

# Facebook privacy statement

## A. Joint responsibility for data processing

We (die Verotec GmbH – Sto Group, Hanns-Martin-Schleyer-Str. 1, 89415 Lauingen, Germany) operate this Facebook fan page on the online platform provided by the social media network Facebook Ireland Limited (“Facebook Ireland”).

Together with Facebook Ireland we are jointly responsible for data processing in connection with this fan page in accordance with the regulations set out in Article 4, point 7 of the General Data Protection Regulation (GDPR). The scope of our responsibility includes data processing associated with Page Insights in particular (see C. b) below).

When you visit this fan page, your personal data is processed by Facebook Ireland and by us (the data controllers).

This data protection information will explain the extent to which your personal data (hereinafter simply “data”) is processed in this context.

The underlying terms of service of Facebook Ireland (including other conditions and directives listed therein) are published here:

<https://www.facebook.com/legal/terms>,

supplemented by the **Page Insights Controller Addendum**, which is available here

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)

These two documents alone contain the relevant provisions regulating how data is processed.

## B. Contact details for our data protection officer

Our data protection officer can be contacted at the following e-mail address: [datenschutzbeauftragter\[at\]sto.com](mailto:datenschutzbeauftragter[at]sto.com).

## C. Data processing and its purposes

### a) Operation of our fan page

#### aa. Dialogue and communication

We operate our Facebook fan page as a means of making contact and engaging in dialogue with users of and visitors to the Facebook Ireland social network. Sometimes we use our page to provide information about our company and its products and services (e.g. past or current events, promotional campaigns and special offers, etc.).

#### bb. User analysis

This Facebook fan page also provides us with a means of obtaining statistical information about our visitors. These statistics are created by Facebook Ireland. The information they provide enables us to improve and personalise how we target our marketing activities. During the course of such activities, we may obtain information from the Facebook profiles of individual users who like our fan page and/or use the applications on the page. As a result, we are able to improve the content and functions we offer to these users via our Facebook fan page.

We can also use the information captured from visitors to our Facebook fan page as well as information obtained from demographic and geographical analyses of it to improve the content we offer. Through

such analyses we are able to personalise embedded ads without actually being able to identify as a specific person on the basis of your visit.

If you use multiple devices to visit Facebook Ireland, data may be captured and analysed across devices if you search for our fan page as a registered user logged in with your Facebook profile.

All statistical information relating to visitors is anonymised before it is shared with us. We are not able to access underlying data.

#### **b) Use of Insights and cookies**

We use the “Insights” service provided by Facebook Ireland on our fan page to obtain anonymised statistical data relating to users of our fan page.

When you visit our fan page, Facebook Ireland saves a data package called a cookie on your device. This cookie contains a user identifier assigned to you. If you are a registered Facebook user, this user ID can be linked to your data. The information saved in the cookie is processed by Facebook. It is also possible for third parties to use information from Facebook cookies to provide services to companies that advertise on Facebook.

If they are not deleted, cookies remain active for two years.

For more information about Page Insights, please read the Page Insights Addendum between Facebook Ireland and us which explains about responsibility for data processing:

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)

Facebook’s Cookie Policy provides more information about how Facebook Ireland uses cookies:

<https://www.facebook.com/policies/cookies/>

#### **D. Legal basis and legitimate interests in relation to our data processing activities**

We process personal data on the basis of a legitimate interest in effective dialogue and exchange with Facebook users and visitors to our profile, as well as in relation to communication with Facebook users, including representing our company, in accordance with **Article 6 Paragraph 1 f) GDPR**.

#### **E. Sharing of data and data transfer to the USA**

Data entered when visiting our fan page may be forwarded to Facebook Inc., which is headquartered in the USA, and processed there.

We do not share data in the context of operating our fan page.

#### **F. Submitting objections for your Facebook account**

As a Facebook user, you have the possibility to set ad preferences in your Facebook account determining the extent to which your user activity is recorded when you visit our fan page. Facebook also has a form for submitting objections:

<https://www.facebook.com/help/contact/1994830130782319>

#### **G. Your rights as a data subject**

##### **a) Your right to be informed**

You can request information free of charge at any time about all personal data we are holding for you.

##### **b) Your rights to rectification, erasure, restriction of processing (blocking), objection**

If you no longer agree to your personal data being stored or if your personal data is no longer correct, on receipt of a corresponding instruction from you, we will have your data deleted or blocked or make the necessary corrections (insofar as this is possible under applicable law). The same applies if we are to restrict the processing of your data in the future.

### **c) Your right to data portability**

On request we will provide your personal data to you in a commonly-used, structured, and machine-readable format so that you can transfer this data to another controller should you wish to do so.

### **d) Your right to lodge a complaint with a supervisory authority**

You have the right to lodge a complaint with a supervisory authority:

[https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html).

### **e) Your right to withdraw consent with effect for the future**

You can withdraw consent with effect for the future at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

### **f) Restrictions**

The above rights do not apply to data where we are not able to identify the data subject (if the data has been anonymised for analysis purposes, for example). It may be possible for you to exercise your right to access/be informed, right to erasure, right to block, right to rectification, or transfer to another organisation in relation to this data if you provide us with additional information that will enable us to identify you.

## **H. General responsibility for data processing**

### **a) General**

Based on existing agreements with Facebook Ireland (including with regard to joint responsibility for data processing) it is appropriate to lodge requests for information and exercise rights as data subjects directly with Facebook Ireland. As the operator of the social network and given that it provides the service to create Facebook fan pages, only Facebook Ireland has the ability to access the necessary information directly as well as to take any necessary measures immediately and provide information. We are of course willing to support you in such endeavours at all times and are committed to fulfilling our obligations as a data controller.

### **b) Page Insights**

Facebook Ireland is the primary data controller in accordance with GDPR for Insights data in particular. Therefore, Facebook Ireland takes full responsibility under the provisions of the GDPR with regard to the processing of Insights data (e.g. Articles 12 and 13 GDPR, Articles 15 to 22 GDPR, and Articles 32 to 34 GDPR). Facebook Ireland remains solely and exclusively responsible for the processing of personal data in relation to Page Insights not covered by the current Page Insights Addendum.

## **I. Contacting us**

If you have any questions about the processing of your personal data or if you wish to exercise your right to access/be informed, right to rectification, right to block, right to object, or right to erasure, or should you wish to submit a request for your data to be transferred to another organisation, please contact [datenschutzbeauftragter\[at\]sto.com](mailto:datenschutzbeauftragter[at]sto.com).

More information about how we process data is provided here [sto.co.uk/en/footer/data-protection-notice/data-protection-notice.html](https://www.sto.co.uk/en/footer/data-protection-notice/data-protection-notice.html)

## **J. Information about the processing of personal data by Facebook**

Facebook's data policy contains information about its processing of personal data: <https://www.facebook.com/about/privacy/>