

Privacy Policy for Social Media

We are pleased that you are interested in and are visiting our social media pages. This Privacy Policy covers our social media pages on Facebook, Instagram, YouTube, Xing, and LinkedIn (hereinafter referred to as the "Social Media Platform") (hereinafter each a "Social Media Sites"). Specifically, this involves the following websites:

- **Instagram platform**
" IST METZ GmbH & Co KG" (@istmetz - <https://www.instagram.com/istmetz/?igsh=MW14YnZ-mNjdra2YxaA%3D%3D>),
(hereinafter "Instagram page"),
- **YouTube platform**
„ISTMETZ1“ - (<https://www.youtube.com/user/ISTMETZ1>),
(hereinafter "YouTube page"),
- **Xing platform**
„IST METZ GmbH & Co. KG“ (<https://www.xing.com/pages/ist-metz-gmbh-co-kg>)
(hereinafter "Xing page"),
- **LinkedIn platform**
„IST METZ GmbH & Co. KG“ (<https://de.linkedin.com/company/ist-metz-gmbh/>)
(hereinafter "LinkedIn page")

In the text below, we inform you in detail about the processing of your personal data and about your rights as a data subject in connection with the use of our social media pages.

Personal data are:

Any information relating to an identified or identifiable natural person; an identifiable natural person is a person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

1. Data controllers

The data controllers for data processing purposes within the meaning of the GDPR are:

IST METZ GmbH & Co. KG
Lauterstrasse 14-18
72622 Nürtingen

In addition to us, the respective operator of the social media platform (hereinafter referred to as the "provider") is also responsible for data processing on our social media pages. These are:

- for the Instagram platform, **Meta Platforms Ireland Limited**, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (hereinafter also "Instagram"),
- for the YouTube platform, **Google Ireland Limited**, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter also "Google"),
- for the Xing platform, **XING SE**, Dammtorstrasse 30, 20354 Hamburg, Germany (hereinafter also "Xing"),
- for the LinkedIn platform, **LinkedIn Ireland Unlimited Company**, Wilton Plaza, Wilton Place, Dublin 2, Ireland (hereinafter also "LinkedIn"),

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2. Contact details of the data protection officers:

Our officially appointed data protection officer can be reached at the following contact details if required:

Mustafa Vural
c/o Hopp + Flaig PartG mbB
Beratende Ingenieure
Neue Weinsteige 69/71,
70180 Stuttgart
E-mail: vural@hopp-flaig.de

Data protection officers of the social media providers:

For Instagram:

You can reach **Instagram's data protection officer** via an online contact form provided by them:

<https://de-de.facebook.com/help/contact/540977946302970>.

For YouTube:

You can reach **Google's data protection officer** via an online contact form provided by them:

<https://support.google.com/policies/troubleshooter/7575787>.

For Xing:

You can reach **Xing's data protection officer** by e-mail at datenschutzbeauftragter@xing.com or by post at the following address: Data Protection Officer, c/o XING SE, Dammtorstrasse 30, 20354 Hamburg, Germany.

For LinkedIn:

You can reach **LinkedIn's data protection officer** via an online contact form provided by them:

<https://www.linkedin.com/help/linkedin/ask/TSO-DPO>.

3. General information on social media platforms

We would like to point out that your use of our social media page and its functions, as well as the social media platform as a whole, is undertaken on your own responsibility. This applies in particular to the use of interactive functions (e.g. liking, following, commenting, sharing, rating).

The determinative rules governing your use of the Instagram platform as well as the data processing by Instagram (the META Group) are primarily the **terms of use** <https://help.instagram.com/581066165581870> and the **privacy policy** (<https://help.instagram.com/519522125107875>) of Instagram.

The determinative rules governing your use of the YouTube platform as well as the data processing by Google are primarily the **YouTube terms of use** (<https://www.youtube.com/t/terms>) and the Privacy Policy of Google which also covers the YouTube platform (<https://policies.google.com/privacy>).

The determinative rules governing your use of the Xing platform as well as the data processing by Xing are primarily the **terms of use** <https://www.xing.com/terms> and the **privacy policy** (<https://privacy.xing.com/de/datenschutzerklaerung>) of Xing.

