

Information under Article 13 Data Protection - Basic Regulation (DS-GVO)
Facebook Fanpage visitors

Shared responsibility

We are jointly responsible with Facebook Ireland Limited ("Facebook Ireland") for the processing of Insights data. The details of the responsibilities can be viewed at https://de-de.facebook.com/legal/terms/page_controller_addendum

Facebook Ireland agrees to assume primary responsibility under the DS Block Exemption Regulation for the processing of Insights data and to fulfil all obligations under the DS Block Exemption Regulation with regard to the processing of Insights data (including Articles 12 and 13 DS Block Exemption Regulation, Articles 15 to 22 DS Block Exemption Regulation and Articles 32 to 34 DS Block Exemption Regulation). In addition, Facebook Ireland will make the essence of this Page Insights supplement available to the data subjects.

Name and Contact details

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E-Mail: info@mimacom.com

DO YOU HAVE QUESTIONS ABOUT DATA PROTECTION?

If you have any questions about data protection, please send us an e-mail datenschutz@mimacom.com.

Purpose and legal basis of data processing within the meaning of Article 13 Paragraph 1 Letter c DS-GVO

- Operation of a Facebook fan page for purposes...
- public relations work within the meaning of Article 6 (1) (f) of the DS-GVO
- public image building within the meaning of Article 6 (1) (f) of the DS-GVO
- contacting the responsible body within the meaning of Article 6 (1) (f) DS-GVO
- answering contact enquiries within the meaning of Article 6 (1) (f) of the DS-GVO
- the statistical analysis of user behaviour for optimisation and marketing purposes within the meaning of Art. 6 (1) (f) DS-GVO
- Employer branding within the meaning of Article 6 (1) (f) DS-GVO

Interests of the person responsible when weighing up the interests within the meaning of Article 13 (1) (d) of the DS-GVO

- Assertion of legal claims and defence in legal disputes
- Ensuring the IT security and IT operation of the company
- Prevention of criminal offences
- Measures for business management and further development of services and products

Recipients or categories of recipients of personal data within the meaning of Article 13 Paragraph 1 lit. e DS-GVO

Facebook

Transfer to third countries within the meaning of Article 13 (1) lit f DS-GVO

Data is transferred to third countries, for Facebook this is the USA.

Storage period in accordance with statutory storage obligations as defined by Art. 13 Para. 2 a DS-GVO

The responsible body has only limited influence on the deletion of personal data, as this is largely determined by Facebook. Further information can be found at <https://www.facebook.com/privacy/explanation>.

Right to information, correction, deletion, restriction, data transferability and objection in the sense of Art. 13 para. 2 b DS-GVO, Art. 15 ff. DS-GVO

As a data subject, you have the right of information, correction and deletion of your data at any time, as well as the right to restrict processing and the right to data transferability. For this purpose, please contact the person responsible at the contact details provided.

Right of objection within the meaning of Article 21 Paragraph 1 DS-GVO

As far as the processing of your data is carried out for the protection of legitimate interests, you have the right to object to this processing at any time under our given contact details, if reasons arise from your special situation that oppose this data processing. We will then stop this processing unless it serves predominant interests worthy of protection on our part.

Right of revocation within the meaning of Art. 13 Paragraph 2 c DS-GVO

If you have consented to the processing of your data, you have the right to revoke this consent at any time for the future. This does not affect the lawfulness of the processing until revocation. For this purpose, please contact the responsible body using the contact details provided.

Right of complaint within the meaning of Art. 13 Paragraph 2 d DS-GVO

Any person concerned can also lodge a complaint with the competent data protection authority, which in the case of a mimacom responsible person in Switzerland is the Swiss Federal Data Protection and Information Commissioner in Switzerland (<http://www.edoeb.admin.ch>). In all other cases you will find a list of the competent data protection authorities under the following link (https://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080).

If there is a requirement to provide personal data within the meaning of Art. 13 Paragraph 2 e DS-GVO

You voluntarily provide us or Facebook with the collected data. If you do not want your data to be processed, you should not use our Facebook fan page.

For the purpose and scope of data collection and the further processing and use of data by Facebook, as well as your rights in this regard and setting options for protecting your privacy, please refer to the Facebook data protection information (<https://www.facebook.com/about/privacy/>).