

Inhaltsverzeichnis

Datenschutzerklärung - Englische Version.....	2
Datenschutzerklärung als HTML-Quellcode - Englische Version.....	6

## Ihre Datenschutzerklärung für Social Media Profile (englische Version)

Im Folgenden finden Sie die Textdaten für die englische Version Ihrer persönlichen Datenschutzerklärung für Social Media Profile für Ihre Website gemäß der von Ihnen getätigten Angaben. Sofern Sie in Ihrer Website einen Eingabe-Editor für Ihre Inhalte nutzen, können Sie den folgenden Text direkt herauskopieren und dort einfügen. Sofern Sie die Inhalte alternativ als HTML-Quellcode in Ihre Website integrieren möchten, können Sie den anschließend aufgeführten HTML-Quellcode nutzen.

Wir empfehlen Ihnen, die Datenschutzerklärung für Social Media Profile auf Ihrer Website unterhalb Ihrer Datenschutzerklärung zu platzieren. Setzen Sie anschließend in den zu Ihrer Website gehörenden Social Media Profilen einen Link auf die Datenschutzerklärung Ihrer Website.

Eine Datenübertragung in die Vereinigten Staaten (USA) war bisher zulässig, wenn das Unternehmen, an das die Daten übertragen werden sollen, nach dem EU-US-Privacy-Shield zertifiziert war. Der Europäische Gerichtshof (EuGH) hat das Privacy-Shield-Abkommen aber für unzulässig erklärt. Wenn Sie Dienste oder Tools von Anbietern aus den USA nutzen und personenbezogene Nutzerdaten übertragen fragen Sie bitte direkt bei dem jeweiligen Unternehmen nach, wie auf das EuGH-Urteil reagiert wird, etwa indem die Unternehmen über die EU-Standardvertragsklausel einen angemessenen Umgang mit personenbezogenen Nutzerdaten garantieren. Solange die Rechtslage nicht abschließend geklärt ist, empfehlen wir Ihnen, für alle US-Tools auf Ihrer Webseite eine Einwilligung mit Hilfe eines Consent-Tools einzuholen und in Ihrer Datenschutzerklärung über die Risiken einer Datenübertragung in die USA informieren. eRecht24 bietet ein Consent-Tool in Zusammenarbeit mit Usercentrics an. Dort sind die Tools bereits nach „Einwilligungsbedürftig“ und „Nicht Einwilligungsbefürhtig“ unterteilt. Zusätzlich enthält unsere Datenschutzerklärung einen Passus zur Aufklärung über die datenschutzrechtlichen Risiken in die USA.

Folgende der von Ihnen ausgewählten Dienstleister übertragen Daten in die USA:

**Facebook, Instagram, LinkedIn, Pinterest, Tumblr, Twitter, Vimeo, YouTube**

## Englische Textversion der Datenschutzerklärung für Ihre Website

### **Our social media appearances**

#### **Data processing through social networks**

We maintain publicly available profiles in social networks. The individual social networks we use can be found below.

Social networks such as Facebook, Twitter etc. can generally analyze your user behavior comprehensively if you visit their website or a website with integrated social media content (e.g. like buttons or banner ads).

When you visit our social media pages, numerous data protection-relevant processing operations are triggered. 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 recorded if you are not logged in or do not have an account with the respective social media portal. In this case, this data is collected, for example, via cookies stored on your device or by recording your IP address.

Using the data collected in this way, the operators of the social media portals can create user profiles in which their 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 social network, interest-based advertising can be displayed on any device you are logged in to or have 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 carried out by the operators of the social media portals. Details can be found in the terms of use and privacy policy of the respective social media portals.

### **Legal basis**

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

### **Responsibility and assertion of rights**

If you visit one of our social media sites (e.g., Facebook), we, together with the operator of the social media platform, are responsible for the data processing operations triggered during this visit. You can in principle protect your rights (information, correction, deletion, limitation of processing, data portability and complaint) vis-à-vis us as well as vis-à-vis the operator of the respective social media portal (e.g. Facebook).

