

Data protection – Social media

1. Data protection – Meta (Facebook and Instagram)
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1. Data protection – Meta

Privacy policy of Institut Dr. Schrader Creachem GmbH for Meta (Facebook and Instagram)

1. Responsible parties

The Institut Dr. Schrader Creachem GmbH (see below) operates a Facebook and Instagram fan page to draw attention to studies or news from the Institut Dr. Schrader Creachem GmbH and to communicate with test subjects and visitors to the fan page (hereinafter referred to as ‘users’). For this Facebook and Instagram fan page, Institut Dr. Schrader Creachem GmbH and Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland (hereinafter referred to as ‘Meta’) are responsible controllers within the meaning of the General Data Protection Regulation (GDPR).

Below, we provide information about the type and scope of personal data processing when using the Facebook and Instagram fan page.

In addition to Meta, the controller within the meaning of Art. 26 GDPR is:

Institut Dr. Schrader Creachem GmbH

Max-Planck-Str. 6

37603 Holzminden, Germany

Tel. +49 5531 / 9313-0

Email: info-schrader-institute@normecgroup.com

hereinafter referred to as ‘Institut Dr. Schrader Creachem GmbH’.

If you have any questions about this privacy policy or the protection of your data by Institut Dr. Schrader Creachem GmbH you can also contact our data protection officer at any time:

Institut Dr. Schrader Creachem GmbH

Dr. Heiko Nerenz

Max-Planck-Str. 6

37603 Holzminden, Germany

Tel. +49 5531 / 9313-0

Email: datenschutz-schrader@normecgroup.com

As the co-responsible party for this page, Institut Dr. Schrader Creachem GmbH has entered into agreements with Meta which, among other things, regulate the conditions for use of the Facebook and Instagram page. Insofar as we also carry out statistical evaluations of the use of the Facebook and Instagram fan page, you can find the regulations agreed between Meta and us in the agreement on data protection responsibility (Page Controller Addendum):

https://www.facebook.com/legal/terms/page_controller_addendum

The following applies in principle:

- Meta Platforms Ireland (Facebook and Instagram) and the Institut Dr. Schrader Creachem GmbH, as page administrators, have entered into an agreement (24 September 2020) governing our respective obligations under the GDPR.
- Meta Platforms Ireland (Facebook and Instagram) and the Institut Dr. Schrader Creachem GmbH have agreed that Meta is primarily responsible for providing users with information about joint processing and enabling them to exercise their rights under the GDPR. Under the GDPR, users have the right to access, rectify, transfer and erase their data, as well as to object to the processing of their data and to restrict processing. Users can find out more about these rights in the Facebook and Instagram settings.
- Meta Platforms Ireland (Facebook and Instagram) and Institut Dr. Schrader Creachem GmbH have agreed that the Irish Data Protection Commission is the authority responsible for supervising the processing under joint responsibility. Users have the right to lodge a complaint with the Irish Data Protection Commission (see www.dataprotection.ie) or with a local supervisory authority.

2. Type of personal data and scope of data processing

As joint controller of this page, Institut Dr. Schrader Creachem GmbH has entered into agreements with Meta which, among other things, regulate the conditions for use of the Facebook and Instagram page. Insofar as we also carry out statistical evaluations of the use of the Facebook and Instagram fan page, you can find the regulations agreed between Meta and us in the agreement on data protection responsibility (Page Controller Addendum):

https://www.facebook.com/legal/terms/page_controller_addendum

When you visit the Facebook and Instagram fan page of Institut Dr. Schrader Creachem GmbH, Meta collects, among other things, your IP address and other information stored in the form of cookies on your device (PC, tablet, smartphone). This information is used

to provide Institut Dr. Schrader Creachem GmbH, as the operator of the Facebook and Instagram pages, with anonymised statistical information, known as 'Insights', about the use of the Facebook and Instagram page. Meta provides more detailed information on this at the following link: <https://de-de.facebook.com/help/pages/insights>.

When you access a Facebook and Instagram page, the IP address assigned to your device is transmitted to Meta. According to Meta, this IP address is anonymised. Meta also stores information about its users' devices (e.g. as part of the 'login notification' function); this may enable Meta to assign IP addresses to individual users.

