

# **Privacy information for the processing of personal data by social networks.**

Stand 01/2025

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### 1. General information about our profiles in social networks

We maintain publicly accessible profiles on various social networks. Your visit to these profiles initiates a variety of data processing operations. In the following, we provide you with an overview of which of your personal data is collected, used and stored by us when you visit our profiles. Personal data is information that can be assigned to you as a specific person (e.g. name, age, address, photos, e-mail addresses, possibly also IP addresses). Furthermore, we inform you about your rights with regard to the processing of your personal data. You are not obliged to provide us with your personal data. However, this may be necessary for individual functionalities of our profiles in social networks. These functionalities will not be available to you or only to a limited extent if you do not provide us with your personal data.

When you visit our profiles, your personal data is collected, used and stored not only by us, but also by the operators of the respective social network. This happens even if you yourself do not have a profile in the respective social network. The individual data processing operations and their scope differ depending on the operator of the respective social network. These data processing operations are not necessarily traceable for us. Details about the collection and storage of your personal data as well as the type, scope and purpose of their use by the operator of the respective social network can be found in the privacy statements of the respective operator:

- You can view the privacy policy for the social network **Facebook**, which is operated by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, at <https://www.facebook.com/privacy/policy>.
- You can view the privacy policy for the social network **Instagram**, which is operated by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, at <https://privacycenter.instagram.com/policy>.
- You can view the privacy policy for the social network **Kununu**, which is operated by New Work SE, Am Strandkai 1, 20457 Hamburg, Germany, at <https://privacy.xing.com/de/datenschutzerklaerung>.
- You can view the privacy policy for the social network **LinkedIn**, which is operated by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, at <https://www.linkedin.com/legal/privacy-policy?>
- You can view the privacy policy for the social network **Xing**, which is operated by New Work SE, Am Strandkai 1, 20457 Hamburg, Germany, at <https://privacy.xing.com/de/datenschutzerklaerung>.
- You can view the privacy policy for the social network **YouTube**, which is operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, at <https://policies.google.com/privacy>.

## 2. Accountability and joint responsibility

We, Delta Management GmbH, Bahnhofstr. 15, 84144 Geisenhausen, Germany, are the Controller within the meaning of Art. 4 (7) DSGVO.

The contact details of our data protection officer are:

Delta Management GmbH  
- Data protection officer -  
Bahnhofstr. 15  
84144 Geisenhausen  
Germany  
E-mail: [privacy@delta-gruppe.de](mailto:privacy@delta-gruppe.de)

In the cases mentioned below, we are jointly responsible for certain data processing operations with the respective operator of the social network:

- Our profile on Facebook ( <https://www.facebook.com/DELTAGRUPPE/>): For this presence, we are jointly responsible with the operator Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, for the data processing operations triggered when you visit the offer. We have concluded a joint processing agreement (Page Controller Addendum) with Facebook. This agreement specifies the data processing operations for which we or Facebook is responsible when you visit our Facebook page. You can view this agreement at the following link: [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum). Further information about data processing and a link to Facebook's privacy policy can be found above under number 1 in this privacy information.

Please note that despite the joint responsibility with the operator of the social network, we do not have full influence on the data processing operations of the social network. Our options are largely determined by the corporate policy of the operator of the social network.

## 3. Collection of personal data and data processing by social networks

Social networks can generally analyze your user behavior extensively when you visit their website or a website with integrated social media content (e.g. like buttons or advertising banners). Visiting our profiles on social networks triggers numerous processing operations relevant to data protection. In detail:

If you are logged into your respective user account on a social network and visit our profiles on the aforementioned social networks, the operator of the social network can assign this visit to your user account. However, your personal data may also be collected under certain circumstances if you are not logged in or do not have a user account with the respective social network. In this case, this data collection takes place, for example, via cookies that are stored on your end device or by recording your IP address.

With the help of the data collected in this way, the operators of the social networks 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 our profiles on the respective social networks. If you have a user account with the respective social network, the 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 the profiles in the social networks. Depending on the operator of the social network, further processing operations may therefore be carried out by the operators. For details, please refer to the terms of use and data protection provisions of the respective social networks. You will find a reference to the data protection provisions of the respective operators

above in section 1 of this data protection information.

#### 4. Transfer of personal data to third countries

It is conceivable that some of the information collected will also be processed outside the European Union and the European Economic Area by the respective operator of the social network or transferred by the respective operator to countries outside the European Union and the European Economic Area (so-called „third countries“). In these cases, the respective operators of the social networks promise that all necessary precautions will be taken by them for a legally compliant transfer and processing of personal data in third countries.

#### 5. Legal basis

Our profiles in social networks are intended to ensure the most comprehensive possible presence of our company on the Internet. This is a legitimate interest of our company within the meaning of Art. 6 para. 1 lit. f) DSGVO.

If you use our profiles on social networks to contact us (for example, by creating your own posts, responding to one of our posts or by sending us private messages), the data you provide us with will be processed by us solely for the purpose of contacting you. The legal basis for the data collection is thus Art. 6 para. 1 lit. a) and b) DSGVO.

The analysis processes initiated by the social networks may be based on different legal bases, which are to be specified by the operators of the social networks (e.g. consent within the meaning of Art. 6 (1) a) DSGVO).

#### 6. Storage duration

The data collected directly by us via the profile in the respective social network 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 for storing the data no longer applies. Stored cookies (technical cookies) remain on your terminal 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, which is stored by the operators of the respective social networks for their own purposes. You will find a reference to the data protection provisions of the respective operators above under item 1 in this data protection information.

#### 7. Your rights

As a data subject, you have the following rights:

- You have the right to obtain information from us about the processing of your personal data within the scope of Art. 15 DSGVO;
- You have the right, within the scope of Art. 16 DSGVO, to demand that we immediately correct any inaccurate personal data relating to you and/or complete any incomplete personal data;
- You have the right to demand the immediate deletion of the personal data concerning you within the scope of Art. 17 DSGVO;

- You have the right to request the restriction of data processing concerning you within the scope of Art. 18 DSGVO;
- You have the right, within the scope of Art. 20 DSGVO, to receive the personal data concerning you that you have provided to us in a structured and machine-readable format and to transfer this data to another controller;
- You have the right, within the scope of Art. 21 DSGVO, to object at any time to the processing of personal data concerning you for reasons arising from your particular situation, provided that the processing is based on an overriding interest or your data is used for the purpose of direct marketing;
- You have the right to revoke your consent to data processing at any time, without this affecting the lawfulness of the data processing carried out on the basis of the consent until the revocation;
- You have the right to complain to a supervisory authority about our processing of your data.