The determinative rules governing your use of the LinkedIn platform as well as the data processing by LinkedIn are primarily the **terms of use** <https://www.linkedin.com/legal/user-agreement> and the **privacy policy** (<https://www.linkedin.com/legal/privacy-policy>) of LinkedIn as well as the so-called joint-controller-addendum <https://legal.linkedin.com/pages-joint-controller-addendum>

We cannot control data collection and its further use by the provider. This also applies to the scope, the location of the data processing and the duration of the data storage. The implementation of legal erasure obligations, the extent to which the provider complies with existing erasure obligations, what analyses are carried out and which links are effected with the data and to whom the data is passed on is also beyond our knowledge and we have no control over this.

Please therefore always review what personal information (personal data) you disclose about yourself as a user on the social media platform in question.

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Please refrain from submitting confidential information (e.g. application documents or bank or payment details) via our social media page.

Alternatively, if you wish to find out about our business without using the social media platform, much of the information provided via our social media pages is also available on our website at <https://www.ist-uv.de/de/>.

4. Type, scope, purposes and legal basis for processing your personal data:

We operate our social media pages to inform users and visitors about our company and to exchange information with them.

Unless otherwise described below, your personal data is processed on the basis of our legitimate interests (Article 6(1)(f) GDPR) in business operations, in optimising and analysing usage of our social media page and to communicate with visitors to the social media site. The performance of advertising activities via the social media platform also constitutes our legitimate interest.

Use of our social media pages is, in part, also possible without registering on the social media platform. Personal data may also be processed if you use the social media platform without registering.

Below you will find an overview of the type, scope, purposes and, if applicable, specific legal bases of automated data processing in connection with the use of our social media site.

Usage analysis

In connection with the operation of our social media pages, we use the "Insights" or "Analytics" function of the social media platform, by means of which the provider furnishes us with statistical data on the use of our social media pages, which are anonymous for us, i.e. the personal data of individual users or visitors are not visible to us. We do not know in detail which data the provider uses for usage analysis in connection with our social media pages.

- Specifically, we receive aggregated data from Instagram in the following areas: Activities (e.g. interactions such as profile visits and website clicks or the number of people who see content and where they find it), content (evaluations of posts, stories and promotions) and target group (demographic information on subscribers and other visitors).
- Specifically, we receive aggregated data from YouTube in the following areas: Number of so-called impressions, profile visits and followers (including increases and developments over time).
- Specifically, we receive aggregated data from Xing in the following areas: Reach (impressions), interactions ((link) clicks, likes, shares, comments), target group (demographic/geographical information, previously visited webpages).
- Specifically, we receive aggregated data from LinkedIn in the following areas: Reach (impressions, page views, unique users, sub-page views), target group (demographics), interaction (impressions, reactions, click-through rate, likes, shares, comments, (link) clicks, engagement rate), target group (demographic/geographical information).
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Cookies

The provider uses cookies and cookie-like technologies, i.e. usually small files that are stored on your end device (referred to as "cookies" in the sections below), which inter alia enable it to offer you a comprehensive range of functions, to make use more convenient and to be able to optimise its content. The data obtained by means of cookies are stored and processed directly by the provider. We ourselves have no access to these and no control over how the provider uses them.

The information obtained by means of cookies may be used by the provider within the social media platform as well as in other provider services and in services of third parties that use the provider services to create usage profiles for market research and advertising purposes. In particular, your usage behaviour and your resulting interests are taken into account. In this context, the provider may, for example, allow partners or even third parties to use this data to serve advertisements within and outside the social media platform. If you use the social media platform on several end devices, the collection and evaluation can also take place across devices, especially if you are logged in as a user.

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You can find specific information on the type, scope, purposes, legal basis and opt-out options for the use of cookies by the respective provider under the following links:

- **Cookie policy of Instagram** (<https://help.instagram.com/1896641480634370>),
- The **cookie notices of Google which cover the YouTube platform** (<https://policies.google.com/technologies/cookies>),
- **Privacy policy of Xing** (<https://privacy.xing.com/de/datenschutzerklaerung>) or
- **Cookie policy of LinkedIn** (<https://www.linkedin.com/legal/cookie-policy>).

