

# Data protection information according to the GDPR regarding our LinkedIn presence

We (Hochland Natec GmbH, Kolpingstraße 32, 88178 Heimenkirch; hereinafter "Natec") operate a company profile on the online platform of the LinkedIn social network (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland) where personal data is processed. In the following we would like to explain how and which of your data we process as the operator of our LinkedIn presence.

## 1. Shared responsibility

Together with LinkedIn, we are jointly responsible for data processing in connection with our company profile, in particular in connection with the "Page Insights" function. When you visit our company profile, personal data is thus processed by LinkedIn and us as the responsible parties. The use of our company profile is based on LinkedIn's terms of use, in particular LinkedIn's "Page Insights Joint Controller Addendum". It is also possible that LinkedIn may also process your data in this context for its own purposes, which are not reflected in this data protection policy. For more information, please see LinkedIn's [privacypolicy: www.linkedin.com/legal/privacy-policy](https://www.linkedin.com/legal/privacy-policy).

## 2. Contact details of the data protection officer

You can reach our data protection officer either by post: Hochland Natec GmbH (address see above), data protection officer

or by e-mail: [datenschutz@hochland.com](mailto:datenschutz@hochland.com).

## 3. Analyses by LinkedIn

### 3.1 Description and scope of data processing

Natec receives information on visitors to the company page in connection with the LinkedIn "Page Insights" service. This consists of aggregated statistics relating to how the page is used. We are provided with the following information, which we cannot assign to any individual person:

- Followers: Number of people who follow us, including growth and development of followers over a defined time frame
- Demographic data regarding visitors to our site: Field of activity, location, career level, industry, company size of the visitor

- Reach of posts: Number of people who see a specific post and the number and type (sharing, commenting) of interactions related to a post. From this, it can be deduced, for example, which content is well/better/worse received by the community.

### **3.2 Legal basis for data processing**

The legal basis for the data protection processing for this is art. 6 para. 1 sentence 1 lit. f GDPR.

### **3.3 Purpose of data processing**

The purpose of the data processing is to be able to evaluate the behaviour of our target group or users in the context of interaction with our site. This also constitutes the necessary legitimate interest in processing the data.

### **3.4 Possibility to object**

The provision of your data for the aforementioned purpose is neither contractually nor legally required on your part. You can control the use of your personal data in LinkedIn's account settings. You can find more information here: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

## **4. Direct contact by you**

### **4.1 Description and scope of data processing**

We receive personal data via LinkedIn if you actively provide it to us, e.g. by contacting us via a personal message or comment on LinkedIn. In this case, we may also process data that you have published as a LinkedIn member. This may include your name, current job, employer, qualification, country, industry or even employee status. In this context, your data will be used exclusively for processing the conversation. As a rule, the data is not passed on to third parties. The data will only be forwarded to another Hochland company if your details indicate that your contact request should concern another Hochland company.

### **4.2 Legal basis for data processing**

The legal basis for the data protection processing for this is art. 6 para. 1 sentence 1 lit. f GDPR. If the purpose of the contact is to conclude a contract, the legal basis for the processing is art. 6 para. 1 sentence 1 lit. b GDPR.

### **4.3 Purpose of data processing**

The purpose of the data processing of our LinkedIn presence is to disseminate and continuously improve information about our company, our products and services, combined with the possibility for users to interact with us in a targeted manner. The processing of the personal data from your message/comment serves us solely to process the contact. This also constitutes the necessary legitimate interest in processing the data.

### **4.4 Duration of storage**

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. This is usually the case after the enquiry has been answered, insofar as there are no statutory time limits for retaining it. If you have left a public comment, it will remain online until you delete it yourself.

### **4.5 Possibility to object**

You have the option to object to the processing of your personal data at any time with effect for the future. This can be done by post (see address above) or by e-mail via [contact.natec@natec-network.com](mailto:contact.natec@natec-network.com). In such a case, your data will be deleted and the conversation cannot be continued. Insofar as statutory periods for storage exist, these shall remain unaffected by this.

