

Privacy Information for Facebook/Instagram

in accordance with Article 13 DSGVO

1. General Data Protection Information

We maintain presences in various social media, which you can reach via corresponding buttons on our website or via a direct visit to the pages of the respective providers. Insofar as you visit such a presence, personal data is almost always transmitted to the provider of the social network. Personal data is data by which you can be personally identified. The following information will inform you about the collection and processing of the data, the purpose of the data collection and your rights as a data subject.

In addition, we operate our own company website(s) on the Internet. From our presences in the various social media, you will be directed to this page(s) via a link. All information on data protection for our website(s) can be found at <https://www.ap-s.de/datenschutz>.

If you contact us by e-mail, telephone or fax, your request including all resulting personal data (name, request) will be stored and processed by us for the purpose of processing your request. We would like to point out that the transfer of data via the Internet (e.g. when communicating by e-mail) may be subject to security gaps. Complete protection of data against access by third parties is not possible. We do not pass on this data without your consent. The processing of this data is based on Art. 6 (1) lit. b DSGVO, if your request is related to the performance of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on your consent (Art. 6 para. 1 lit. a DSGVO) and / or on our legitimate interests (Art. 6 para. 1 lit. f DSGVO), as we have a legitimate interest in the effective processing of the requests sent to us.

The data you send us via contact requests will remain with us until you request us to delete it, revoke your consent to store it or the purpose for storing the data no longer applies (e.g. after your request has been processed). Mandatory legal provisions - in particular legal retention periods - remain unaffected.

Please note that user data may also be transferred to a server in a third country and thus processed outside the European Union. It is possible that in addition to the storage of the data specifically entered by you in this social medium, further information will also be processed by the provider of the social network.

Storage Period

The data collected directly by us via social media will be deleted from our systems as soon as the purpose for storing it no longer applies, you request us to delete it, revoke your consent to store it, or the purpose of storing the data no longer applies. Stored cookies remain on your terminal device until you delete them. Mandatory legal provisions and statutory retention periods remain unaffected.

We have no influence on the storage period of your data, which is stored by the operators of the social networks for their own purposes. For details, please contact the operators of the social networks directly. You can find details on this in the data protection statements of the providers; the links can be found in our respective data protection information.

Revocation of your Consent to Data Processing

Many data processing operations are only possible with your express consent. You can revoke your consent at any time. To do so, it is sufficient to send an informal message by e-mail to us or, if it concerns data that a social network itself collects as its own responsible party, directly to the respective social network. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Right of Complaint to the Competent Supervisory Authority

In the event of violations of data protection law, the data subject has a right of appeal to the appropriate supervisory authority. The competent supervisory authority in matters of data protection law is the state data protection commissioner of the federal state in which our company is based. A list of the data protection officers and their contact details can be found at the following link: https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

Information, Blocking, Deletion

Within the framework of the applicable legal provisions, you have the right at any time to receive free information about your stored personal data, its origin and recipient and the purpose of data processing and, if applicable, the right to correct, block or delete this data. For this purpose, as well as for further questions on the subject of personal data, you can contact us at any time at the address given in the imprint.

Amendment of this Data Protection Statement

This data protection declaration is continuously adapted to the respective developments in data protection. The new data protection statement will then apply to your next visit.

Transmission and Further Processing of Users' Personal Data to the USA and Third Countries

If, in exceptional cases, your data is also processed in countries outside the European Union (i.e. in so-called third countries), this is done insofar as you have expressly consented to this or it is necessary for our provision of services to you or it is provided for by law (Art. 49 DSGVO). In addition, your data will only be processed in third countries if certain measures are taken to ensure that an adequate level of data protection exists (e.g. adequacy decision of the EU Commission or so-called suitable guarantees, Art. 44ff DSGVO).

2. Data Protection Officer

Data protection officer required by law

We have appointed a data protection officer for our company.

bbcom secure Deutschland gmbh
Wolfgang Homann
Kanalstraße 2/1
88250 Weingarten
E-Mail: datenschutz.ap-s@bbcomsecure.de

3. Data Protection Information Facebook Company Page "AP&S International GmbH "

We operate a Facebook company page "AP&S International GmbH" on www.facebook.com. Jointly responsible for the operation of this Facebook company page in the sense of the DSGVO European Data Protection Regulation are:

- a) Facebook Ireland Ltd. (hereinafter "Facebook"), 4 Grand Canal Square, Dublin 2, Ireland.
- b) AP&S International GmbH, Obere Wiesen 9, 78166 Donaueschingen- Aasen, Germany, phone: +49 (0) 771 8983-0, e-mail: info@ap-s.de

When visiting our Facebook page, Facebook as the responsible party collects personal data of the users, for example by using cookies. Such data may also be collected by Facebook from persons visiting this Facebook page who are not logged in or registered with Facebook. The manner in which this data was collected and processed is the responsibility of Facebook. This also applies, of course, to the processing of the data, which is carried out exclusively for the purposes of Facebook. The processing of your data when contacting or interacting with our Facebook page or its

content is carried out by us on the basis of Art. 6 (1) lit. f DSGVO. Our legitimate interest is to respond to your request. If your contact aims at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b DSGVO.

