

Data Privacy Policy for the Use of Instagram

We would like to inform you in the following about the handling of your personal data in the context of the Instagram pages of RAICO Bautechnik GmbH. Personal data in this sense means all data by which you can be personally identified.

We, together with Instagram Inc. ("Instagram") are "joint controllers" in the definition of Art. 26 GDPR for the processing of your personal data, because we use the technical platform and services of Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, for the information service offered on Instagram at *raico_eu* and *raico_inside*.

Instagram is part of the Facebook corporate group and shares infrastructure, systems, technologies and, if applicable, personal data (e. g. personal data, IP numbers, etc.) with Facebook and other Facebook companies.

We process personal data ourselves via the Instagram pages (see no. 1), while also data processing takes place at the same time by Facebook as the operator of the Instagram platform (see no. 2).

Please check carefully which personal data you share with us via Instagram. For as long as you are logged into your Instagram account and are visiting our Instagram pages, Instagram can attribute this to your Facebook profile. We expressly point out that Instagram transfers this data to Facebook and its affiliates. We expressly point out that Facebook stores the data of its users (e. g. personal data, IP address, etc.) and also uses the data for commercial purposes if applicable.

You can find more information about data processing by Instagram and Facebook at <https://www.instagram.com/legal/privacy/> and <https://de-de.facebook.com/policy.php>.

1. Processing of personal data by RAICO Bautechnik GmbH

The data controller for the data processing in the definition of the General Data Protection Regulation (DSGVO) is RAICO Bautechnik GmbH, Gewerbegebiet Nord 2, 87772 Pfaffenhausen, Germany, phone number: +49 (0)8265 911-0, email: info@raico.com, insofar as we ourselves process the data transferred by you via Instagram.

Contact details of the data protection officer

RAICO Bautechnik GmbH
Gewerbegebiet Nord 2
87772 Pfaffenhausen
E-Mail: dsb@raico.com

We ourselves gather personal data if you contact us (e.g. by sending a direct message or by liking and commenting our contributions or following our profile). You can see directly in the relevant chat window what data will be gathered when contact is initiated by means of direct message. These data are stored and used exclusively for the purpose of answering your request or initiating contact and the related technical administration. The legal basis for the processing of the data is our legitimate interest in answering your request in accordance with Art. 6 (1) lit. f) GDPR.

The data you enter at Instagram, in particular, your user name and the contents published under your account, will furthermore be processed by us to the extent that we might link your posts or answer to them or even might write posts, which refer to your account. The data you publish and process voluntarily at Instagram are integrated in our profile and this way made accessible to the followers.

Instagram or Facebook meanwhile are also recipients of the data you enter or disclose on our Instagram page, who might use this data for their own purposes, including the transfer of the data to third parties under their own responsibility. Recipients of published personal data, e. g. as part of contributions are furthermore the public, thus potentially anyone.

The period for which personal data are stored is determined by the respective legal basis, the processing purpose and, additionally if relevant, by the respective statutory retention period (e. g. retention periods under commercial and tax law). The data will be stored until the data subject revokes his/her consent if the

personal data is processed on the basis of explicit consent according to Art. 6 (1) lit. a) GDPR. If statutory retention periods apply to the data that are processed within the scope of contractual or similar obligations on the basis of Art. 6 (1) lit. b) GDPR, these data will be routinely deleted after expiration of the retention periods, insofar as they are no longer required for the performance or the initiation of a contract and/or if no legitimate interest of ours in the further storage continues to apply.

In the course of processing the personal data for the purpose of direct advertising on the basis of Art. 6 (1) lit. f) GDPR, the data will be stored until the data subject exercises his/her right to object pursuant to Art. 21 (1) GDPR, unless we can prove compelling legitimate reasons for the processing, which override the interests, rights and freedoms of the data affected or the processing serves for the establishment, exercise or defence of legal claims.

In the processing of the personal data for the purpose of direct advertising on the basis of Art. 6 (1) lit. f) GDPR, these data will be stored until the data subject exercises his/her right to object pursuant to Art. 21 (2) GDPR. Unless the other information in this statement provides otherwise for specific processing situations, stored personal data will be deleted for the rest when they are no longer needed for the purposes for which they have been gathered or otherwise processed.

