

Data protection information

for the use of our social media channels in the European Economic Area.

Our social media channels are operated by:

G.RAU GmbH & Co. KG
Kaiser-Friedrich-Straße 7
DE - 75172 Pforzheim
info@g-rau.de

Facebook

Facebook Ireland Limited (“Facebook”) is responsible for the collection and further processing of personal user data on Facebook websites. Please note that Facebook collects and processes certain information about your visit to our Facebook page even if you do not have a Facebook user account or are not logged in to Facebook. For information on the processing of personal data by Facebook, please refer to Facebook’s privacy policy.

As the operator of this Facebook page, we can only view your public profile on Facebook. Which information is visible here depends on your settings in your profile. In addition, we process your personal data (such as your name and the content of your messages, inquiries or other contributions to us) if you contact us via our Facebook page. We then process this data for the purpose of processing your posts accordingly and, if necessary, responding to them. Depending on the reason for and content of the conversation, this processing is based either on our legitimate interest in accordance with Article 6(1)(f) of the EU General Data Protection Regulation (“GDPR”), in particular in order to be able to contact you in response to your inquiries or contributions, or on Article 6(1)(b) GDPR if your inquiry is aimed at concluding a contract with us.

In addition, Facebook provides us with so-called Page Insights data. This data is anonymous statistics that we can use to evaluate the quality of our Facebook page and our content. These statistics are compiled on the basis of usage data that Facebook collects about your interaction with our Facebook page; we do not have access to this usage data. Facebook has made a commitment to us to take primary responsibility for the processing of Page Insights data and the fulfillment of your rights under the GDPR (see below for more information) and to provide you with the essence of the applicable agreement (https://www.facebook.com/legal/terms/page_controller_addendum).

This processing is based on our legitimate interest in accordance with Art. 6 (1) (f) GDPR, in particular in order to recognize user preferences (e.g. number of followers, number of views of individual page areas, user statistics by age, geography and language) and to be able to adapt and improve the offer on our Facebook page to suit the target group as much as possible.

We store your personal data on our systems, i.e. outside of Facebook, if and for as long as it is required for the purposes for which it was collected or for as long as there are statutory retention obligations.

You are neither legally nor contractually obliged to provide your personal data. If you wish to visit our Facebook page, the processing of your personal data by Facebook is unavoidable.

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It is conceivable that some of the information collected will also be processed outside the European Union by Facebook in the USA. To ensure an adequate level of data protection, Facebook bases such data transfers on the standard contractual clauses of the European Commission.

As a data subject, you have various rights under the EU General Data Protection Regulation, which you can of course also exercise with our company. Please contact us in this regard using the contact details above. You have the following rights as a data subject:

- Right to information
- Right to rectification
- Right to erasure (right to be forgotten)
- Right to restriction
- Right to object
- Right to data portability

You also have the right to contact the competent data protection supervisory authority, in particular in the EU Member State of your habitual residence or in which an infringement of the GDPR is alleged.

To exercise these rights with regard to data processing by Facebook, please contact Facebook directly if possible via the contact options provided by Facebook on its websites. In other cases or otherwise if required, please send us an e-mail to datenschutzbeauftragter@g-rau.de.

You can find additional information on how we handle personal data in the [G.RAU Privacy Policy](#).

Status: April 2024

Instagram

Facebook Ireland Ltd, 4 Grand Canal Square, Dublin 2, Ireland is responsible for the collection and further processing of personal user data on Instagram websites. Please note that Instagram collects and processes certain information about your visit to our Instagram page even if you do not have an Instagram user account or are not logged in to Instagram. For information on the processing of personal data by Instagram, please refer to Instagram's privacy policy at <https://help.instagram.com/519522125107875>.

As the operator of this Instagram page, we can only view your public profile on Instagram. The information that can be viewed here depends on your settings in your profile. In addition, we process your personal data (such as your name and the content of your messages, inquiries or other contributions to us) when you contact us via our Instagram page. We then process this data for the purpose of processing your posts accordingly and, if necessary, responding to them. Depending on the reason for and content of the conversation, this processing is based either on our legitimate interest in accordance with Article 6(1)(f) of the EU General Data Protection Regulation ("GDPR"), in particular in order to be able to contact you in response to your inquiries or posts, or on Article 6(1)(b) GDPR if your inquiry is aimed at concluding a contract with us.

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Instagram also provides us with so-called Page Insights data. This data is anonymous statistics that we use to evaluate the quality of our Instagram page and our content. These statistics are compiled on the basis of usage data that Instagram collects about your interaction with our Instagram page; we do not have access to this usage data. Instagram or Facebook has undertaken to us to take primary responsibility for the processing of Page Insights data and the fulfillment of your rights under the GDPR (see below for more information) and to provide you with the essence of the agreement applicable to this (https://www.facebook.com/legal/terms/page_controller_addendum).