We process the data you provide in this context and which may be accessible to us in order to protect our legitimate interests in contacting and communicating with our interested parties, which are outweighed by our interests. This is also our legitimate interest in data processing according to Art. 6 (1) lit. f DSGVO.

For visitors to our company page who are not logged in / registered with Facebook, Facebook automatically determines and stores your IP address when you call up. Furthermore, Facebook automatically sets cookies. According to Facebook, the so-called datr cookie is used to identify the web browser that establishes the connection to the Facebook page and plays a key role in protecting the social network from "malicious activity". The datr cookie has a validity of two years but can be deleted via browser settings.

For visitors who are registered and logged in to Facebook, Facebook automatically determines and stores your IP address when you call up. Likewise, Facebook sets the datr cookie explained above. If you are a member of Facebook and are logged in with your Facebook profile at the same time as visiting our "company page", the c_user cookie is also activated. Facebook then links the visit to our company page with your personal user account. This enables Facebook to track your user behavior.

According to its own statements, Facebook processes user data for the following purposes: Advertising, analysis, creation of personalized advertising, creation of user profiles and market research.

We expressly point out that we have no knowledge of the scope and content of the data collected by Facebook and its processing and use or, if applicable, transmission to third parties by Facebook. We also do not have full access to the data collected by Facebook or the profile data of the user/visitor of our Facebook page. We ourselves can only see the public information in a user's profile. At this point, we refer to the possibility of each user to actively hide the "Likes" in their own Facebook settings or to no longer follow our Facebook page in order to no longer be listed as a fan of that Facebook page.

We would also like to expressly point out that Facebook Ireland is able, by means of the cookies used, to track your user behavior (across devices for registered users) on other websites beyond the Facebook and Instagram platforms. This applies both to persons registered with the Facebook and Instagram platforms and to persons not registered there.

Personal data is transmitted to us via Facebook if users actively share it via the messaging function on Facebook. The user data, such as last name and first name, are used by us to answer users' concerns, but are not stored further.

Facebook Insights

Facebook sends us anonymous statistics about the use of the Facebook page (non-personal data). We receive data such as the development of the number of followers, reach of and interactions with specific posts, ad performance, "likes" information, page activity, video views, post reach, comments, shared content, replies, proportion of men and women, origin based on country and city, language or demographics. These statistics do not allow us to draw any conclusions about individual users. We use the statistics to continually optimize the online offering on Facebook with regard to the interests of our users. Users can use their Facebook settings to decide in what form targeted advertising is displayed to them. Facebook Ireland makes the essence of the Page Insights supplement available to data subjects, only Facebook Ireland makes and implements decisions regarding the processing of Insights data. We do not make any decisions regarding the processing of Insights data and any other information resulting from Art. 13 GDPR, including the legal basis, identity of the person responsible and the storage period of cookies on user devices.

When you access the company website, Facebook automatically saves information in a log file that your browser transmits to Facebook. If you are a Facebook member and do not want Facebook to collect data about you via our company page and link it to your membership data stored on Facebook, you must:

- log out of Facebook before visiting our company page
- then delete the cookies present on the device
- and close and restart your browser.

In this way, according to Facebook, all Facebook information that can be used to identify you will be deleted.

You can assert your data subject rights in accordance with the GDPR primarily with Facebook Ireland or with us. The obligations of those responsible resulting from joint responsibility can be found at the following link: https://www.facebook.com/legal/terms/page_controller_addendum

As the operator of the Facebook company page, we cannot rule out the transfer and further processing of users' personal data to third countries, such as the USA, as well as the associated possible risks for users. With regard to the ECJ ruling "Schrems II" (C-311/18) of July 16, 2020 and the resulting consequences for the export of personal data to the USA, we are following the relevant guidance from the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg from September 7, 2020 in the 2nd edition.

Further information about data collection and further processing carried out by Facebook as well as your rights in this regard can be found in Facebook's data protection information at:

- Facebook (Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA):
- For fan pages: agreement on joint processing of personal data (Art. 26 Para. 1 GDPR) https://www.facebook.com/legal/terms/page_controller_addendum
- Facebook privacy policy: <https://www.facebook.com/about/privacy/>,
- Opt-out option: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com/>.

4. Data Protection Information Instagram Company Page "AP&S International GmbH"

We operate an Instagram company page "AP&S International GmbH" on www.instagram.com. Instagram is a service provided by Facebook Ireland. The following are jointly responsible for the operation of this Instagram company page in accordance with the GDPR and the European General Data Protection Regulation:

a) Facebook Ireland Ltd. (hereinafter "Facebook"), 4 Grand Canal Square, Dublin 2, Ireland

b) AP&S International GmbH, Obere Wiesen 9, 78166 Donaueschingen– Aasen, telephone: +49 (0) 771 8983-0, e-mail: info@ap-s.de

When you visit our Instagram page, Facebook, as the controller, collects personal data from users by cookies. Such data collection by Facebook can also occur from people who visit our Instagram page who are not logged in or registered with Facebook or Instagram. The manner in which this data is collected and processed is the responsibility of Facebook. This of course also applies to the processing of data, which is carried out exclusively for the purposes of Facebook.

