

Data Protection Information

ETO GRUPPE Instagram

Legal notice – Information pursuant to § 5 TMG

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Information on Data Protection When Using Our Instagram Page Pursuant to Art. 13, 14 GDPR

Below we are informing you about the processing of your personal data when using our Instagram page and the data protection rights you have towards us.

Please check carefully, which personal data you exchange and share with us via Instagram.

Instagram is a product of Facebook.

All data recorded via Instagram are processed by Facebook. Information on us and our services can be found at our website www.etogruppe.com. In this case, Facebook does not receive any information.

I. Processing of Personal Data by Us When Using Our Instagram Page

The data provided by you on our Instagram page such as comments, likes, private messages and photographs are published by the social network Instagram and at no time are used or processed for purposes other than those below.

We process the data provided by you by commenting on them or sharing them and on the basis of which we communicate with you via the social network. We reserve the right in this context to delete content where we deem this necessary. The legal basis for the processing of the data in these cases is our legitimate interest in our public relations work and our corporate advertising pursuant to Art. 6 Sect. 1 Clause 1 lit. f GDPR.

When you contact us via Instagram messenger or send us inquiries, the data provided by you are processed exclusively for handling and responding to the contact inquiry and the corresponding technical administration. The legal basis for the processing of the data is our legitimate interest in responding to your contact inquiry pursuant to Art. 6 Sect. 1 Clause 1 lit. f GDPR. Where the objective of your contact inquiry is conclusion of a contract or the implementation of pre-contractual measures, the additional legal foundation for the processing is Art. 6 Sect. 1 Clause 1 lit. b GDPR. We will delete the data processed in connection with your contact inquiry when storage is no longer necessary or restrict processing where statutory record retention duties prevent erasure. With regard to the personal data from the contact inquiry, we assume that further storage is no longer necessary when it can be assumed on the basis of the circumstances that the facts of the case have been conclusively settled.

We may refer to alternative, secure communication channels for responding to your inquiries. If you wish to prevent Instagram from processing the personal data you share with us, please contact us in another way such as via the address specified in our legal notice.

Where you are not exercising your right to objection to the processing of your personal data on the basis of a weighing of interests, we will delete your data from our systems immediately after the aforementioned legitimate

interests cease to exist or we will restrict the processing where there are legal duties as defined in Art. 6 Sect. 1 Clause 1 lit. c GDPR preventing erasure.

II. Processing of Personal Data by Facebook

When you visit our Instagram page Facebook processes i. a. your IP address as well as further information processed by cookies on your mobile terminal devices on which you use Instagram. The data being recorded is processed by Facebook i. a. for the purposes of supply, customization and improvement of products and to tailor advertising more optimally to your personal preferences and interests. Alongside this, this information is provided to us as the operator of the Instagram page as statistical information on the use of our page as a compilation. The visitor statistics are provided to us exclusively in an anonymized format. We have no access to the underlying data. In addition, demographic and geographical information may be provided to us.

We can use this information to place strategic interest-based ads without any direct knowledge of the visitor's identity. Where visitors use Instagram on several terminal devices, the recording and assessment may also be cross-device if the visitors are registered and logged in to their own profiles.

As operators of the Instagram page, we are unable to identify in which countries within or outside the EU and to what extent and for how long the data are stored by Facebook or whether and to what extent Facebook complies with existing erasure duties or which assessments and associations are made with the data and to whom the data are forwarded.

In particular, we are unable to identify whether and to what extent Facebook, regardless of whether you as the user of the social network are registered or not, uses web tracking tools and uses your profile and behavior data in order to assess your habits, personal relationships or preferences, for example, or to what extent activities on our Instagram account are allocated to individual users. Neither are we informed if and to what extent Facebook uses personal data processed when you visit our page for its own purposes or if these are passed on to third parties. If you wish to prevent Facebook from processing your personal data, you should log off Instagram or deactivate the function "stay logged in", delete the cookies on your device and where necessary close and restart your browser.

Further possibilities are provided for by the Facebook and Instagram settings under Facebook Ad-Preferences, in Instagram, Privacy Policy with the form for the right of objection. The processing of information through cookies used by Facebook can also be prevented by not allowing cookies by third-party providers or such not allowed by Facebook in your own browser settings.

Information on data processing by Instagram and the possibilities offered by Facebook for the management and erasure of data processed by Facebook can be found in the data privacy policy of the provider in the respective applicable version at <https://help.instagram.com/519522125107875> and under the point "Privacy" on the homepage of the social network.

III. Your Data Subject Rights

Where data are recorded for the safeguarding of our legitimate interests on the basis of Art. 6 Sect. 1 Clause 1 lit. f GDPR, you have the right to lodge a complaint at any time on grounds arising from your particular situation.

Pursuant to Art. 15 GDPR, you have the right to access the personal information stored about you as well as to the rectification of wrong data or to erasure where one of the grounds specified in Art. 17 GDPR is given, e.g. where the data are no longer required for the purpose being pursued. Moreover, you have the right to restriction of the processing if one of the prerequisites specified under Art. 18 GDPR exists and in cases of Art. 20 GDPR, the right to data portability. Moreover, pursuant to Art. 22 GDPR, you have the right not to be subject to a decision based exclusively on automated processing including profiling which has a legal effect on you or otherwise significantly impairs you.

If you believe that the processing of the respective data violates the applicable data protection regulations, you have the right pursuant to Art. 77 GDPR to lodge a complaint with a supervisory body. The right to lodge a complaint can in particular be exercised in the member state in which you reside or the site of the alleged violation.

IV. Mutual Responsibility Pursuant to Art. 26 GDPR and Contact Details

We, as the operator of the Instagram page and Facebook are mutually responsible for the processing.

We process your data as shown under I. Facebook records and processes the data as described under II.

You can assert your rights specified under III. towards us as well as towards Facebook Ireland Limited ("Facebook Ireland") at any time.

Where you assert your rights towards us you can contact us personally at the address specified in the legal notice. You can also contact our data protection officer personally at the above address or by e-mail at datenschutz@etogruppe.com.

We are obligated to forward your inquiry to Facebook Ireland. Facebook Ireland will inform you and ensure that your rights can be asserted (i.a. information duties Art. 12-13 GDPR, data subject rights Art. 15-22 GDPR and data security and reporting of data protection violations Art. 32-34 GDPR). In addition, Facebook Ireland is responsible for ensuring security of the data processing. We have no control over whether Facebook actually stops the processing and whether your data are deleted after the purpose of Facebook ceases to apply.

If you wish to contact Facebook Ireland directly, please contact Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. You can contact the data protection officer via the form available online on the pages of the social network at <https://www.facebook.com/help/contact/540977946302970>.

Notice on the Processing of Your Personal Data by Facebook

When using Instagram, it is possible for Facebook Ireland to relay your data to a server of the parent company in the US and to process them there. The European Court of Justice regards the data protection standards in the US as deficient in relation to EU standards. The processing of your personal data in the US is associated with the corresponding risks, such as secret access by US agencies for supervisory and monitoring purposes. If you would like to avoid data transfer in future, visit our website directly at www.etogruppe.com.