2. Processing of Personal Data by Instagram and Facebook

If the data that you have transmitted to us via Facebook are processed also or exclusively by Facebook, also Facebook Ireland Ltd., 4 Grand Canal Square, D04 E5W5, Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, besides us, is a data controller in the definition of the General Data Protection Regulation (GDPR). The data processing takes place, to this end, on the basis of an agreement between the joint data controllers according to Art. 26 GDPR, which you can find here: https://www.facebook.com/legal/terms/page_controller_addendum.

You can contact the data protection officers of Facebook by means of the online contact form made available by Facebook at <https://www.facebook.com/help/contact/540977946302970>.

The Instagram pages of RAICO Bautechnik GmbH are part of the online platforms operated by Facebook at <https://www.instagram.com/>. The purposes of the data processing by Instagram relating to the use of this platform (in particular, operating the platform itself and placing advertising on the platform), the legal bases for this and the legal interests pursued in the process are described in the data policy of Instagram at <https://www.instagram.com/legal/privacy/>.

We have no control over the data gathering and further processing by Instagram. We also do not know to what extent, at what location and for which duration the data are stored, which result from the visit to our Instagram page by Instagram and Facebook or if Facebook fulfils the applicable duties for the deletion of the data. We furthermore have no knowledge of how the data are analysed or linked by Instagram and Facebook or to whom the data are transferred.

Which personal data and related information about the users of the Instagram and Facebook platforms receive and how the data are used is described by Instagram itself in general terms in its data usage policies at <https://help.instagram.com/519522125107875>.

When you use Instagram, your personal data will be recorded, transmitted, stored, disclosed and used by Instagram and notably, the data will be transferred regardless of your residence, to the United States, Ireland or any other country in which Facebook commences business activities, where the data will then be stored and used.

Instagram and Facebook not only process the data that you have entered voluntarily such as name and user name, email address and phone number, but also the contents you share thereupon will be analysed by Instagram and Facebook, as will be the topics that are of interest to you, and confidential messages, which you send directly to other users, will be stored and processed, making it possible to determine your location by means of GPS data, information about wireless networks or your IP address for the purpose of sending you advertising or other contents.

Lastly, Facebook also receives information, for example, if you view contents even if you have not created an account. This so-called "log data" can mean the IP address, browser type, operating system, informati-

on on the previously retrieved website and the pages called up before then, your location, your mobile provider, the end device used (including device ID and application ID), and the search terms and cookie information used by you.

In addition, regarding the use of certain Facebook products such as the so-called “Facebook Business Tools” and the thereby executed data processing, an additional agreement between us and Facebook Ireland Ltd., as the data controllers according to Art. 26 GDPR, applies, which can be viewed here: https://www.facebook.com/legal/controller_addendum

Data processing for purposes of statistics and marketing

Instagram provides so-called page insights for our Instagram pages. These are summarised data based on which we can understand how people interact on our pages. Page insights can be based on personal data, which are gathered in the context of a visit or interaction of persons on or with our pages and their contents. Within our weighing of interests, this serves the purpose of protecting our legitimate interests in the optimised presentation of our offer and effective communication with customers and interested parties. You can object at any time to the processing of your personal data for the aforementioned purposes by making according adjustments to your ads settings on your Instagram user account at <https://www.facebook.com/settings?tab=ads>

3. Rights of the data subject

The applicable data protection law grants you extensive rights as a data subject (rights to receive information and intervention) in relation to the data controller and with regard to the processing of your personal data, of which we inform you below:

- Right of access according to Art. 15 GDPR;
- Right to rectification according to Art. 16 GDPR;
- Right of erasure according to Art. 17 GDPR;
- Right to the restriction of the processing according to Art. 18 GDPR;
- Right to notification the according to Art. 19 GDPR;
- Right of data portability according to Art. 20 GDPR;
- Right to revoke granted consents according to Art. 7 (3) GDPR
- Right to complain pursuant according to Art. 77 GDPR.

4. Right of revocation in general

If, in a weighing of interests, we process your personal data based on our overriding legitimate interest, you have the right to object to this processing at any time with effect for the future for reasons relating to your particular situation. If you exercise your right to object, we will stop the processing of the relevant data. However, we reserve the right of further processing if we can prove compelling legitimate reasons for the processing, which override your interests, basic rights and fundamental freedoms, or if the processing serves to establish, exercise or defend against legal claims.