This processing is based on our legitimate interest in accordance with Art. 6 (1) (f) GDPR, in particular to recognize user preferences (e.g. number of followers, number of views of individual page areas, user statistics by age, geography and language) and to be able to adapt and improve the offer on our Instagram page to suit the target group as much as possible.

Diese Verarbeitung erfolgt auf Grundlage unseres berechtigten Interesses gemäß Art. 6 Abs. 1 lit. f) GDPR, insbesondere um Nutzerpräferenzen (z.B. Anzahl der Follower, Anzahl der Aufrufe einzelner Seitenbereiche, Nutzerstatistiken nach Alter, Geographie und Sprache) zu erkennen und das Angebot auf unserer Instagram-Seite möglichst zielgruppengerecht anpassen und verbessern zu können.

You are neither legally nor contractually obliged to provide your personal data. If you wish to visit our Instagram page, the processing of your personal data by Facebook is unavoidable.

It is conceivable that some of the information collected will also be processed outside the European Union by Facebook Inc. based in the USA. To ensure an adequate level of data protection, Instagram bases such data transfers on the standard contractual clauses of the European Commission.

As a data subject, you have various rights under the EU General Data Protection Regulation, which you can of course also exercise with our company. Please contact us in this regard using the contact details above. You have the following rights as a data subject:

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You also have the right to contact the competent data protection supervisory authority, in particular in the EU Member State of your habitual residence or in which an infringement of the GDPR is alleged.

To exercise these rights with regard to data processing by Facebook, please contact Facebook directly if possible via the contact options provided by Facebook on its websites. In other cases or otherwise if required, please send us an e-mail to datenschutzbeauftragter@g-rau.de.

You can find additional information on how we handle personal data in the [G.RAU Privacy Policy](#).

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LinkedIn

LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland is responsible for the collection and further processing of personal user data on LinkedIn websites. Please note that LinkedIn collects and processes certain information about your visit to our LinkedIn page even if you do not have a LinkedIn user account or are not logged in to LinkedIn. For information on the processing of personal data by LinkedIn, please refer to LinkedIn's privacy policy at https://www.linkedin.com/legal/privacy-policy?trk=d_org_guest_company_overview_footer-privacy-policy.

As the operator of this LinkedIn page, we can only view your public profile on LinkedIn. Which information is visible here depends on your settings in your profile. In addition, we process your personal data (such as your name and the content of your messages, inquiries or other contributions to us) if you contact us via our LinkedIn page. We then process this data for the purpose of processing your posts accordingly and, if necessary, responding to them. Depending on the reason for and content of the conversation, this processing is based either on our legitimate interest in accordance with Article 6(1) (f) of the EU General Data Protection Regulation ("GDPR"), in particular in order to be able to contact you in response to your inquiries or contributions, or on Article 6(1)(b) GDPR if your inquiry is aimed at concluding a contract with us.

LinkedIn also provides us with so-called page analytics data. This data is anonymous statistics that we use to evaluate the quality of our LinkedIn page and our content. These statistics are compiled on the basis of usage data that LinkedIn collects about your interaction with our LinkedIn page; we do not have access to this usage data. LinkedIn has made a commitment to us to take primary responsibility for the processing of Page Analytics data and the fulfillment of your rights under the GDPR (see below for more information) and to provide you with the essence of the agreement applicable to this (<https://legal.linkedin.com/pages-joint-controller-addendum>).

This processing is based on our legitimate interest pursuant to Art. 6 (1) (f) GDPR, in particular in order to recognize user preferences (e.g. number of followers, number of views of individual page areas, user statistics by age, geography and language) and to be able to adapt and improve the offer on our LinkedIn page to suit the target group as much as possible.

We store your personal data on our systems, i.e. outside LinkedIn, if and for as long as it is necessary for the purposes for which it was collected or for as long as there are legal obligations to retain it.

You are neither legally nor contractually obliged to provide your personal data. If you wish to visit our LinkedIn page, the processing of your personal data by LinkedIn is unavoidable.

It is conceivable that some of the information collected may also be processed outside the European Union by LinkedIn Corporation and its US subsidiaries ("LinkedIn") based in the USA. To ensure an adequate level of data protection, LinkedIn bases such data transfers on the European Commission's standard contractual clauses.

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As a data subject, you have various rights under the EU General Data Protection Regulation, which you can of course also exercise with our company. Please contact us in this regard using the contact details above. You have the following rights as a data subject:

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- Right to rectification
- Right to erasure (right to be forgotten)
- Right to restriction
- Right to object
- Right to data portability

You also have the right to contact the competent data protection supervisory authority, in particular in the EU Member State of your habitual residence or in which an infringement of the GDPR is alleged.

