

## Privacy Policy – Facebook Page

Welcome to the Facebook page of Flottweg SE.

Data controllers:

Meta Platforms Ireland Ltd. (hereinafter referred to as “Facebook”)  
4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2  
Ireland

and

Flottweg SE  
Industriestraße 6-8  
84137 Vilsbiburg  
Germany  
mail@flottweg.com

### Information about the Facebook page of: Flottweg SE

We use the technical platform and services of Meta Platforms Ireland Ltd for the information service offered here.

We would like to point out that you use this Facebook page and its functions on your own responsibility. This applies in particular to the use of the interactive functions (e.g., commenting, sharing, rating). Alternatively, you can also access the information offered on this page on our website at [www.flottweg.com](http://www.flottweg.com).

When you visit our Facebook page, Facebook records your IP address and other information that is available on your computer in the form of cookies. This information is used to provide us, as the operator of the Facebook pages, with statistical information about the use of the Facebook page. Facebook provides further details on this at the following link: <http://en-gb.facebook.com/help/pages/insights>

The data collected about you in this context will be processed by Meta Platforms Ireland Ltd and may be transferred to countries outside the European Union. What information Facebook receives and how it uses it is described in general terms in Facebook’s Data Policy. There you will also find information on how to contact Facebook and how to change the settings for advertising.

The Data Policy is available at the following link:

<http://en-gb.facebook.com/about/privacy>

Facebook’s complete Data Policy can be found here:

[http://en-gb.facebook.com/full\\_data\\_use\\_policy](http://en-gb.facebook.com/full_data_use_policy)

In what way Facebook uses the data from visits to Facebook pages for its own purposes, to what extent activities on the Facebook page are assigned to individual users, how long Facebook stores such data, and whether data from a visit to the Facebook page are passed on to third parties is not conclusively and clearly stated by Facebook and is not known to us.

When you access a Facebook page, the IP address assigned to your device is transmitted to Facebook. According to information provided by Facebook, this IP address is anonymized (for “German” IP

addresses). Facebook also stores information about the devices of its users (e.g., as part of the “registration notification” function); Facebook may thus be able to assign IP addresses to individual users.

If you are currently logged on to Facebook as a user, a cookie with your Facebook identifier is stored on your device. This enables Facebook to track that you have visited this page and how you have used it. This also applies to all other Facebook pages. Facebook buttons integrated into websites allow Facebook to record your visits to these web pages and assign them to your Facebook profile. This information can be used to tailor content or advertising to you.

If you want to avoid this, you should log out of Facebook or disable the “stay logged on” function, delete the cookies on your device, and then close and restart your browser. This deletes Facebook information that immediately identifies you. This allows you to use our Facebook page without revealing your Facebook identifier. When you access interactive features of the page (Like, Comment, Share, Message, etc.), a Facebook login screen appears. Once you have logged in, Facebook will recognize you again as a specific user.

For information on how to manage or delete information about you, visit the following Facebook support pages: <https://en-gb.facebook.com/about/privacy#>

As the provider of the information service, we do not collect and process any other data from your use of our service.

You will find the current version of this privacy policy under “Privacy Policy” on our Facebook page.

If you have any questions about the information we offer, please contact us at [mail@flottweg.com](mailto:mail@flottweg.com).

The agreement on joint responsibility according to Article 26 GDPR (status: 8/21/2020) with Facebook can be found at:

[https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum)

### **Facebook Pixel**

We use Facebook Pixel within the framework of the technologies of Meta Platforms Ireland Ltd [<https://de-de.facebook.com/facebookdublin/>] shown below. 4 Grand Canal Square, Dublin 2, Ireland (“Facebook”). With Facebook Pixel, data (IP address, time of visit, device and browser information, as well as information about your use of our website based on events specified by us such as visit to a website or newsletter registration) are automatically collected and stored. This data is used to create usage profiles using pseudonyms. When you visit our website, a cookie is automatically set by Facebook Pixel for this purpose, which automatically enables recognition of your browser when you visit other websites through use of a pseudonymous cookie ID. Facebook will combine this information with other data from your Facebook account and use it to compile reports on website activities as well as provide other services associated with website use, in particular personalized and group-based advertising. We have no influence on the data processing by Facebook and only receive statistics based on Facebook Pixel.