If you are currently logged in to Facebook and Instagram as a user, a cookie with your Facebook and/or Instagram ID is stored on your device. This enables Meta to track that you have visited this page and how you have used it. This also applies to all other Facebook and Instagram pages. Facebook and Instagram buttons embedded in websites enable Meta to record your visits to these websites and assign them to your Facebook and/or Instagram profile. This data can be used to tailor content or advertising to you.

If you wish to avoid this, you should log out of Facebook and/or Instagram or deactivate the 'stay logged in' function, delete the cookies on your device, and close and restart your browser. This will delete Facebook and Instagram information that could be used to identify you directly. This allows you to use the Facebook and Instagram fan page of Institut Dr. Schrader Creachem GmbH without revealing your Facebook and/or Instagram ID. When you access interactive features on the page (like, share, comment, message, etc.), a Facebook and/or Instagram login screen will appear. After logging in, you will once again be recognisable to Meta as a user. Information on how to manage or delete information about you can be found on the following Facebook pages:

<https://de-de.facebook.com/about/privacy>.

According to its own statements, Meta stores data until it is no longer needed to provide its services and Facebook and Instagram products or until the user's account is deleted, whichever occurs first. This depends on the circumstances of each individual case, in particular the type of data, why it is collected and processed, and the relevant legal or operational storage requirements. For more information on data storage, please visit: <https://de-de.facebook.com/about/privacy>.

Meta processes a range of personal data relating to visitors to its pages for its own purposes in what it calls Page Insights. This processing takes place regardless of whether visitors to the pages are logged into Facebook and/or Instagram or not and whether they are members of the Facebook and/or Instagram network. Even users who access Facebook and/or Instagram pages without being registered or logged in to Facebook and/or Instagram have the option of influencing the scope of data processing

by means of a cookie banner set by Facebook and/or Instagram. For more information about Meta cookies, please visit: <https://www.facebook.com/policies/cookies/>.

Page Insights are summarised statistics created based on certain 'events' logged by Meta servers when people interact with pages and their associated content. Page operators themselves do not have access to the personal data processed in the context of 'events', but only to the summarised, anonymised Page Insights. For more information, please visit:

https://www.facebook.com/legal/terms/page_controller_addendum.

With the help of Page Insights, the Institut Dr. Schrader Creachem GmbH can perform an anonymous evaluation of reach, page views, time spent watching videos, actions (likes, comments, shares) and age, gender and location (as specified by users in their respective Facebook and Instagram profiles). Settings can be made for the evaluation of reach, and corresponding filters can be set with regard to the selection of a time period, the viewing of a specific post, and demographic groupings. This data is anonymised, aggregated, and abstracted. These settings do not allow the Institut Dr. Schrader Creachem GmbH to draw conclusions about individuals. The evaluation serves to optimise the content on the Facebook and Instagram page of Institut Dr. Schrader Creachem GmbH.

3. For what purposes is the data processed?

Meta uses the data collected during visits to the fan page in particular to distribute personalised advertising via its network. You can find out which personal data Meta processes and for what purposes at the following link:

<https://www.facebook.com/about/privacy>.

We use the information obtained to optimise our offering on Facebook and Instagram, for example to better tailor content to the needs of test subjects and users. This provides us with information about which content and applications users particularly appreciate, enabling us to provide them with more relevant content and develop features that may be of greater interest to them.

4. Legal basis for data processing

By processing personal data, we pursue the interest of providing users with information on Facebook and Instagram. The processing is based on a balancing of interests pursuant to Art. 6 (1) sentence 1 lit. f GDPR, which always takes your interests into account. If you are registered on Facebook and/or Instagram yourself, the processing is also carried out in accordance with Art. 6 (1) sentence 1 lit. b GDPR in accordance with the terms of use that apply between you and Meta.

Further information can be found at:

https://www.facebook.com/about/privacy/legal_bases

https://de-de.facebook.com/help/instagram/581066165581870/?helpref=hc_fnav

(Terms of use)

5. Is personal data shared with third parties?

The Institut Dr. Schrader Creachem GmbH has no influence over whether Meta transfers personal data to third parties. It is possible that personal data may be processed outside the European Union by Meta Platforms, Inc. (formerly Facebook Inc.), which is based in the United States.

