

Data protection for our Instagram channel

Name and address of the responsible companies:

The following companies are jointly responsible for the operation of this Instagram page within the meaning of the EU General Data Protection Regulation and of other privacy provisions:

Facebook Ireland Ltd. (hereinafter
“Facebook“)
4 Grand Canal Square
Grand Canal Harbour
Dublin 2
Ireland

and

EDUARD GERLACH
GmbH
Chemische Fabrik
Bäckerstraße 4 – 8
32312 Lübbecke
Germany

Information on our Instagram channel

We operate this channel to create awareness for our products and to get into contact with you as the visitor of this Instagram channel and our websites. You can find additional information about us and our activities, companies etc. on our website at <https://www.gehwol.de/>.

As the operator of the Instagram channel, we have no interest in the collection and further processing of your individual personal data for analysis or marketing purposes. You can find further information on our handling of personal data in our privacy notice of our website at <https://www.gehwol.de/en/gdpr/>.

The operation of this Instagram channel including the processing of the users' personal data is based on our legitimate interests in a modern and supporting option for information and interaction for and with our users and visitors according to art. 6 para. 1 lit. f. GDPR.

Processing of personal data within campaigns

We regularly organize sweepstakes with the users and visitors of our Instagram channel. Within those campaigns, personal data can be collected if they are required to realize the respective campaign. For each campaign, we separately inform about the purpose, scope and duration of the data processing by means of a detailed statement of participation. In general, data are only collected to realize the respective sweepstake and only with the consent of the respective concerned persons according to art. 6 para. 1 lit. a in connection with art. 7 and 8 GDPR.

The concerned persons are the winners of the respective sweepstake. In their case, the purpose of data collection is only the shipping of the price to a postal address. The winners will be informed about their price by means of a post or comment and asked to send us all information necessary for the delivery of the price per direct message and to consent to their use for the delivery of the price. The required data are: first name, last name, delivery address. If no delivery is possible, we also inform the winners exclusively per direct message. After the delivery of the price, all collected data will be immediately deleted.

Processing of personal data by Instagram (Facebook)

In its judgement from June 5, 2018, the European Court of Justice (EuGH) has decided that the operator of an Instagram page is responsible, jointly with Facebook, for the processing of personal data. We know that Facebook processes the users' data for the following purposes: **Advertising (analysis, production of personalized advertising), creation of user profiles, market research.**

To store and further process this information, Facebook uses cookies, i. e. small text files that are saved on the different devices of the users. As far as the user owns an Instagram (Facebook) profile and is logged in there, the storage and analysis also take place across multiple devices. Instagram's privacy notice includes further information on the data processing: <https://help.instagram.com/519522125107875>.

You can find information on objection options (so-called opt out) here:

<https://www.facebook.com/settings?tab=ads> and here <http://www.youronlinechoices.com>.

Facebook Inc., the US-American parent company of Facebook Ireland Ltd., is certified under the EU-U.S. Privacy Shield and thus promises to respect the European privacy rules. **You can find additional information**

on the privacy shield status of Facebook here:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>.

We as the operator of the page cannot exclude the forwarding and further processing of personal data of the users to/in third countries like e. g. the USA and the potential associated risks for the users.

Statistical data

Via the so-called “insights“ of the Instagram (Facebook) page, statistical data of different categories can be accessed by us. These statistics are created and provided by Facebook. We as the operator of the page have no influence on the creation and representation. We cannot turn off this function or prevent the creation and processing of the data. Facebook provides the following data to us for a selectable period and, respectively, for the categories fans, subscribers, reached persons and interacting persons in relation to our Instagram (Facebook) page: **total number of page visits, data on “likes“, page activities, post interactions, coverage, video views, reach of the posts, comments, shared contents, answers, portion of men and women, origin with respect to country and city, language, visits and clicks in the shop, clicks on the route planner, clicks on telephone numbers. Likewise, data on the Facebook groups linked to our Instagram (Facebook) page are provided in this way. Due to the constant development of Facebook, the availability and processing of the data changes, so that we refer to the already above-mentioned privacy notice of Facebook for further details on this.**

We use these data, which are available in aggregate form, to make our posts and activities on our Instagram (Facebook) page more attractive to users. For example, we use the distributions by age and gender for an adapted address and the preferred visiting times of the users for a time-optimized planning of our contributions. Information about the type of end devices used by visitors helps us to adapt the visual design of the posts to this. In accordance with the Facebook Terms of Use, which each user has agreed to as part of creating a Facebook profile, we can identify subscribers and fans of the site and view their profiles and other shared information from them.

Rights of the users

Since only Facebook has full access to user data, we recommend that you contact Facebook directly if you wish to make requests for information or ask other questions about your rights as a user (e.g. right to deletion). If you need assistance with this or have any other questions, please feel free to contact us at datenschutz@gehwo.de. If you no longer wish to have the data processing described here in the future, please cancel the connection of your user profile to our site by using the functions "I no longer like this page" and/or "Do not subscribe to/unsubscribe from this page".