If you do not want cookies and/or cookie-like technologies to be used, you can also prevent them from being stored on your end device by making the appropriate settings on your end device and/or internet browser or by using separate opt-out options. Please note that this may limit the functionality and range of functions of our social media pages.

Contacting us via our social media pages

If you contact us directly via our social media pages (e.g. via a personal message, messenger or form), we will only process the personal data you provide for the purpose of communicating with you about your enquiry. Data is not transferred to other internal systems.

If you are asked by us for a voluntary declaration of consent, this data processing is carried out on the basis of Article 6 (1)(a) GDPR.

Where the contact relates to preparing for or initiating a contractual relationship, the processing of your personal data, which is transmitted in connection with a direct contact via the social media platform, takes place on the legal basis of Article 6 (1) (b) GDPR.

If you contact us directly in connection with a job advertisement, in particular via our Xing or LinkedIn page, and provide us with information about yourself, we will immediately erase your enquiries from the respective social media platform.

Interest-based advertising

We are able to use demographic and geographic analyses of our target groups provided to us by the provider to target interest-based advertisements on our social media pages or to highlight our posts, but without gaining direct knowledge of the identity of the user or visitor to whom the advertisements are displayed. In this case, the display of advertisements or highlighting of posts on our social media pages is based on an analysis of previous usage behaviour by the provider; we only have access to anonymised or pseudonymised information that ordinarily does not allow us to identify you personally and is never linked with any personal data we may have stored.

To the extent that, in exceptional cases, we would want to carry out an extended comparison with customer lists in connection with interest-based advertising, this would only take place with your voluntary consent (Article 6 (1) (a) GDPR).

- As a user of an Instagram account that is linked to your Facebook account, you can change the **settings for Facebook's advertising preferences** (<https://www.facebook.com/about/privacy/>) to alter the extent to which your usage behaviour may be recorded and used by Facebook.
- As a user of the YouTube platform, you can access **Google's advertising settings** (<https://www.google.com/settings/u/0/ads/authenticated>) to control the extent to which your usage behaviour may be recorded and used by Google.
- As a user of the Xing platform, you can change the **settings for "Measuring and optimising advertising"** (<https://privacy.xing.com/de/datenschutzerklaerung/informationen-die-wir-auf-grund-ihrer-nutzung-von-xing-automatisch-erhalten/messung-und-optimierung-von-werbung>) to set the extent to which your usage behaviour may be recorded and used by Xing.
- As a user of the LinkedIn platform, you can change the **LinkedIn advertising settings** (<https://www.linkedin.com/legal/privacy-policy>) to alter the extent to which your user behaviour may be recorded and used by LinkedIn. For more information on managing ad settings on the LinkedIn platform, follow this link: [https://www.linkedin.com/help/linkedin/answer/65446/anzeigeneinstellungen-verwal-ten?lang=de](https://www.linkedin.com/help/linkedin/answer/65446/anzeigeneinstellungen-verwalten?lang=de).

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User interactions

In line with the way a social media platform works, it is possible for us to ascertain the users who like, subscribe to, rate, comment on or share our social media page and our posts, provided that you have made your interaction on the social media platform public and have not explicitly marked it as "private" by applying corresponding settings on the social media platform. We analyse this information in aggregate form to provide our users and visitors with more relevant content that may be of greater interest to you. This does not allow inferences to be drawn that would identify natural persons in such cases.

In your respective social media profile, you as a user have the option, for example, to actively hide your "posts", "tweets", "rated videos", "subscriptions", "followers" or other profile information or to no longer follow or subscribe to our social media page. In this case, you will no longer appear in the list of so-called followers or subscribers of that social media page.

5. Internal and external disclosure of your personal data

Your personal data will only be passed on internally for purposes of performing contractual obligations or further tasks in connection with the aforementioned purposes.

