

Data processing via our Facebook fanpage

Responsibility

We operate a so-called fanpage on the social media platform Facebook, a service of Facebook Ireland Ltd., 4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland, in order to communicate with the visitors (= fans) active there who have marked our fanpage with "Like" and to inform them about our products and services, among other things. You can reach our fanpage under: <https://de-de.facebook.com/PTI.AG/>

We have concluded an agreement with Facebook on joint responsibility according to Art. 26 GDPR, which regulates the distribution of data protection obligations (https://www.facebook.com/legal/terms/page_controller_addendum).

In particular, Facebook assumes the obligations to inform visitors, to ensure data security and to report data breaches and is considered primarily as a contact for exercising the rights of the persons concerned.

We would like to point out that you use this Facebook page and its functions on your own responsibility. This applies in particular to the use of the interactive functions (e.g. commenting, sharing, rating). Alternatively, you can also call up the information offered on this page on our website at <https://pti-ag.com/>.

Contact details of the jointly responsible persons

Facebook Ireland Ltd.
4 Grand Canal Square
Grand Canal Harbour
D2 Dublin
Ireland

PTI AG
Im Kohlteich 1
D-66969 Lemberg
Fon: +49 (0)6331/20 11 0
Fax: +49 (0)6331/20 11 299
E-Mail: info@pti-group.de

Data protection requests

Should you have any support in making inquiries or exercising your data subject rights vis-à-vis Facebook, please contact us using the following contact details:

netvocat® GmbH – Externer Datenschutz und Seminare
Großherzog-Friedrich-Str. 40
D-66111 Saarbrücken
Tel.: +49 (0) 681 5909798-50
Fax: +49 (0) 681 5909798-30
E-Mail: info@netvocat.de
Internet: www.netvocat.de

Legal basis

The data processing during the operation of the fanpage is based on our legitimate interest according to art. 6 para. 1 sentence 1 letter f GDPR (information about our products and services; communication with visitors). If Facebook obtains the consent of visitors to data processing (e.g. by placing a check mark in a checkbox or clicking a button), the legal basis for data processing is Art. 6 para. 1 sentence 1 lit. a GDPR.

Purpose of processing

The processing of information generated by Insights is intended to enable us to obtain statistics that Facebook compiles based on visits to our fanpage in order to manage the marketing of our activity. In this way, we can gain knowledge of the profiles of visitors and their usage behavior of applications on our fanpage. This enables us to provide more relevant content and features, both within and outside of Facebook, that may be of greater interest to you.

To help us understand how our fanpage can better serve our business goals, we also analyze and share demographic and geographic data based on the information collected. We may use this information to display personalized advertisements without immediately knowing the identity of the visitor. If visitors use Facebook on several devices, the collection and analysis can also be carried out across devices if the visitors are registered and logged in to their own profile.

Within the settings for advertising preferences, visitors can influence the extent to which information about their usage behavior when visiting our Facebook page may be collected (<https://www.facebook.com/ads/preferences>).

We also use our fanpage to communicate with our customers, interested parties and Facebook visitors and to inform them about our range of services. In this context, we may receive additional information, e.g. because of visitor comments, private messages or because you follow us or share our content. This information is processed solely for the purpose of communication and interaction with you.

Data categories

The data processed when operating a fanpage depends on the individual settings of the visitor. In general, Facebook processes data that the person concerned provides himself/herself (e.g. posts, comments, activities), device information (e.g. browser type, mouse movement, GPS location) as well as information from partners who use social plug-ins or Facebook pixels, for example. In any case, unique visitor codes can be created from the processed data in order to collect and link such data.