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

### **Storage time**

The data collected directly from us via the social media presence will be deleted from our systems as soon as you ask us to delete it, you revoke your consent to the storage or the purpose for the data storage lapses. Stored 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, please contact the social network operators directly (e.g. in their privacy policy, see below).

### **Individual social networks**

#### **Facebook**

We have a profile on Facebook. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. According to Facebook's statement the collected data will also be transferred to the USA and to other third-party countries.

We have signed an agreement with Facebook on shared responsibility for the processing of data (Controller Addendum). This agreement determines which data processing operations we or Facebook are responsible for when you visit our Facebook Fanpage. This agreement can be viewed at the following link:

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum).

**You can customize your advertising settings independently in your user account. Click on the following link and log in:**

<https://www.facebook.com/settings?tab=ads>.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

[https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum) and  
<https://de-de.facebook.com/help/566994660333381>.

Details can be found in the Facebook privacy policy:

<https://www.facebook.com/about/privacy/>.

#### Twitter

We use the short message service Twitter. The provider is Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland.

**You can customize your Twitter privacy settings in your user account. Click on the following link and log in:**

<https://twitter.com/personalization>.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

<https://gdpr.twitter.com/en/controller-to-controller-transfers.html>.

For details, see the Twitter Privacy Policy:

<https://twitter.com/privacy>.

#### Instagram

We have a profile on Instagram. The provider is Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

[https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum),  
<https://help.instagram.com/519522125107875> and  
<https://de-de.facebook.com/help/566994660333381>.

For details on how they handle your personal information, see the Instagram Privacy Policy:

<https://help.instagram.com/519522125107875>.

#### Pinterest

We have a profile at Pinterest. The operator is Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland. Details on how they handle your personal data can be found in the privacy policy of Pinterest:

<https://policy.pinterest.com/de/privacy-policy>.

#### XING

We have a profile on XING. The provider is New Work SE, Dammtorstraße 30, 20354 Hamburg, Germany. Details on their handling of your personal data can be found in the XING Privacy Policy: <https://privacy.xing.com/de/datenschutzerklaerung>.

#### LinkedIn

We have a LinkedIn profile. The provider is the LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland. LinkedIn uses advertising cookies.

**If you want to disable LinkedIn advertising cookies, please use the following link:**

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

<https://www.linkedin.com/legal/l/dpa> und

<https://www.linkedin.com/legal/l/eu-sccs>.

For details on how they handle your personal information, please refer to LinkedIn's privacy policy:

<https://www.linkedin.com/legal/privacy-policy>.

#### Tumblr

We have a profile on Tumblr. The provider is Tumblr, Inc., 35 East 21st St., 10th Floor, New York, NY 10010, USA. Details on how they handle your personal data can be found in the Tumblr privacy policy:

<https://www.tumblr.com/privacy/de>.

#### Vimeo

We have a profile on Vimeo. The provider is Vimeo, Inc., 555 West 18th Street, New York 10011, USA.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission and, according to Vimeo, on "legitimate business interests". Details can be found here:

<https://vimeo.com/privacy>.

Details on how they handle your personal data can be found in the Vimeo privacy policy:

<https://vimeo.com/privacy>.

#### YouTube

We have a profile on YouTube. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Details on how they handle your personal data can be found in the YouTube privacy policy:

<https://policies.google.com/privacy?hl=en>.

#### TikTok

We have a profile on TikTok. The provider is TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland. Details on how they handle your personal data can be found in the TikTok privacy policy:

<https://www.tiktok.com/legal/privacy-policy?lang=en>.

Data transmission to third countries is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

<https://www.tiktok.com/legal/privacy-policy?lang=en>.

## HTML-Quellcode der englischen Version Ihres Datenschutzerklärung für Ihre Website

Den nachfolgenden Quellcode können Sie kopieren, um die Datenschutzerklärung auf Ihrer Website einzufügen.

**Hinweis:** Einige Browser und PDF-Reader haben Probleme bei der vollständigen Darstellung des nachfolgenden HTML-Quellcodes. Wir empfehlen Ihnen für die Anzeige dieses PDF-Dokuments die Nutzung des kostenlosen Adobe Acrobat Reader DC ([Download](#)).