

## **Data protection notice Facebook Fanpage**

### **1. CONTROLLER**

As the controller of this Facebook page, we (ifm statmath gmbh) are jointly responsible with the controller of the social network Facebook (Facebook Ireland Ltd.) within the meaning of Art. 4 No. 7 of the General Data Protection Regulation (GDPR). When you visit our Facebook page, personal data is processed by the controllers. In the following, we will inform you about what data is involved, how it is processed and what rights you have in this regard.

As the controller of this page, we have entered into agreements with Facebook which, among other things, regulate the conditions for using the Facebook page. The Facebook terms of use and the other conditions and guidelines listed at the end of the page apply.

### **2. USE OF INSIGHTS AND COOKIES**

In connection with the operation of this Facebook page, we use Facebook's Insights function to obtain anonymised statistical data on the users of our Facebook page. For this purpose, Facebook stores a cookie on the end device of the user who visits our Facebook page. The cookie contains a unique user code and is active for a period of two years unless it is deleted beforehand. The user code can be linked to the data of users who are registered with Facebook.

The information stored in the cookies is received, recorded and processed by Facebook, in particular when the user uses Facebook services, services provided by other members of the Facebook group of companies and services provided by other companies that use Facebook services. In addition, other entities such as Facebook partners or even third parties may use cookies on Facebook services to provide services to companies advertising on Facebook. You can find more information on the use of cookies by Facebook in their cookie policy.

### **3. PURPOSES OF THE PROCESSING**

The processing of the information is intended, among other things, to enable Facebook to improve its system of advertising, which it distributes via its network. It is also intended to enable us, as the operator of the Facebook page, to obtain statistics that Facebook compiles based on visits to our Facebook page. The purpose of this is to manage the marketing of our activities. For example, it enables us to gain knowledge of the profiles of visitors who like our Facebook page or use applications on the page in order to provide you with more relevant content and develop features that may be of greater interest to you.

In order for us to better understand how we can better achieve our goals with our Facebook page, demographic and geographical analyses are also created and made available to us based on the information collected. We can use this information to place targeted interest-based adverts without gaining direct knowledge of the visitor's identity. If visitors use Facebook on multiple devices, the data can also be collected and analysed across devices if the visitors are registered and logged into their own profile.

The visitor statistics generated are only transmitted to us in anonymised form. We have no access to the underlying data.

### **4. LEGAL BASIS AND LEGITIMATE INTERESTS**

We operate this Facebook page in order to present ourselves to and communicate with Facebook users and other interested persons who visit our Facebook page. The processing of users' personal

data is based on our legitimate interest in an optimised presentation of the bank (Art. 6 para. 1 lit. f GDPR).

## **5. TRANSFER OF DATA**

It is conceivable that some of the information collected may also be processed outside the European Union by Facebook Inc. based in the USA.

We ourselves do not pass on any personal data.

## **6. OPTIONS TO OBJECT**

Facebook users can use the settings for advertising preferences to influence the extent to which their user behaviour may be recorded when they visit our Facebook page. Further options are offered by the Facebook settings or the form for the right to object.

The processing of information by means of the cookies used by Facebook can also be prevented by not allowing third-party cookies or cookies from Facebook in your own browser settings.

## **7. NATURE OF JOINT CONTROLLERSHIP**

The agreements with Facebook on joint controllership also essentially mean that requests for information and the assertion of other data subject rights are sensibly asserted directly with Facebook. As the provider of the social network and the possibility of integrating Facebook pages there, Facebook alone has direct access to the necessary information and can also immediately take any necessary measures and provide information. Should our support nevertheless be required, we can be contacted at any time.

## **8. INFORMATION ON CONTACT OPTIONS AND OTHER RIGHTS AS A DATA SUBJECT**

Further information on our contact details, your rights as a data subject vis-à-vis us and how we otherwise process personal data can be found in the [data protection information on our website](#).

Information on the handling of personal data by Facebook can be found in their [privacy policy](#).