

Data Protection Policy for processing personal data by social networks

I. Controller

As operator of this Facebook page, we, Delta Management GmbH, Bahnhofstraße 15, 84144 Geisenhausen, together with the operator of the social media portal, Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA, are the controller within the meaning of article 4 no 7 of the EU General Data Protection Regulation (GDPR) for the data processing operations triggered by this visit.

We have entered into an agreement with Facebook on joint processing (Page Controller Addendum). This agreement specifies the data processing operations for which we or Facebook are responsible when you visit our Facebook page. You will find the agreement under the following link:

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

Please note that despite the shared responsibility with the social media portal operator, we do not have full influence on the data processing operations of the social media portal. Our options are largely determined by the company policy of the provider.

For details, please refer to Facebook's privacy policy: <https://www.facebook.com/about/privacy/> and the special information about Facebook Insights (https://www.facebook.com/legal/terms/information_about_page_insights_data).

If you have any questions relating to data protection, you may also contact our data protection officer at any time at:

Data Protection Officer

Delta Management GmbH
Bahnhofstraße 15
84144 Geisenhausen, Germany

Email: privacy@delta-gruppe.de

II. Data processing by social networks

As a rule, social networks can analyse your user behaviour comprehensively if you visit their website or a website with integrated social media content (e.g., like buttons or banner ads). A visit to our social media page triggers numerous data protection-relevant processing operations. In detail:

If you are logged in to your social media account and visit our social media page, the operator of the social media portal can assign this visit to your user account. Under certain circumstances, 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, the data is collected, for example, via cookies stored on your device or by recording your IP address.

By using 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. This way you can see interest-based advertising inside and

outside of your social media presence. If you have an account with the relevant social network, interest-based advertising can be displayed on any device you are or were logged in to.

Please also note that we cannot retrace all processing operations on the social media portals. Depending on the provider, additional processing operations may therefore be performed by the operators of the social media portals. Details in this regard can be found in the terms of use and data protection provisions of the respective social media portals.

For details, please refer to Facebook's privacy policy: <https://www.facebook.com/about/privacy/> and the special information about Facebook Insights (https://www.facebook.com/legal/terms/information_about_page_insights_data).

We will never process any data other than those specified by Facebook under the aforementioned privacy policy. You can customise your advertising settings independently in your user account. To do so, click on the following link and log in: <https://www.facebook.com/settings?tab=ads>

III. Disclosure to third parties

It is conceivable that some of the information collected may also be processed outside the European Union by Facebook Inc., which has its registered office in the United States. Facebook is certified under the EU-US Privacy Shield and is thus committed to comply with the European data protection regulations.

IV. Legal basis

Our social media appearances should ensure the widest possible presence on the Internet. This is a legitimate interest of our company within the meaning of article 6 (1) (f) GDPR.

The analysis processes initiated by the social networks may be based on divergent legal bases to be specified by the operators of the social networks (e.g., consent within the meaning of article 6 (1) (a) GDPR).

In the case of Facebook and all its group companies, these can be found under https://www.facebook.com/about/privacy/legal_bases

V. Duration of storage

The data collected directly from us via the social media presence will be deleted from our systems as soon as the purpose for their storage lapses, you ask us to delete them, you withdraw your consent to the storage or the purpose for the data storage lapses. Stored cookies (technical cookies) remain on your device until you delete them. Mandatory statutory provisions – in particular, retention periods – remain unaffected.

We have no control over the storage duration of your data that are stored by the social network operators for their own purposes. For details in this regard, please refer to the social network operators directly (e.g. consult their privacy policy, see below).

Deletion dates are determined by terms of use and privacy policies of Facebook (<https://www.facebook.com/privacy/explanation>).

VI. Your rights

Under article 12 *et seq.* of the EU General Data Protection Regulation (GDPR), data subjects have the right to

- confirmation
- information
- rectification
- erasure
- restriction of processing
- data portability
- objection
- withdraw any consent given for data protection purposes
- lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement.

You can assert your rights directly against the operator of the social media portal.