

Privacy policy for our social media pages

When you visit our social media pages, it may be necessary to process data relating to you. We would therefore like to inform you in accordance with Art. 13 of the General Data Protection Regulation (GDPR) about the handling of your data and your rights resulting from this.

Data Controller

We, the All4Labels Group GmbH, currently administer the following social media pages:

- LinkedIn: <https://www.linkedin.com/company/all4labelsgroup>
- Instagram: <https://www.instagram.com/lifeatall4labels/>

Our contact details can be found in our [legal notice](#).

Besides us, the respective provider of the social media platform is also responsible for processing your personal data. As far as we can influence this and parameterise the data processing, we will work within the scope of the possibilities available to us, in order to ensure that the provider of the social media platform handles your data in a manner that complies with data protection regulations. In this context, please also read the data protection policy of the respective social media platform.

Data processing by us

The data you enter on our social media pages, such as usernames, comments, videos, pictures, likes, public messages, etc., are published by the social media platform and are no time processed by us for other purposes. We only reserve the right to delete content if necessary. We may share your content on our website if this is a feature of the social media platform and communicate with you through the social media platform if necessary.

If you send us a request on the social media platform, depending on the content, we may also refer you to other, secure communication channels that guarantee confidentiality. For example, you have the possibility to send us your inquiries at any time to the address or [e-mail address](#) given in the legal notice. The choice of the appropriate communication channel is your own responsibility.

The legal basis for the processing of your data is Art. 6 para. 1 lit. f GDPR. The data processing is based on the legitimate interest of carrying out public relations and communication.

Some social media platforms generate statistics based on usage data, which contain information about your interaction with our social media site. We cannot influence or

prevent the execution and provision of these statistics. However, we do not make use of optional statistics from the social media platform.

We also occasionally use the social media platforms described above to deliver targeted advertising.

For this we use target group definitions which are given to us by the social media provider. We only use anonymous target group definitions - i.e. we define characteristics based on general demographics, behaviour, interests and connections. The operator of the social media platform uses these to display advertisements 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 furnished by the provider of the social media platform, as the social media platform operator is responsible for this processing.

- LinkedIn: <https://www.linkedin.com/psettings/advertising-data>
- Instagram: <https://www.facebook.com/help/instagram/245100253430454>

Occasionally, we or the provider of the social media platform may also use publicly available data to define target groups. The legal basis for this processing is then Art. 6 para. 1 lit. f GDPR. The legitimate interest on our part is to define the target group as appropriately as possible. We never use sensitive categories of personal data mentioned in Art. 9 and 10 GDPR to define target groups.

We do not use target group definition based on location data. We do not disclose any personal data within the scope of target group definition to the operator of the social media platform.

Occasionally we also use information about visits or interaction with other sites (so-called remarketing) to define target groups. For this purpose, we also use, inter alia, cookies. In these cases, we obtain the consent of the users on other pages in advance through a consent banner and inform them about the data processing at this point. You can revoke your consent at any time by calling up the consent banner of the corresponding website.

If you wish to object to a certain data processing on which we have an influence, please use the contact data given in the legal notice.

Storage Duration

We delete your personal data if they are no longer required for the aforementioned processing purposes and no legal storage obligations prevent deletion.

Data processing by the operator of the social media platform

The provider of the social media platform uses web tracking methods. Web tracking can also be performed regardless of whether you are logged in or registered with the social media platform.

We would therefore like to inform you that it cannot be excluded that the provider of the social media platform may use your profile and behavioural data to evaluate your habits, personal relationships, preferences, etc. In this respect, we have no influence on the processing of your data by the provider of the social media platform, so that the use of the social media platform is at your own responsibility.

Further information on data processing by the provider of the social media platform, configuration options for the protection of your privacy as well as further objection options and, if available and concluded, the agreement pursuant to Art. 26 GDPR, can be found in the provider's privacy policy:

- LinkedIn: https://www.linkedin.com/static?key=privacy_policy and <https://legal.linkedin.com/pages-joint-controller-addendum>
- Instagram: <https://privacycenter.instagram.com/policy/> and https://www.facebook.com/legal/terms/page_controller_addendum

Your rights as user

As a website user, you have the opportunity to assert the following rights against us as well as against the provider of the social media platform:

Right of access (Article 15 GDPR)

You have the right to obtain confirmation as to whether personal data concerning you is being processed; if this is the case you have the right to be informed about this personal data and to the information specified in Article 15 GDPR.

Right to rectification and erasure (Articles 16 and 17 GDPR):

You have the right to obtain without undue delay the rectification of inaccurate personal data concerning you and, if necessary, the right to have incomplete personal data completed.

You also have the right to request that personal data relating to you shall be deleted without undue delay if one of the reasons listed in Art. 17 GDPR applies, e.g. if the data is no longer needed for the purposes for which it was collected.

Right to restriction of processing (Article 18 GDPR):

If one of the conditions set forth in Art. 18 GDPR applies, you shall have the right to restrict the processing of your data to mere storage, e.g. if you revoke consent, to the processing, for the duration of a possible examination.

Right to data portability (Article 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, well-established and machine-readable format, respectively to request the transfer of this data to a third party.

Right to object (Article 21 GDPR):

If the data is collected on the basis of Art. 6 para. 1 lit. f GDPR (data processing for the purposes of the legitimate interests), you have the right to object to the processing at any time for reasons arising out of your particular situation. We will then no longer process personal data, unless there are demonstrably compelling reasons for processing, that are worthy of protection and override your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

If the data are processed on the basis of the legitimate interest for the purpose of direct marketing, you have your own right of objection, which you may exercise at any time without giving reasons and the exercise of which will lead to the termination of the processing for the purpose of direct marketing.

Right to lodge a complaint with a supervisory authority

According to Art. 77 GDPR, you have the right to lodge a complaint with a supervisory authority if you believe that the processing of the data concerning you infringes data protection regulations. In particular, the right to lodge a complaint may be invoked before a supervisory authority in the member state where you are resident, your place of work or the place of the suspected infringement.

Contact details for the data protection representative

Our external data protection officer is available to provide you with information on data protection. Please contact:

datenschutz nord GmbH

Sechslingspforte 2

22087 Hamburg

Web: www.datenschutz-nord-gruppe.de

E-Mail: office@datenschutz-nord.de

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