External disclosure of your personal data may take place in the following circumstances:

- Engaging a subcontractor (if applicable, a processor) to perform tasks of the controller.
- Commissioning support services where access to your personal data is necessary or at least cannot be completely ruled out. This includes, for example, IT support services, services in connection with invoicing or the use of tax consulting services
- Disclosure of your personal data due to legal obligations
- Potentially obtaining information from credit agencies
- If applicable, disclosure of personal data through an automated comparison with databases in connection with export controls

Sharing of your personal data by the respective social media providers

Information on the disclosure of your personal data by the respective social media providers can be found under the following links:

- **Privacy policy of Instagram** (<https://help.instagram.com/519522125107875>)
- The **privacy policy of Google which also covers the YouTube platform** (<https://policies.google.com/privacy#infosharing>)
- **Privacy policy of Xing** (<https://privacy.xing.com/de/datenschutzerklaerung>)
- **Privacy policy of LinkedIn** (<https://www.linkedin.com/legal/privacy-policy>)

6. Transfer of your personal data to a third country or an international organisation (outside the scope of the GDPR)

As a matter of principle, we do not transfer your personal data to countries outside the scope of the GDPR (also applies to internationally active organisations). Should a transfer nevertheless occur (e.g. in connection with the use of software applications or other IT services whose manufacturers are based in a country outside the scope of the GDPR), this would only occur where a corresponding EU adequacy decision or other appropriate safeguards (e.g. EU standard contractual clauses plus any supplementary measures) are in place. You have the right to receive further detailed information on this and on the appropriate safeguards. You can request the information you require using the contact details of our data protection officer (see sec. 2).

Data processing by the respective social media provider regularly also takes place in third countries outside the EU / EEA, such as the USA in particular. You can obtain further information on this on the respective data protection information of the respective social media provider (please also see sec. 12 of this Privacy Policy).

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7. Storage period and erasure of your personal data

The legislator has enacted a large number of retention periods, which we observe with the utmost care, and we seek advice in order to comply with these obligations. As a general rule, we only store your personal data for as long as is permitted by the defined purpose or as required by law for evidentiary reasons. Should we wish to store your data for longer than described above, we would ask you for a voluntary declaration of consent.

In principle, we have no influence on how the social media providers store or delete your data on the social media platform. For further information please click on the links below:

- **Privacy policy of Instagram** (<https://help.instagram.com/519522125107875>)
- The **privacy policy of Google which also covers the YouTube platform** (<https://policies.google.com/technologies/retention>)
- **Privacy policy of Xing** (<https://privacy.xing.com/de/datenschutzerklaerung>)
- **Privacy policy of LinkedIn** (<https://www.linkedin.com/legal/privacy-policy>)

8. Right of information, erasure, rectification, objection and restriction of use in respect of your personal data

You have the right to request confirmation from us as to whether personal data relating to you is being processed. If this is the case, you have the right to access this personal data and to the following information:

- the purposes of the data processing
- the categories of personal data that are processed
- the recipients or categories of recipients to whom your personal data have been or will be disclosed, in particular in the case of recipients in third EU countries or international organisations
- if possible, the planned duration for which your personal data will be stored or, if this is not possible, the criteria for determining this duration
- the existence of a right to rectify or erase the personal data concerning you or to restrict processing by us or a right to object to such processing
- the existence of a right of to lodge a complaint with a supervisory authority
- if the personal data are not collected from the data subject, all available information on the origin of the data
- where automated decision-making, including profiling, is carried out (meaningful information about the logic involved and the scope and intended effects of such processing as to you personally).

If your personal data is transferred to a third country or an international organisation, you have the right to be informed about the appropriate "safeguards" in relation to ensuring an adequate level of data protection in connection with the transfer.

We will provide you with a free copy of the personal data that is the subject of processing. For any additional copies you request, we may charge a reasonable fee based on administrative costs. If you submit the application electronically, you will receive the information in a common electronic format unless you specify otherwise.

The right to receive a copy may be restricted if this affects the rights and freedoms of other persons.

You have the right to request that we rectify any inaccurate personal data relating to you without delay. Taking into account the purposes of processing, you have the right to request the completion of incomplete personal data, including by means of a supplementary declaration. To exercise this right, you are welcome to contact our data protection officer.

You have the right to request the erasure of your personal data stored by us insofar as one of the following criteria is met:

- The personal data is no longer required in order to fulfil the agreed purpose.
- You withdraw a voluntary declaration of consent you have given (the lawfulness of the processing carried out on the basis of the consent up to the withdrawal of your consent remains unaffected by this, however).

