

Privacy policy for our social media pages

When you visit our social media pages, data relating to you is processed. We would therefore like to inform you below in accordance with Art. 13 of the General Data Protection Regulation (GDPR) about our handling of your data and your resulting rights.

Responsibility

We, adventics GmbH, operate the following social media pages:

- Instagram: <https://www.instagram.com/scan2lead/?hl=de>
- LinkedIn: <https://de.linkedin.com/company/adventics-gmbh>
<https://de.linkedin.com/company/scan2lead>
- Twitter (X): <https://twitter.com/adventics?lang=de>
<https://twitter.com/scan2lead?lang=de>
- XING: <https://www.xing.com/pages/adventicsgmbh>
- YouTube: <https://www.youtube.com/user/Scan2Lead>

You can find our contact details in the imprint.

Data processing by us

Public relations

The purpose of data processing by adventics on these social media sites is to inform customers about offers, products, services, promotions, competitions, factual topics, company news and interaction with visitors to the social media sites on these topics and to answer corresponding queries, praise or criticism.

The data you provide on our social media pages, such as user names, comments, videos, images, likes, public messages, etc., are published by the social media platform and are not processed by us for any other purposes at any time. We only reserve the right to delete content should this be necessary. This is the case, for example, with offensive or illegal posts, hate comments, offensive comments (explicit sexual content) or attachments (e.g. images or videos) that may violate copyrights, personal rights, criminal laws or the ethical principles of adventics.

We may share your content on our site if this is a function of the social media platform and communicate with you via the social media platform.

If you send us an enquiry on the social media platform, we may also refer you to other, secure communication channels that guarantee confidentiality, depending on the content. For example, you have the option of sending us your enquiry at any time to the address or email address stated in the legal notice. The choice of the appropriate communication channel is your own responsibility.

The legal basis for the aforementioned processing of your data is Art. 6 para. 1 sentence 1 lit. f GDPR. Data processing is carried out in the legitimate interest of conducting public relations work for our company and being able to communicate with you.

Data processing under joint responsibility

We are jointly responsible for some of the processing activities with the respective operator of the social media platform.

Accordingly, we have concluded the necessary agreement in accordance with Art. 26 GDPR, insofar as the operator of the social media platform allows this.

- Instagram <https://www.instagram.com/legal/privacy/>
https://www.facebook.com/legal/terms/page_controller_addendum

- LinkedIn https://www.linkedin.com/static?key=privacy_policy
<https://legal.linkedin.com/pages-joint-controller-addendum>
- Twitter (X) <https://www.twitter.com/privacy>
- XING <https://privacy.xing.com/>

The main elements of joint responsibility can be found in the following section.

Statistics (Insights)

The social media platforms used regularly compile statistics (insights) based on usage data that contain information about your interaction with our social media site. We cannot influence or prevent the performance and provision of these statistics.

However, we do not utilise optional statistics from the social media platform.

We process the aforementioned information (statistics) in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR in the legitimate interest of validating the use of our social media pages and improving our content in a target group-oriented manner.

Target group orientated advertising

We also use the social media platforms described to display targeted advertising.

To do this, we use target group definitions provided to us by the social media operator. We only use anonymous target group definitions, i.e. we define characteristics based on general demographic information, behaviour, interests and connections, for example. The operator of the social media platform uses these to display adverts to its users accordingly. The legal basis for this is the consent that the operator of the social media platform has obtained from its users.

If you wish to revoke this consent, please use the revocation options provided by the operator of the social media platform, as the social media platform operator is responsible for this processing.

We or the operator of the social media platform also use publicly available data to define the target group. The legal basis for this processing is then Art. 6 para. 1 sentence 1 lit. f GDPR. The legitimate interest on our part is to define the most suitable target group possible. We never use sensitive categories of personal data referred to in Art. 9 and 10 GDPR (e.g. political opinions, sexual orientation, gender, gender identity) for target group definition.

We do not use target group definition based on location data. We do not pass on any personal data to the operator of the social media platform as part of the target group definition.

Data processing by the operator of the social media platform

The operator of the social media platform uses web tracking methods. Web tracking can also take place regardless of whether you are logged in or registered with the social media platform.

We would therefore like to point out that it cannot be ruled out that the operator of the social media platform may use and evaluate your profile and behavioural data for its own purposes. We have no influence on the processing of your data by the operator of the social media platform. Please bear this in mind when using the social media platform.

You can find more information on data processing by the operator of the social media platform, configuration options to protect your privacy and other objection options in the operator's privacy policy

Storage duration

We delete your personal data when it is no longer required for the aforementioned processing purposes and no statutory retention obligations prevent deletion.

Your rights as a user

As a user, you have the option of asserting the following rights both against us and against the operator of the social media platform if the requirements are met:

Right to information (Art. 15 GDPR)

You have the right to request confirmation as to whether personal data concerning you is being processed; if this is the case, you have a right to information about this personal data and to the information listed in detail in Art. 15 GDPR.

Right to rectification and erasure (Art. 16 and 17 GDPR)

You have the right to obtain without undue delay the rectification of inaccurate personal data concerning you and, where applicable, the completion of incomplete personal data. You also have the right to demand that personal data concerning you be deleted immediately if one of the reasons listed in Art. 17 GDPR applies, e.g. if the data is no longer required for the purposes pursued.

Right to restriction of processing (Art. 18 GDPR)

You have the right to request the restriction of processing if one of the conditions listed in Art. 18 GDPR is met, for example if you have lodged an objection to the processing, for the duration of any examination.

Right to data portability (Art. 20 GDPR)

In certain cases, which are listed in detail in Art. 20 GDPR, you have the right to receive the personal data concerning you in a structured, commonly used and machine-readable format or to request the transmission of this data to a third party.

Right to object (Art. 21 GDPR)

If data is processed on the basis of our legitimate interest in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR, you have the right to object to the processing at any time for reasons arising from your particular situation. We will then no longer process the personal data unless there are demonstrably compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

If the data is processed on the basis of legitimate interest for the purpose of direct advertising, you have your own right to object, which you can assert at any time without giving reasons and the exercise of which leads to the termination of processing for the purpose of direct advertising

Right of cancellation (Art. 7 GDPR)

If the processing of data is based on your consent, you are entitled to revoke your consent to the use of your personal data at any time in accordance with Art. 7 para. 3 GDPR. Please note that the revocation only takes effect for the future. Processing that took place before the revocation is not affected by this.

Right to lodge a complaint with a supervisory authority

In accordance with Art. 77 GDPR, you have the right to lodge a complaint with a supervisory authority if you are of the opinion that the processing of data concerning you violates data protection regulations. The right to lodge a complaint can be exercised in particular with a

supervisory authority in the Member State of your habitual residence, place of work or place of the alleged infringement.

Contact details of our data protection officer

Our external data protection officer will be happy to provide you with information on the subject of data protection under the following contact details:

data protection south GmbH

E-Mail: office@datenschutz-sued.de

Tel.: +49 931 30 49 76-0 (Würzburg)

If you contact our data protection officer, please also indicate the responsible body named in the legal notice.