We process your data when you contact or interact with our Instagram page or its content on the basis of Art. 6 Para. 1 lit. f DSGVO. Our legitimate interest lies in answering your request. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Article 6 (1) (b) DSGVO.

We process the data which are provided by you in this context and may be accessible to us in order to protect our legitimate interests in contact and communication with our interested parties, which predominate in the context of a balancing of interests. This also includes our legitimate interests in data processing in accordance with Article 6 Paragraph 1 Letter f of the DSGVO.

For visitors to our company website who are not logged in/registered with Facebook, Facebook automatically determines and saves your IP address when they visit. Cookies are also automatically set by Facebook. According to Facebook, the so-called datr cookie is used to identify the web browser that establishes the connection to the Facebook page and plays a key role in protecting the social network from "malicious activities". The datr cookie is valid for two years but can be deleted via the browser settings.

For visitors who are registered and logged in to Facebook, Facebook automatically determines and saves your IP address when they visit. Facebook also sets the datr cookie explained above. If you are a member of Facebook and are logged in to your Facebook profile when you visit our "company page", the c_user cookie will also be activated. Facebook then links the visit to our company page with your personal user account. This enables Facebook to track your user behavior.

According to its own statements, Facebook processes the data of Instagram and Facebook users for the following purposes: advertising, analysis, creation of personalized advertising, creation of user profiles and market research.

Our Instagram page offers you the opportunity to react to our posts, comment on them and send us private messages. Please check carefully which personal data you share with us via our Instagram page. If you would like to prevent Facebook from processing personal data you have provided to us, please contact us by other means.

We expressly point out that we have no knowledge of the extent and content of the data collected by Facebook or how it is processed and used or, if necessary, transmitted to third parties by Facebook. We also do not have full access to the data collected by Facebook or the profile data of the user/visitor to our Instagram page. We ourselves can only see the public information in a user's profile.

We would also like to expressly point out to you that Facebook Ireland is able to use the cookies it uses to track your user behavior (across devices for logged-in users) on other websites beyond the Facebook and Instagram platforms. This applies to people who are registered on the Facebook and Instagram platforms as well as to people who are not registered there.

Personal data is transmitted to us via Facebook if users actively share it via the messaging function on Facebook. The user data, such as last name and first name, are used by us to answer users' concerns, but are not stored further.

Instagram Insights

Facebook sends us anonymous statistics about the use of the Instagram page (not personal data). We receive data such as the development of the number of followers, reach of and interactions with specific posts, ad performance, "likes" information, page activity, video views, post reach, comments, shared content, replies, proportion of men and women, origin based on country and city, language or demographics. These statistics do not allow us to draw any conclusions about individual users. We use the statistics to continually optimize the online offering on Instagram with regard to the interests of our users. Users can use their Instagram settings to decide in what form targeted advertising is displayed to them. Facebook Ireland makes the essence of the Page Insights supplement available to the data subjects; only Facebook Ireland makes and implements decisions regarding the processing of Insights data. We do not make any decisions regarding the processing of Insights data and any other information resulting from Art. 13 GDPR, including the legal basis, identity of the person responsible and the storage period of cookies on user devices.

When you access the company website, Facebook automatically saves information in a log file that your browser transmits to Facebook. If you are a Facebook member and do not want Facebook to collect data about you via our company page and link it to your membership data stored on Facebook, you must:

- log out of Facebook before visiting our company page
- then delete the cookies present on the device
- and close and restart your browser.

In this way, according to Facebook, all Facebook information that can be used to identify you will be deleted.

You can assert your data subject rights in accordance with the GDPR primarily with Facebook Ireland or with us. The obligations of those responsible resulting from joint responsibility can be found at the following link: https://www.facebook.com/legal/terms/page_controller_addendum

As the operator of the Facebook company page, we cannot rule out the transfer and further processing of users' personal data to third countries, such as the USA, as well as the associated possible risks for users. With regard to the ECJ ruling "Schrems II" (C-311/18) of July 16, 2020 and the resulting consequences for the export of personal data to the USA, we are following the relevant guidance from the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg from September 7, 2020 in the 2nd edition.

Further information about the data collection and further processing carried out by Facebook for its Instagram service as well as your rights in this regard can be found in Instagram's data protection information at:

- Data protection information at <https://help.instagram.com/519522125107875>
- Opt-out option: <https://help.instagram.com/155833707900388>
- Cookie information about Facebook at <https://www.facebook.com/policies/cookies/>
- Cookie information about Instagram at <https://help.instagram.com/1896641480634370?ref=ig>

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