

Information to our Instagram and Facebook page

1. Data processed by Instagram and Facebook

M&S Armaturen GmbH uses a Facebook and an Instagram page belonging to Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland of the US company Facebook Inc.

We would like to point out that you use the here offered Instagram and Facebook page and its function on your own responsibility.

Information on which data is processed and will be used for which purposes by Facebook can be found in the privacy statement of Instagram and Facebook:

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

The Instagram Privacy Statement identifies the categories of personal data processed when using Facebook products, describes in general terms the purposes for which this data is used and identifies the categories of recipients to whom this data may be disclosed.

Under the links provided to the data policies, you will also find information on the legal basis for the processing of this data and information on how you can withdraw consent you have given regarding the processing of personal data. Further information on the respective legal basis can be found here:

https://www.facebook.com/about/privacy/legal_bases

In the Data Policy you will find information on how to exercise your rights of access, rectification, portability and erasure against Facebook Ireland. Under this point you will also find information about your right to object to certain processing of personal data. You can find more information about your control options in the following help article:

<https://www.facebook.com/help/2069235856423257>

The Data Policy also provides information about the length of time personal data will be retained and information about the criteria relating to the determination of that length of time and the possibility of blocking or deleting accounts. The Data Policy refers to Facebook Ireland's intention to transfer data to third countries, where appropriate, on the basis of the adequacy decisions adopted by the European Commission (see IX.). The US company Facebook Inc, of which Facebook Ireland is a member, is certified under the EU-US Privacy Shield. You can view the status of this certification here:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnyWAAC>

M&S Armaturen GmbH has no influence on the type and scope of the data processed by Facebook, the type of processing and use or the transfer of this data to third parties. It also has no effective control options in this respect.

By using Instagram and Facebook, your personal data will be collected, transferred, stored, disclosed and used by Facebook and regardless of your country of residence, transferred to, stored and used in the United States, Ireland and any other country in which Facebook does business. There is a transfer to Facebook affiliates and to other trusted companies or individuals who process it on Facebook's behalf.

Facebook processes your voluntarily entered data such as name and user name, email address and telephone number. Facebook also processes the content that you create, upload or receive from others when using the services. This includes, for example, photos and videos that you save, documents and spreadsheets that you create, and comments that you write.

On the other hand, Facebook also evaluates the content you share to determine what topics you are interested in, stores and processes confidential messages you send directly to other users, and can determine your location using GPS data, wireless network information or your IP address in order to send you advertising or other content.

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Facebook may use analysis tools for evaluation purposes. M&S Armaturen GmbH has no influence on the use of such tools by Facebook and was not informed about such a potential use. If tools of this kind are used by Facebook for the Instagram and Facebook page of M&S Armaturen GmbH, M&S Armaturen GmbH has neither commissioned this nor supported it in any other way. The data obtained during the analysis will also not be made available to it. Only certain profiles of the subscribers can be viewed by M&S Armaturen GmbH via its account.

Moreover, M&S Armaturen GmbH has no possibility to prevent or turn off the use of such tools on its Instagram and Facebook page. Finally, Facebook also receives information when you view content, for example, even if you have not created an account. This so-called "log data" may be the IP address, browser type, operating system, information about the website you previously visited and the pages you viewed, your location, your mobile phone provider, the terminal device you use (including device ID and application ID), the search terms you used and cookie information.

When you visit our Instagram page or our Facebook page and your browser allows cookies to be stored, Facebook Ireland stores information in the form of small text files in your browser's memory (hereinafter "cookies") and can access this information when you visit the Facebook platform or a website that embeds Facebook technologies. For more information on the purpose of the cookies used, the integration of these cookies by other websites and your control options in this regard, can be found in the information on Instagram and Facebook cookies:

<https://help.instagram.com/1896641480634370?ref=ig>
<https://de-de.facebook.com/policies/cookies/>

Our Instagram and Facebook page gives you the opportunity to respond to our posts, comment on them and send us private messages. Please check carefully what personal data you share with us via our Instagram page. If you would like to avoid Facebook processing any personal data you provide to us, please contact us by other means.

In addition to the content you submit, information about your profile, likes and posts is visible to us depending on your privacy settings. You can find out how to change your privacy settings in these help articles:

<https://de-de.facebook.com/help/instagram/116024195217477>

<https://de-de.facebook.com/help/325807937506242>

2. Data processed by M&S Armaturen GmbH

M&S Armaturen GmbH also processes your data when you communicate with us via Instagram and Facebook.

The processing is carried out for the purposes of the public relations work of M&S Armaturen GmbH in connection with the tasks assigned to it by law (Art. 6 e Para. 1 lit. e DSGVO in connection with the respective specialist law).

The recipient of the data is first of all Facebook, where it may be passed on to third parties for their own purposes and under the responsibility of Facebook. The recipient of publications is also the public, i.e. potentially anyone. M&S Armaturen GmbH itself does not collect any data via its Instagram and Facebook pages. Also via the integration of videos of M&S Armaturen GmbH on its website (<https://www.ms-armaturen.de>), the IP addresses of the site visitors are not transmitted to Facebook. In particular, no tracking of any kind takes place on the website.

The data you enter on Instagram or Facebook, in particular your user name and the content published under your account, will be processed by us insofar as we may respond to your publications. The data freely published and disseminated by you on Instagram or Facebook is thus included by M&S Armaturen GmbH in its offer and made accessible to its followers.