

Privacy policy – Data processing by social networks

Our social media presence

This privacy policy applies to the following social media presence

- <https://www.facebook.com/fagus.grecon.de>
- <https://twitter.com/FagusGreCon?s=20>
- https://www.instagram.com/fagus_grecon/
- <https://www.xing.com/pages/fagus-grecon-greten-gmbh-co-kg>
- <https://www.linkedin.com/company/fagus-grecon-greten-gmbh-&-co-kg>
- <https://www.youtube.com/@fagusgrecon>

Data processing by social networks

We maintain publicly accessible profiles on social networks. The specific social networks we use are listed below.

Social networks such as Facebook, X, 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 presences triggers numerous data processing operations relevant to data protection. Specifically:

If you are logged into 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 also be collected 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 stored on your 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 to you both within and outside the respective social media presence. If you have an account with the respective social network, interest-based advertising can be displayed on all devices on which you are or were logged in.

Please also note that we cannot track all processing operations on social media portals. Depending on the provider, further processing operations may therefore be carried out by the operators of the social media portals. For details, please refer to the terms of use and privacy policies of the respective social media portals.

Legal basis

Our social media presence is intended to ensure the most comprehensive presence possible on the internet. This is a legitimate interest within the meaning of Art. 6 (1) (f) GDPR. The analysis processes initiated by 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 (1) (a) GDPR).

Responsible party and assertion of rights

When 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 portability and complaint) both against us and against the operator of the respective social media portal (e.g. against Facebook).

Please note that, despite our joint responsibility with the social media portal operators, we do not have full control over the data processing operations of the social media portals. Our options are largely determined by the corporate policy of the respective provider.

Storage period

The data collected directly by us via our social media presence will be deleted from our systems as soon as you request us to do so, revoke your consent to storage or the purpose for data storage no longer applies. Stored cookies remain on your 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 operators of the social networks directly (e.g. in their privacy policy, see below).

Your rights

You have the right to obtain information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to object, the right to data portability and the right to lodge a complaint with the competent supervisory authority. Furthermore, you can request the correction, blocking, deletion and, under certain circumstances, the restriction of the processing of your personal data.

Social networks in detail

Facebook

We have a profile on Facebook. This service is provided by Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland (hereinafter referred to as Meta). According to Meta, the data collected is also transferred to the USA and other third countries.

We have entered into a joint processing agreement (Controller Addendum) with Meta. This agreement specifies which data processing operations we or Meta are responsible for when you visit our Facebook page. You can view this agreement at the following link:

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

You can adjust your advertising settings yourself in your user account. To do so, click on the following link and log in: <https://www.facebook.com/settings?tab=ads>.

Data transfer to the USA 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 and <https://de-de.facebook.com/help/566994660333381>.

For details, please refer to Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

The company is certified under the EU-US Data Privacy Framework (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/participant/4452>

X (formerly Twitter)

We use the short message service X (formerly Twitter). The provider is the parent company X Corp., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. The Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland, is responsible for data processing for persons living outside the USA.

You can adjust your X privacy settings yourself in your user account. To do so, click on the following link and log in: <https://x.com/settings/account/personalization>.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://gdpr.x.com/en/controller-to-controller-transfers.html>.

For details, please refer to the privacy policy of X (formerly Twitter): <https://x.com/de/privacy>.

Instagram

We have a profile on Instagram. This service is provided by Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland.

Data transfer to the USA 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 and <https://de-de.facebook.com/help/566994660333381>.

Details on how they handle your personal data can be found in Instagram's privacy policy: <https://privacycenter.instagram.com/policy/>.

The company is certified under the EU-US Data Privacy Framework (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/participant/4452>

XING

We have a profile on XING. The provider is New Work SE, Am Strandkai 1, 20457 Hamburg, Germany. For details on how they handle your personal data, please refer to XING's 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 wish to deactivate LinkedIn advertising cookies, please use the following link:

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

Data transfer to the USA 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 LinkedIn's privacy policy:

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

The company is certified under the EU-US Data Privacy Framework (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when data is processed in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this is available from the provider at the following link: <https://www.dataprivacyframework.gov/participant/5448>

YouTube

We have a profile on YouTube. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Details on how they handle your personal data can be found in YouTube's privacy policy: <https://policies.google.com/privacy?hl=de>.

The company is certified under the EU-US Data Privacy Framework (DPF). The DPF is an agreement between the European Union and the USA that is intended to ensure compliance with European data protection standards when processing data in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the following link:

<https://www.dataprivacyframework.gov/participant/5780>

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