The information collected automatically by Facebook technologies about your use of our website is generally transmitted to a server of Meta Platforms, Inc., 1601 Willow Road, Menlo Park, California 94025, USA and stored there. The European Commission has not issued an adequacy decision for the USA. Our cooperation is based on standard data protection clauses from the European Commission. The data is processed on the basis of an agreement between joint controllers pursuant to Article 26 GDPR. Further information on data processing by Facebook can be found in Facebook’s privacy policy <https://de-de.facebook.com/policy.php>.

## Facebook Ads

We use Facebook Ads to advertise this website on Facebook and other platforms. We determine the parameters of the respective advertising campaign; Facebook is responsible for the specific implementation, in particular the decision about placement of advertisements with individual users.

Based on the statistics of visitor activities on our website created via Facebook Pixel, we use Facebook Custom Audience to run group-based advertising on Facebook by determining the characteristics of the respective target group.

On the basis of the pseudonymous cookie ID set by Facebook Pixel and the data collected about your usage behavior on our website, we carry out personalized advertising via Facebook Pixel remarketing.

For web analysis and event tracking, we use Facebook Pixel Conversions to measure your subsequent usage behavior when you visit our website via an ad from Facebook Ads.

## What data protection rights do I have?

You have a right to information, to correction, to deletion or restriction of the processing of your stored data at any time; you have the right to object to the processing as well as the right to data portability and the right to lodge a complaint in accordance with the provisions of data protection law.

### Right of access:

You can demand information from us as to whether and to what extent we process your personal data.

### Right to rectification:

If we process your personal data that are incomplete or incorrect, you can demand that we correct or complete such data at any time.

### Right to erasure:

You can demand that we erase your personal data if we process the data unlawfully or if the processing interferes unjustifiably with your legitimate data protection interests. Please note that there may be reasons that prevent an immediate erasure, for example, in the case of statutory retention obligations. Irrespective of the exercising of your right to erasure, we will erase your personal data immediately and completely, provided that there is no legal or statutory obligation to retain the data.

### Right to restriction of processing:

You can demand that we restrict the processing of your personal data if:

- you contest the accuracy of your personal data, for a period of time that enables us to verify the accuracy of the personal data;
- the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead;
- we no longer need the personal data for the purposes of the processing, but you still require the data for the establishment, exercise, or defense of legal claims; or
- you have lodged an objection to the processing of the data.

### Right to data portability:

You may request that we provide you with the personal data you have provided to us in a structured, commonly used, and machine-readable format and that you may transfer those data to another data controller without hindrance from us, provided that

- we process such data on the basis of a revocable consent given by you or for the fulfillment of a contract between us; and
- this processing is carried out by automated means.

Where technically feasible, you may request us to transfer your personal data directly to another data controller.

**Right to object:**

If we process your personal data out of a legitimate interest, you can object to this data processing at any time; this would also apply to profiling based on these provisions. We will then no longer process your personal data unless we can demonstrate compelling legitimate grounds for processing that override your interests, rights, and freedoms or unless the processing serves the establishment, exercise, or defense of legal claims. You may object to the processing of your personal data for the purpose of direct marketing at any time without having to give reasons.

**Right to lodge a complaint:**

If you believe that we are processing your personal data in violation of German or European data protection law, please contact us so that we can clarify any questions you may have. Of course, you also have the right to contact the supervisory authority responsible for you, i.e. the respective state office for data protection supervision.

If you wish to assert any of the above rights against us, please contact our data protection officer. In cases of doubt, we may request additional information to confirm your identity.

**Right of withdrawal of consent**

If we process your data on the basis of your consent, you may revoke this consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent up to the revocation.

The implementation of these rights under Articles 15–20 of the GDPR in respect of data stored by Meta Platforms Ireland after joint processing is the sole responsibility of Meta Platforms Ireland. You also have a right to object and to lodge a complaint, as described above, with regard to us.

If you need support or have any other questions, please contact us by e-mail at [mail@flottweg.com](mailto:mail@flottweg.com). If, in the future, you no longer wish the data processing described here, please remove the link between your user profile and our site by using the functions “I no longer like this site” and/or “Stop subscribing to this site”.

If you have any questions about data protection, you can also contact our data protection officer at:

Richard Söldner  
Projekt 29 GmbH & Co. KG  
Ostengasse 14  
93047 Regensburg  
Tel.: +49 941 2986930  
E-mail: [anfrage@projekt29.de](mailto:anfrage@projekt29.de)