The Institut Dr. Schrader Creachem GmbH does not transfer personal data collected via the Institut Dr. Schrader Creachem GmbH Facebook and Instagram page to third countries (i.e. countries outside the scope of the EU General Data Protection Regulation).

6. Your rights as a data subject and information on settings options

Under the GDPR, you have the following rights:

- Right to information, Art. 15 GDPR
- Right to rectification, Art. 16 GDPR
- Right to erasure, Art. 17 GDPR
- Right to restriction of processing, Art. 18 GDPR
- Right to data portability, Art. 20 GDPR
- Right to object, Art. 21 GDPR
- Right to lodge a complaint with the German supervisory authority responsible for you or with the Irish Data Protection Commission (responsible for Meta Platforms Ireland Limited), Art. 77 GDPR Meta Platforms Ireland has undertaken, in accordance with the Page Insights Addendum, to respond to requests from data subjects in accordance with Facebook's obligations under this Page Insights Addendum (available at https://www.facebook.com/legal/terms/page_controller_addendum).

2. Data protection – LinkedIn

Privacy policy of Institut Dr. Schrader Creachem GmbH for LinkedIn

Social networks can usually analyse your user behaviour comprehensively when you visit the LinkedIn website with integrated social media content (e.g. like buttons or advertising banners). Visiting our social media profile triggers numerous data processing operations that are relevant to data protection.

Personal data

If you are logged into your social media account and visit our social media profile, the operator of the social media portal can assign this visit to your user account. However, your personal data may also be collected if you are not logged in or do not have an account with the respective social media portal. In this case, this data is collected, for example, via cookies stored on your device or by recording your IP address.

With the help of the data collected in this way, the operators of the social media portals can create user profiles in which your preferences and interests are stored. In this way, interest-based advertising can be displayed to you inside and outside the respective social media profile. If you have an account with the respective social network, interest-based advertising can be displayed on all devices on which you are or were logged in.

Please also note that we cannot track all processing operations on social media portals. Depending on the provider, further processing operations may therefore be carried out by the operators of the social media portals. For details, please refer to the terms of use and privacy policies of the respective social media portals, which we discuss in more detail below in this notice.

I. Responsible parties

The following parties are jointly responsible for data processing in connection with the operation of the company website in accordance with the General Data Protection Regulation (GDPR):

LinkedIn Ireland Unlimited Company 70 Sir John Rogerson's Quay, Dublin 2 Dublin
D02r296 Ireland

and

Institut Dr. Schrader Creachem GmbH Max-Planck-Str. 6 37603 Holzminden Germany
E-Mail: info-schrader-institute@normecgroup.com Phone: +49 5531 9313-0

Joint controllers

When you visit our company page, we and the operator of the social media platform are jointly the controllers of the data processing operations triggered by this visit.

Please note that despite our joint responsibility with the social media portal operators, we do not have full control over the data processing operations of the social media portals. Our options are largely determined by the company policy of the respective provider.

The relevant LinkedIn 'Terms of Use' can be found here:

[LinkedIn Pages Terms](#)

II. Data Protection Officer

You can contact LinkedIn's Data Protection Officer here:

[Kontakt | LinkedIn Help](#)

You can contact our data protection officer, Dr. Heiko Nerenz, by telephone on +49 5531 9313-0, by email at datenschutz-schrader@normecgroup.com, or at the following address: Dr. Heiko Nerenz, Institut Dr Schrader Creachem GmbH, Max-Planck-Str. 6, 37603 Holzminden, Germany.

III. Purposes of data processing when operating the company page

We maintain the company page to inform you, to introduce ourselves and our services, and to communicate with you.

When you follow or interact with our company page, you become recognisable and identifiable to us and other people.

As we receive aggregated data from LinkedIn (e.g. analysis data on visitors, updates, followers, etc.), we cannot assign this data to any specific visitor to our page.

Further information about us and our services can be found on the following website

<https://normecgroup.com/en-de/companies/normecschraderinstitute/>.