When operating a fanpage, the following visitor behavior in particular is recorded:

- Call up a page or a contribution or a video from a page
- Subscribe or unsubscribe to a page

- Mark a page or post with "I like" or "I no longer like".
- Recommend a page in an article or comment
- Comment, share or react to a page post (including the type of reaction)
- Hide a page contribution or report it as spam
- From another page on Facebook or from a website outside of Facebook, click on a link that leads to the page
- Move the mouse over the name or profile picture of a page to see a preview of the page contents
- Click on the website, phone number, "Plan route" button or any other button on a page
- Information about whether you are logged in via a computer or mobile device while visiting or interacting with a site or its content

If you are currently logged in to Facebook as a visitor, a cookie with your Facebook ID is located on your end device. This enables Facebook to track that you have visited this page and how you have used it. This also applies to all other Facebook pages. Facebook buttons integrated into websites allow Facebook to record your visits to these websites and assign them to your Facebook profile. This data can be used to offer content or advertising tailored to you.

If you want to avoid this, you should log off from Facebook or deactivate the "Stay logged in" function, delete the cookies on your device, close your browser and restart it. This will delete Facebook information that can be used to identify you immediately.

The visitor statistics created via Facebook Insights are only transmitted to us in anonymized form. We have no access to the underlying data.

Cookies und Insights

When you visit our fanpage, Facebook processes cookies and records, among other things, your IP address (anonymized according to its own information) and other information that is available on your PC in the form of cookies. This information is used to provide us, as the operator of the Facebook pages, with statistical information about the use of the Facebook page. Facebook provides more information on this at the following link: <http://de-de.facebook.com/help/pages/insights>. Further information on the use of cookies by Facebook can be found at <https://www.facebook.com/policies/cookies/>.

Facebook offers the possibility to remove cookies through an opt-out: <https://www.facebook.com/settings?tab=ads>

It is possible for Facebook to create entries in Local Storage, a web storage through which Javascript web pages and apps can store data in the browser that is retained even after the browser window is closed. This allows more data to be stored on the device without an expiration date than when using cookies. This can reduce the data flow between client and server and thus improve the performance of applications.

Facebook Business

When operating our fanpage, we use tools to increase our awareness. These are the tools Click to Website Ad, Interaction Ad and Reach Ad. The legal basis is the legitimate interest according to Art. 6 para. 1 lit. f GDPR. The use of the tools serves to disseminate our

company and our business object in a target group-oriented manner at the right time and to make our fanpage and associated posts more attractive so that users are animated to interact with the fanpage.

Facebook may use the data in accordance with its data policy, for example to pre-fill instant forms.

Analysis tools

When operating our fanpage, we use tools to analyze the visit of the fanpage. These are hmstr analysis (<https://hmstr.de/>) and Fanpage Karma.

The legal basis is the legitimate interest according to Art. 6 para. 1 lit. f GDPR. The use of the tools serves to analyze and evaluate interactions with our Fanpage in order to adapt our company and our business purpose to the target group.

In doing so, we can retrieve statistical data of different categories from Facebook, such as the total number of page views, "Like" votes, page activities, post interactions, video views, post reach, comments, shared content, responses, share of men and women, origin related to country and city, language, calls and clicks in the store, clicks on route planners and clicks on phone numbers.

Custom Audience

We use the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc, 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are a resident of the EU, by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). The legal basis for data processing within the scope of this application is the protection of our legitimate interests in the analysis, optimization and economic operation of our Fanpage (see Art. 6 (1) p. 1 lit. f GDPR).

With the help of the Facebook Pixel, it is possible for Facebook, on the one hand, to determine the visitors to our Fanpage as a target group for the display of advertisements (so-called "Facebook Ads"). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who also have an interest in our Fanpage because, for example, they have viewed a video in the feed, in Stories or in certain other placements, or who have certain characteristics (e.g., interests in similar topics or products as those on our Fanpage and determined on the basis of the websites previously visited by the users) that we transmit to Facebook (so-called "Custom Audiences"). With the help of the Facebook pixel, we also try to ensure that our Facebook ads correspond to the potential interest of users and do not annoy them. With the help of the Facebook pixel, we can further track the effectiveness of the Facebook ads for statistical and market research purposes by seeing whether users, after clicking on our Facebook ad, were also redirected to our website (so-called "conversion").