## **5. Place of data processing**

It is possible that data collected about you may be transferred to third countries, in particular the USA. There is no adequate level of data protection available there as the European Commission sees it, i.e. your data is not as protected from access by authorities there as it is within the EU/EEA. However, we have no influence on these data processing operations and refer to LinkedIn's data protection information in this respect. LinkedIn has committed to comply with EU data protection standards. According to LinkedIn, data transfer to systems outside the EU only takes place if the requirements of art. 44 et seq. GDPR are complied with. You can find out more at: [www.linkedin.com/help/linkedin/answer/62533](https://www.linkedin.com/help/linkedin/answer/62533).

Data is not transferred to third countries by Hochland Natec GmbH within the framework of the operation of our company profile.

## **6. Recipients or categories of recipients**

The data is hosted on the servers of our web agency, currently Hochland SE (Kemptener Str.17, 88178 Heimenkirch, Germany). We have concluded an order processing contract with the agency (art. 28 para. 3, 4 GDPR).

In addition, your personal data may be passed on to law enforcement authorities if it is necessary to clarify an illegal use of our services or for legal prosecution. However, this only happens if there are concrete indications of unlawful or abusive behaviour. Disclosure may also take place for law enforcement purposes. We are also required by law to provide information to certain public bodies upon request. These are law enforcement authorities, authorities that prosecute administrative offences subject to fines and the tax authorities.

## **7. Your rights as a data subject**

### **7.1 Right to information**

You have the right to receive from us, upon request, information about the personal data we process about you within the scope of art. 15 GDPR. To do this, you can submit an application by post or e-mail to the addresses given above.

### **7.2 Right to rectify inaccurate data**

You have the right to demand that we correct the personal data concerning you without delay if it is incorrect (art. 16 GDPR). For this purpose, please contact the addresses given above.

### **7.3 Right to deletion**

You have the right to the immediate deletion of the personal data concerning you if the legal grounds pursuant to art. 17 GDPR exist. These are, for example, if the personal data are no longer necessary for the purposes for which they were originally processed or you have withdrawn your consent and if there is no other legal basis for the processing. To exercise your above right, please contact us at the above contact addresses.

### **7.4 Right to restrict processing**

You have the right to restrict processing if the conditions are met and in accordance with art. 18 of the GDPR. Accordingly, the restriction of processing may be required in particular if the processing is unlawful and you refuse the erasure of the personal data and instead request the restriction of the use of the personal data. To exercise your above right, please contact us at the above contact addresses.

### **7.5 Right to data portability**

You have the right to data portability according to art. 20 GDPR. In this regard, you have the right to receive the data relating to you that you have provided to us in a common, structured

and machine-readable format and to transfer this data to another controller, such as another service provider. The prerequisite for this is that the processing is based on consent or on a contract and is carried out with the aid of automated procedures. To exercise your above right, please contact us at the above contact addresses.

### **7.6 Right to object**

You have the right to object at any time on grounds arising from your particular situation to the processing of personal data relating to you which is carried out, inter alia, on the basis of art. 6 para. 1 sentence 1 lit. e or f GDPR, in accordance with art. 21 GDPR. The objection can also be lodged against profiling. We will then stop processing your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the purpose of asserting, exercising or defending legal claims. To exercise your above right, please contact us at the above contact addresses.

### **7.7 Right to complain to a supervisory authority**

If you believe that the processing of personal data relating to you by us is unlawful, you have the right to complain to the supervisory authority responsible for us, which you can contact as follows:

Bayerisches Landesamt für Datenschutzaufsicht (Bavarian State Office for Data Protection Supervision) (BayLDA), Promenade 18, 91522 Ansbach, Phone: +49 (0) 981 180093-0, e-mail: [poststelle@lda.bayern.de](mailto:poststelle@lda.bayern.de)

## **8. Amendment of the data protection information**

We will revise this data protection information when we make changes to this website or when we otherwise need to do so. The current version can always be found on this website.

Status 05/2022