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- Your personal data has previously been processed unlawfully.
- There is a legal obligation to erase the data.
- The personal data was collected in relation to information society services provided (persons under 16 years of age).

Furthermore, you have the right to demand that we restrict processing if one of the following conditions is met:

- You dispute the accuracy of the personal data for a period of time that allows us to verify the accuracy of the personal data.
- The processing is unlawful and you object to the erasure of your personal data and instead request the restriction of the use of your personal data.
- If we no longer need your personal data for the purposes of processing but you need it to assert, exercise or defend legal claims.
- If you have objected to the processing as long as it has not yet been determined whether our legitimate grounds outweigh your own.

9. Right of data portability

You have the right to receive the personal data stored by us about you, insofar as it is processed in an automated procedure, in a structured, common and machine-readable format.

You also have the right to transfer this data without hindrance on our part to another controller to whom the personal data has been provided.

When exercising your right to data portability, you have the right to cause your personal data to be transferred directly from us to another controller, where this is technically feasible.

The right to data portability may be restricted insofar as the rights or freedoms of other persons are affected by the exercise of this right.

10. Right of withdrawal of consent and continued reliance on consent previously granted

If we process personal data about you on the basis of a declaration of consent, you have the right to withdraw the consent given. However, the lawfulness of the processing carried out on the basis of the consent until withdrawal remains unaffected by this. With regard to compliance with storage periods, sec. 7 of this Privacy Policy must also be observed in this respect.

11. Right to lodge a complaint with the supervisory authority

Insofar as you feel the need to lodge a complaint with the competent supervisory authority, you are free to do so at any time.

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit [State Commissioner for Data Protection and Freedom of Information]

Baden-Württemberg

Lautenschlagerstr.20, 70173 Stuttgart

Tel: 0711/61 55 41 - 0

Fax: 0711/61 55 41 - 15

E-mail: poststelle@lfdi.bwl.de

Internet: <https://www.baden-wuerttemberg.datenschutz.de>

12. Data subject rights vis-à-vis the provider of the respective social media platform

You can also assert all the data subject rights set out in sec. 10 of this Privacy Policy against the provider of the respective social media platform. We recommend that you address requests for information and the assertion of other data subject rights regarding our social media pages directly to the provider. As the operator of the social media platform, only the provider has direct access to the necessary information and can take any necessary measures and provide information.

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You can find out how to exercise your rights as a data subject vis-à-vis the respective provider in the

- **Privacy policy of Instagram** (<https://help.instagram.com/519522125107875>)
- The **privacy policy of Google which also covers the YouTube platform** (<https://policies.google.com/privacy#infodelete>)
- **Privacy policy of Xing** (<https://privacy.xing.com/de/datenschutzerklaerung>)
- **Privacy policy of LinkedIn** (<https://www.linkedin.com/legal/privacy-policy>)

As a user of Instagram, you can in particular make adjustments in the **privacy settings of Instagram** (https://www.instagram.com/accounts/privacy_and_security). You can find out more about this directly on the Instagram platform: <https://help.instagram.com/116024195217477>.

As a YouTube user, you can in particular make adjustments in **YouTube's privacy settings** (https://www.youtube.com/account_privacy) as well as **Google's privacy settings** which also cover the YouTube platform (<https://policies.google.com/privacy#infochoices>).

As a user of Xing, you can in particular make adjustments affecting the display of information, its findability, activity visibility, contact lists and messages in the **privacy settings of Xing** (<https://www.xing.com/settings/privacy/profile>).

As a user of LinkedIn, you can in particular make adjustments in the **privacy settings of LinkedIn** (<https://www.linkedin.com/legal/privacy-policy>).

13. Links to third-party content

Social media sites, websites as well as services of other providers linked to from our social media page have been and are designed and provided by third parties. We have no control over the design, content and functioning of these third-party providers and distance ourselves from all content of all linked third-party sites.

Please note that the third-party content linked to from our social media page may install their own cookies on your terminal device and may collect personal data. We have no control over this. Details of the respective responsible party can be viewed on their imprint pages and privacy policies.

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