Data transmission to the US is based on the standard contractual clauses of the EU Commission.

Details can be found here:

https://www.facebook.com/legal/EU_data_transfer_addendum und

<https://de-de.facebook.com/help/56699466033381>.

Details can be found in the Facebook privacy policy:

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

Xing

We have a profile on XING. The provider is New Work SE, Dammtorstraße 30, 20354 Hamburg, Germany. Details on how they handle your personal data can be found in the XING Privacy Policy:

<https://privacy.xing.com/de/datenschutzerklaerung>.

LinkedIn

We have a profile on LinkedIn. The provider is LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland. LinkedIn uses advertising cookies.

If you want to disable LinkedIn advertising cookies, please use the following link:

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Data transmission to the US is based on the standard contractual clauses of the EU Commission.

Details can be found here:

<https://www.linkedin.com/legal/l/dpa> and

<https://www.linkedin.com/legal/l/eu-sccs>.

Details on how they handle your personal data can be found in the privacy policy from LinkedIn:
von LinkedIn:

<https://www.linkedin.com/legal/privacy-policy>.

YouTube

We have a profile on YouTube. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. For details of how they handle your personal information, please see the YouTube Privacy Policy:

<https://policies.google.com/privacy?hl=de>.

Data protection officer

We have appointed a data protection officer. You can reach him under the following contact options:

CyberSecurity manufaktur GmbH - Data protection officer, Paul-Martin-Straße 4b, 87629 Füssen

Herr Martin Braun, E-Mail: Martin.Braun@Cybersecurity-Manufaktur.de

Right of appeal

You have the right to complain to a data protection supervisory authority about the processing of personal data by us:

Bayerisches Landesamt für Datenschutzaufsicht, (Bavarian State Office for Data Protection Supervision) Promenade 27, 91522 Ansbach
Telefon 0981 531300, Telefax 0981 53981300, E-Mail: poststelle@lda.bayern.de, Internet: www.lda.bayern.de