Privacy Policy for the Social Media Platforms

Below you will find the privacy policy for our presence on social networks. Through these, we can get in direct contact with our customers and interested parties, communicate actively and inform them about news.

Some of the platforms we use also give you the opportunity to react directly to our articles and comment on them. The comments, likes and posts are publicly visible and thus it is also publicly recognizable by whom they were left in each case.

The following privacy policy applies to the following social media presences:

- **Facebook- / Instagram- Fanpage**
- **LinkedIn**

Basic note on social media platforms

When you visit social networks, your user behaviour is comprehensively analysed by the operators of the platforms. Among other things, the operator can assign your activities to you through the device you use, regardless of whether you are logged into an account or not. This is done, for example, by using so-called cookies, which are stored on your device, or by recording your IP address. In addition, the operator can create user profiles with the respective preferences and interests. For more information on the processes, please refer to the privacy policy of the respective platform

I. Name and address of the controller

With regard to our social media presence, the person in charge is:

UNITEC Informationssysteme GmbH

Maria-Montessori-Allee 10,
63457 Hanau
, Germany

E-Mail: info@unitec.de
Tel.: +49 (0)6181 – 57043-0

II. Name and address of the data protection officer

We have appointed a data protection officer in accordance with Art. 37 GDPR. You can reach our data protection officer at the following contact details:

ituso GmbH
Birthe Glöß

Fraunhoferstr. 9
85221 DachauDeutschland

E-Mail: datenschutz@unitec.deTel.: +49 8142 42050 20

III. General

Legal basis, purpose

The legal basis for data processing is the legitimate interest in accordance with Article 6 (1) (f) GDPR to ensure a comprehensive online presentation and an optimized presentation of the company. The measurement of visitor behaviour on some platforms serves to optimise the presentation and orientation of our online offer as well as to communicate effectively with you.

The analysis processes on some platforms may be based on different legal bases, which must be specified by the operators of the social networks in their data protection information (e.g. consent pursuant to Art. 6 para. 1 lit. a) GDPR).

Rights of data subjects

In accordance with Article 15 et seq. of the GDPR, you have the right to information about your personal data, to have it corrected or deleted, to restrict processing, to object to processing, and to data portability. You also have the right to lodge a complaint with a data protection supervisory authority. If the processing is based on Article 6 (1) (a) GDPR or Article 9 (2) (a) GDPR (consent), you have the right to revoke your consent at any time for the future, without affecting the lawfulness of the processing carried out on the basis of the consent before its withdrawal.

In the case of joint controllership, we have only a limited influence on the processing operations on the platforms. In this case, the rights of the data subject can also be asserted against the operator of the respective platform.

IV. Social media platforms we use

a. Facebook- / Instagram- Fanpage

Facebook's provider is Meta Platforms Ireland Ltd. (Merrion Road, Dublin 4, D04 X2K5, Ireland; hereinafter **referred** to as Meta)

Responsibilities

There is joint responsibility with Meta in accordance with Art. 26 GDPR. Meta is the primary controller within the meaning of the GDPR (Article 26) with respect to the Insights Data: https://www.facebook.com/legal/terms/page_controller_addendum. (From 25.04.2023: For the rest, the Controller Addendum to the Facebook Business Tools Terms must be observed: https://www.facebook.com/legal/controller_addendum)

General

Current information about our company is posted on the Instagram or Facebook fan page and can be commented on and/or liked by users. Users can also post so-called visitor contributions on our site. The comments, likes and posts are publicly visible and thus it is also publicly recognizable by whom they were left in each case. Users can also send messages to us, but these are not publicly visible.

Facebook / Instagram Insights

Via the so-called insights, we have the possibility to retrieve certain statistical, anonymized data on user behavior (https://www.facebook.com/help/instagram/788388387972460). For

example, total page views, likes, Page activity, post engagement, reach, video views, post reach. Data on the groups linked to our Facebook or Instagram page is also provided in this way.

The insights data is generated and provided by Meta using cookies. We can only change the period for which we want to look at the evaluation. In addition, we can set certain settings for the target group of our posts, which have a corresponding effect on the statistics. We cannot turn off the Insights function. Meta uses the data in particular for advertising purposes (creation of personalized advertising), creation of user profiles and market research purposes. If the visitor to the fan page has an Instagram / Facebook user account and is logged in with it during the page access, the information provided by the cookies is stored across devices. Meta passes on data, without us being able to influence this, including to Meta Platforms Inc., Meta's US parent company. This is certified under the EU-US Data Privacy Framework and is therefore considered data protection compliant within the meaning of the GDPR. Details of Meta's data processing can be found here: https://www.facebook.com/policy.php

We use the Insights data as well as the other visible data to optimize our offer on our Facebook / Instagram page and to interact with users. For example, we use the information on visiting hours to optimize the timing of our contributions. Information about the type of devices used helps us to design our contributions, etc., in such a way that they are optimally displayed on all types of devices. Based on the Facebook/Instagram Terms of Service, which each user has agreed to as part of the creation of their profile, we can identify the subscribers and fans of the page and view their profiles as well as other information shared by them.

You can assert your rights as a data subject against both us and Meta. Further data protection information on Meta in accordance with Article 13 GDPR can be found here: https://www.facebook.com/about/privacy

b. LinkedIn

We have a company profile on the LinkedIn business platform. LinkedIn's provider is LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible for data protection matters outside the United States.

Responsibilities

LinkedIn is responsible for the processing of personal data on the technical platform, in particular for all interactive functions, such as commenting, sharing and reacting to posts.

We are independently responsible for the content of our company profile and the processing of the data we receive through our company profile.

General

You have the opportunity to get in touch with us directly via LinkedIn. In addition, we share articles, events and other basic information about our company via this platform.

The processing in the course of contacting us is generally carried out for the purpose of answering the enquiry in accordance with Art. 6 (1) (f) GDPR (legitimate interest).

The Privacy Policy is available at https://www.linkedin.com/legal/privacy-policy . There you will also find information on the handling of personal data on the platform.

LinkedIn's Cookie Policy is available at https://www.linkedin.com/legal/cookie-policy . There you can also reject the advertising cookies used by LinkedIn.

LinkedIn has been certified as part of the EU-U.S. Data Privacy Framework of 10.07.2023.

LinkedIn Insights

We use LinkedIn Insights on our company profile. This is a web analysis service that provides us with statistics and user behaviour on our company profile. We only receive the information in anonymized form, no conclusions can be drawn about specific members.

There is joint responsibility for the processing in the course of LinkedIn Insights up to anonymization in accordance with Art. 26 GDPR. The agreement is available at: https://legal.linkedin.com/pages-joint-controller-addendum.

Kommentiert [BG1]: Optional text module