To exercise these rights with regard to data processing by Facebook, please contact Facebook directly if possible via the contact options provided by Facebook on its websites. In other cases or otherwise if required, please send us an e-mail to datenschutzbeauftragter@g-rau.de.

You can find additional information on how we handle personal data in the [G.RAU Privacy Policy](#).

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Xing

New Work SE, Dammtorstraße 30, 20354 Hamburg, Germany, is responsible for the collection and further processing of personal user data on Xing websites. Please note that Xing collects and processes certain information about your visit to our Xing page even if you do not have a Xing user account or are not logged in to Xing. For information on the processing of personal data by Xing, please refer to Xing's privacy policy at <https://privacy.xing.com/de/datenschutzerklaerung>.

As the operator of this Xing page, we can only view your public profile on Xing. Which information is visible here depends on your settings in your profile. In addition, we process your personal data (such as your name and the content of your messages, inquiries or other contributions to us) if you contact us via our Xing page. We then process this data for the purpose of processing your posts accordingly and, if necessary, responding to them. Depending on the reason for and content of the conversation, this processing is based either on our legitimate interest in accordance with Article 6(1)(f) of the EU General Data Protection Regulation ("GDPR"), in particular in order to be able to contact you in response to your inquiries or contributions, or on Article 6(1)(b) GDPR if your inquiry is aimed at concluding a contract with us.

In addition, Xing provides us with so-called Page Insights data. This data is anonymous statistics that we can use to evaluate the quality of our Xing page and our content. These statistics are compiled on the basis of usage data that Xing collects about your interaction with our Xing page; we have no access to this usage data.

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This processing is based on our legitimate interest in accordance with Art. 6 (1) (f) GDPR, in particular in order to recognize user preferences (e.g. number of followers, number of views of individual page areas, user statistics by age, geography and language) and to be able to adapt and improve the offer on our Xing page to suit the target group as much as possible.

We store your personal data on our systems, i.e. outside of Xing, if and for as long as it is required for the purposes for which it was collected or for as long as there are statutory retention obligations.

You are neither legally nor contractually obliged to provide your personal data. If you wish to visit our Xing page, the processing of your personal data by New Work is unavoidable.

As a data subject, you have various rights under the EU General Data Protection Regulation, which you can of course also exercise with our company. Please contact us in this regard using the contact details above. You have the following rights as a data subject:

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- Right to data portability

You also have the right to contact the competent data protection supervisory authority, in particular in the EU Member State of your habitual residence or in which an infringement of the GDPR is alleged.

To exercise these rights with regard to data processing by Facebook, please contact Facebook directly if possible via the contact options provided by Facebook on its websites. In other cases or otherwise if required, please send us an e-mail to datenschutzbeauftragter@g-rau.de.

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YouTube

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the collection and further processing of personal user data on YouTube websites. Please note that YouTube collects and processes certain information about your visit to our YouTube page even if you do not have a YouTube user account or are not logged in to YouTube. For information on the processing of personal data by YouTube, please refer to YouTube's privacy policy at <https://policies.google.com/privacy?hl=de&gl=de>.

As the operator of this YouTube page, we can only view your public profile on YouTube. The information that can be viewed here depends on your profile settings. In addition, we process your personal data (such as your name and the content of your messages, inquiries or other contributions to us) when you contact us via our YouTube page. We then process this data for the purpose of processing your posts

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accordingly and, if necessary, responding to them. Depending on the reason for and content of the conversation, this processing is based either on our legitimate interest in accordance with Article 6(1) (f) of the EU General Data Protection Regulation (“GDPR”), in particular in order to be able to contact you in response to your inquiries or contributions, or on Article 6(1)(b) GDPR if your inquiry is aimed at concluding a contract with us.

YouTube also provides us with so-called analytics data. This data is anonymous statistics that we can use to evaluate the quality of our YouTube page and our content. These statistics are compiled on the basis of usage data that YouTube collects about your interaction with our YouTube page; we do not have access to this usage data.

This processing is based on our legitimate interest in accordance with Art. 6 (1) (f) GDPR, in particular in order to recognize user preferences (e.g. number of followers, number of views of individual page areas, user statistics by age, geography and language) and to be able to adapt and improve the offer on our YouTube page to suit the target group as much as possible.

We store your personal data on our systems, i.e. outside YouTube, if and for as long as it is required for the purposes of collection or as long as there are statutory retention obligations.

You are neither legally nor contractually obliged to provide your personal data. If you wish to visit our YouTube page, the processing of your personal data by Google is unavoidable.

It is conceivable that some of the information collected will also be processed outside the European Union by Google LLC and its wholly owned subsidiaries in the USA. To ensure an adequate level of data protection, Google LLC bases such data transfers on the standard contractual clauses of the European Commission.

As a data subject, you have various rights under the EU General Data Protection Regulation, which you can of course also exercise with our company. Please contact us in this regard using the contact details above. You have the following rights as a data subject:

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