

## Privacy Policy for the Hoffmann SE Facebook Fan Page

### 1. Who is the controller for the processing of your data?

Hoffmann SE and Facebook are joint controllers according to the legal provisions set out in Art. 26 GDPR. The agreement that we have concluded with Facebook as joint controllers can be accessed here: [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum).

Our contact details are:

Hoffmann SE, Haberlandstr. 55, 81241 Munich

You can contact the data protection officer at Hoffmann GmbH by post at the above address, via the data protection officer, or by e-mail at: [dataprotection@hoffmann-group.com](mailto:dataprotection@hoffmann-group.com).

### 2. What is the purpose of our Facebook fan page?

We operate a Hoffmann fan page on Facebook to provide information about services and products and to enter into contact with you as a visitor and user of this Facebook fan page and via our website. For more information on data protection at Hoffmann, visit the company website at <http://ho7.eu/dataprotection>.

### 3. Which personal data do we process?

As a rule, we do not collect any personal data on our fan page, except if you engage with us interactively, for instance by adding a comment or liking a post. We are the operators of this fan page and therefore have an interest in the collection and further processing of your personal data for analysis and marketing purposes.

Your personal data is processed in connection with the Insights data that is made available through your use of Facebook. For more information on this topic, refer to the information provided by Facebook on the Page Insights data, which can be accessed at the following link: [https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data).

The legal basis for data processing is firstly Art. 6 paragraph 1 point b) GDPR (for instance if you send us an enquiry in connection with a contract) and secondly Art. 6 paragraph 1 point f) GDPR (for instance, we have a legitimate interest in the analysis of data made available by Facebook in order to optimise our Internet presence and our advertising).

### 4. Which personal data does Facebook process?

Bear in mind that your personal data is also processed by Facebook's operating companies when you access and use our Facebook page. These companies are Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, which is domiciled in Ireland, and Facebook, Inc., 1601 Willow Road, Menlo Park, California 94025, which is domiciled in the United States. Besides the processing described above, Facebook also processes your data for analysis and advertising purposes or to show personalised advertising. In our understanding, Facebook uses cookies for this purpose that record your usage behaviour (also multi-platform across several devices). This means that Facebook can show targeted advertising on its own platform and on the websites of third parties. For more information, refer to the Facebook privacy policy, which is accessible here: <https://www.facebook.com/about/privacy/>. Facebook also allows you to object to certain types of data processing; for more information on your opt-out options, select the following link <https://www.facebook.com/settings?tab=ads>. Please take note that user data is also processed in the USA or in third countries in accordance with the Facebook privacy policy. Facebook only transfers user data to countries for which the European Commission has issued an adequacy decision in accordance with Art. 45 GDPR or on the basis of appropriate safeguards in accordance with Art. 46 GDPR. Facebook Inc. is certified under the EU-US Privacy Shield and hence guarantees an adequate level of data protection pursuant to Art. 45 GDPR (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>)

### 5. What rights do you have as the data subject?

Should you wish to prevent the data processing as described above with effect for the future, remove the link between your user profile and Hoffmann's Facebook page by going to the Liked Pages tab, selecting the Hoffmann page and clicking on "Unlike".

You are also entitled to exercise your rights as the data subject towards Facebook. For more information on this topic, refer to the Facebook privacy policy, which is accessible here: <https://www.facebook.com/about/privacy/>. Select the following link to contact the Facebook data privacy officer: <https://www.facebook.com/help/contact/540977946302970>.

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