You can find our privacy policy here

<https://normecgroup.com/en-de/dataprivacy/>.

LinkedIn also uses the data it collects for market research and advertising purposes, in particular to analyse your behaviour, create user profiles and provide personalised advertising (also on behalf of third parties).

Institut Dr. Schrader Creachem GmbH has no influence on this arrangement.

In order for LinkedIn to provide us with aggregated data, among other things, LinkedIn stores cookies on your end devices that you use to access the company page. These cookies are small data sets that contain a unique user code. Both permanent and session cookies are used. To the best of our knowledge, LinkedIn uses the data

collected by the cookies to provide you with advertising and to enable LinkedIn's advertising partners to do the same.

Further information on the use of cookies by LinkedIn can be found at: [Cookie Policy | LinkedIn](#).

Further information on the use of cookies by Institut Dr. Schrader Creachem GmbH can be found at: <https://normecgroup.com/en-de/dataprivacy/>

Further information on data processing by LinkedIn can be found in LinkedIn's privacy policy: [LinkedIn Datenschutzrichtlinie](#).

There you will also find information about settings options and how to contact LinkedIn.

IV. Legal basis

The processing of your personal data, with the exception of tracking, is based on our legitimate interests pursuant to Art. 6(1)(f) GDPR in effective communication and interaction with you as a user and in the optimised presentation of our services.

We would like to point out that consent is required for tracking in accordance with Art. 6(1)(a) GDPR. However, consent is not obtained on the platform. To avoid tracking, we can only advise you to contact us via an alternative communication channel, such as our website, and to limit the cookie settings there to only the necessary cookies.

Provider data protection

For a detailed description of the respective forms of processing and the options for objection (opt-out), we refer you to the privacy policy and information provided by the social media network provider, over which we have no influence and which apply when you visit the site. (Link to LinkedIn's privacy policy, see above.)

V. Data transfer / Information on risks

Institut Dr. Schrader Creachem GmbH itself does not disclose any personal data in connection with the use of the LinkedIn platform to third parties and only processes your data within the European Union.

We would like to point out that when LinkedIn processes your personal data, the data may be processed outside the European Union. This may pose risks for users, as it could, for example, make it more difficult to enforce users' rights.

However, LinkedIn points out in its privacy policy that by using LinkedIn services, your personal data may also be processed by the operator of the LinkedIn platform in the United States of America, a so-called unsafe third country. LinkedIn Corporation has been certified under the current EU-U.S. Data Privacy Framework.

LinkedIn has also entrusted contractors in third countries with the processing of personal data. A list of LinkedIn's contractors can be found at the following link:

[Infrastructure Providers and Subprocessors \(linkedin.com\)](#)

VI. Your rights

It is advisable and most effective to submit requests for information and assert further data subject rights directly to LinkedIn as the provider of the platform. Only the operators have access to user data and can take appropriate measures and provide information directly. If you have a LinkedIn account yourself, you can exercise your data subject rights through it. Alternatively, you can contact LinkedIn directly.

[Kontakt | LinkedIn Help](#)

If you require our assistance, please feel free to contact us at any time.

You have the following rights:

- (a) Right of access, Art. 15 GDPR
- (b) Right to rectification of inaccurate data, Art. 16 GDPR
- (c) Right to erasure, Art. 17 GDPR
- (d) Right to restriction of processing, Art. 18 GDPR
- (e) Right to data portability, Art. 20 GDPR
- (f) Right of object, Art. 21 GDPR
- (g) Right of withdrawal (in the event of consent being given), Art. 7 (3) GDPR
- (h) Right to lodge a complaint with a supervisory authority, Art. 77 GDPR

VII. Storage period

The data collected directly by us via the social media profile will be deleted from our systems as soon as the purpose for its storage no longer applies, you request us to delete it or you revoke your consent to its storage. Stored cookies remain on your device until you delete them. Mandatory legal provisions – in particular retention periods – remain unaffected.

We have no influence on the storage period of your data stored by the operators of social networks for their own purposes. For details, please contact the operators of the social networks directly (e.g. in their privacy policy, see above).