You can object to the collection by the Facebook pixel and use of your data to display Facebook ads. To set which types of advertisements are displayed to you within Facebook, you can visit the page set up by Facebook and follow the instructions there on the settings for usage-based advertising: <https://www.facebook.com/settings?tab=ads>. To do this, you will need to log in to Facebook. The settings are done in a platform-independent manner and are applied to all devices you use for Facebook.

Alternatively, you can generally disable third-party marketing cookies by using the above options to "generally object to cookies for marketing purposes". Specific information and details about the Facebook pixel and how it works can be found here: <https://www.facebook.com/business/help/651294705016616>.

The processing of data by Facebook takes place within the framework of Facebook's data policy. This can be found here: https://www.facebook.com/about/privacy/update?ref=old_policy.

Duration of storage

Facebook stores data until it is no longer needed to provide the services and Facebook products or until the visitor account is deleted, whichever comes first. This is a case-by-case determination and depends on criteria such as the type of data, why it is collected and processed, and relevant legal or operational storage needs.

Passing on of data

Visitor information is transferred by Facebook Ireland Ltd. to Facebook Inc, 1 Hacker Way, Menlo Park, CA 94025 in the USA. Facebook uses the standard contractual clauses of the European Union as the legal basis for disclosure.

Whether data from a visit to the Facebook page is passed on to third parties is not conclusively and clearly stated by Facebook and is not known to us.

Rights of data subjects

If requests for information or other rights of affected persons are asserted in accordance with the GDPR, we would like to point out that these can most effectively be asserted on Facebook itself. As the operator of the fanpage, we generally have no access to the data processed by Facebook. Only Facebook alone can access the visitors' data and therefore fully provide information or implement other measures, such as requests for deletion by visitors. For these purposes Facebook offers a form (<https://www.facebook.com/help/contact/367438723733209>). We can be contacted at any time to support the exercise of the rights of the persons concerned.

In particular, you have the following rights as a data subject:

You have the right to receive information and a copy of your personal data stored by us free of charge at any time (see Art. 15 GDPR).

You have the right to correct or complete any incorrectly stored data (see Art. 16 GDPR).

You also have the right to limit the processing of your data (see Art. 18 GDPR) and the right to have your data deleted (see Art. 17 GDPR). Deletion of your data is not possible if we are obliged to continue to store the data for the purpose of processing the contract or due to other statutory retention obligations. Instead of deleting your data, we will block it.

You also have the right to demand the return of your data stored with us and to transfer it to another company or have it transferred by us (see Art. 20 GDPR).

You also have the right to object to the future processing of data concerning you (see Art. 21 GDPR).

Furthermore, you have the right to revoke any consent you have given for the future (see Art. 7 para. 3 GDPR).

Complaints can be addressed to the competent data protection supervisory authorities (see Art. 77 GDPR):

Competent data protection authority of Facebook within the EU:
Data Protection Commission
Canal House, Station Road, Partarlington, Co. Laois, R32 AP23, Ireland
Phone: +353 (0761) 104 800
Call: 1890 25 22 31
Fax: +353 57 868 4757
E-Mail: info@dataprotection.ie

Competent data protection authority of PTI AG:
Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Rheinland-Pfalz
Hintere Bleiche 34
55116 Mainz
Phone: +49 (0) 6131 208-2449
Fax: +49 (0) 6131 208-2497
E-Mail: [poststelle\(at\)datenschutz.rlp.de](mailto:poststelle(at)datenschutz.rlp.de)

Further information on the purpose and scope of data collection and its processing as well as on your rights as a data subject within the meaning of the data protection act (GDPR) and your objection and setting options to protect your personal data on Facebook can be found in Facebook's privacy policy:

Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Irland -
Privacy policy: <https://www.facebook.com/about/privacy/>.
Complete data policies: https://de-de.facebook.com/full_data_use_policy.