



**DANGO & DIENENTHAL**

BETTER VALUES.

## **DATA PROTECTION INFORMATION FOR THE USE OF OUR INSTAGRAM CHANNEL**

### **IMPRINT AND DATA PROTECTION OFFICER PURSUANT TO THE GENERAL DATA PROTECTION REGULATION (GDPR)**

DANGO & DIENENTHAL Management GmbH  
Hagener Straße 103  
57072 Siegen, Germany

T: +49 271 401-0  
post [at] dds-filter [dot] com

### **REPRESENTED BY**

Register Court Siegen  
Commercial Register: HRB 3014  
VAT ID: DE 126562082

Managing directors and responsible within the meaning of § 18 Abs. 2 MStV:  
Dr. Jens-Uwe Heitsch, Alexander Neff

### **YOU CAN REACH OUR DATA PROTECTION OFFICER AT**

GINDAT GmbH  
Herr Arndt Halbach  
Wetterauer Straße 6  
42897 Remscheid, Germany

T: +49 2191 909-430  
datenschutz [at] dango-dienenthal [dot] de

### **JOINTLY RESPONSIBLE WITH US**

We are also responsible for the processing of personal user data on Facebook's websites:

Meta Platforms, Inc.  
Menlo Park, California, USA  
(hereinafter referred to as "Meta")



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## PROCESSING IN SOCIAL MEDIA CHANNELS

We operate web presences used for business purposes on various social media portals. In addition to direct communication with you, these portals provide us with statistical analyses and other functions that are based on the data collection of the social media portals. This means that we partly determine the purposes of data collection, so that we are also to be regarded as data controllers alongside the social media operators.

We have only limited influence on the data processing of the platform operators. If you do not wish to use the social media channels, you can of course also reach us and our information via our own website [www.dds-filter.com](http://www.dds-filter.com).

As the operator of this Instagram page, we can only view your public profile on Instagram. What information is disclosed here depends on your settings in your profile.

We use these pages to provide information about our company and our products and services. Interaction with you as an interested party gives us direct insights into how we and our products are perceived on the market, who our customers and interested parties are, what they are looking for, and thus helps us to improve ourselves and our products and services for you.

In addition, these portals provide quick and easy contact options so that you, as an interested party, can address your questions to us directly where you are online. This enables us to answer your enquiry without any detours.

## RESPONSIBILITY

In principle, data processing via the platforms of the social media operators takes place within the framework of the general terms and conditions agreed between you and the platform operators and their data protection provisions.

Please note, however, that Meta 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 on Instagram by Meta, please refer to Instagram's data policy:

<https://help.instagram.com/519522125107875>

## CONTACT

In addition, we process your personal data that you have provided to us (e.g. your name, contact details if applicable and the content of your messages, enquiries or other contributions to us) if you contact us via our Instagram page. We then process this data for the purpose for which you have provided us with the data, e.g. to answer your enquiry. This is in our overriding legitimate interest in responding to your enquiry quickly. The legal basis is Art. 6 para. 1 lit. f GDPR.



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We store your personal data on our systems, i.e. outside Meta, insofar as this is necessary for the purposes of processing and, in addition, insofar as there are statutory retention obligations or limitation periods. Different periods apply to the retention of personal data, e.g. data with tax law relevance is generally retained for 10 years, other data in accordance with commercial law regulations is generally retained for 6 years. Finally, the storage period may also depend on the statutory limitation periods, which, for example, according to Sections 195 et seq. of the German Civil Code (BGB), are generally three years, but in certain cases can be up to thirty years.

For the storage of data within the platform, the requirements of Meta must be observed.

## STATISTICS

Meta also provides us with so-called Page Insights data. This data is anonymous statistics that we can use to evaluate the interest in our Instagram page and our content. This statistical data helps us to improve our offer on these pages in line with our target group, which is our overriding legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR.

These statistics are compiled on the basis of usage data that Meta collects during your visit to the Instagram pages. The following user data is taken into account: Your age, your approximate location (determined by your IP address), the default language, your interests, your interaction within the platform, e.g. which pages you have clicked on, liked or shared, which pages you follow, from which page you came to the platform, and other information. Only Meta has access to the underlying usage data. Meta has made a commitment to us to take primary responsibility for the processing of Page Insights data and to provide you with the essence of the joint responsibility agreement between Meta and us. You can find this information here:

[https://de-de.facebook.com/legal/terms/page\\_controller\\_addendum](https://de-de.facebook.com/legal/terms/page_controller_addendum)

## YOU HAVE THE FOLLOWING RIGHTS

If the processing relates exclusively to Meta's area of responsibility, Meta is responsible for the fulfilment of your rights. To exercise your rights with regard to data processing by Meta, please contact Meta directly if possible. If you address such a request to us, we will forward your request to Meta without delay. In all other cases, we will be happy to assist you in asserting your rights using the contact details provided above.

In accordance with Articles 15-21 GDPR, you can assert the following rights in relation to the personal data processed by us if the conditions described therein are met.



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## Right to information

You have a right to information about the personal data concerning you that we process.

## Right to rectification

You can request the correction of incomplete or incorrectly processed personal data.

## Right to erasure

You have the right to obtain the erasure of personal data concerning you, in particular where one of the following grounds applies

Your personal data are no longer necessary for the purposes for which they were collected or otherwise processed.

- ⊕ You withdraw your consent on which the processing of your data was based.
- ⊕ You have exercised your right to object to the processing and there are no overriding legitimate grounds for the processing.
- ⊕ Your data has been processed unlawfully.
- ⊕ However, the right to erasure does not exist if this conflicts with the legitimate interests of the controller. A legitimate interest can be assumed in the following cases:
  - Personal Data is required for the establishment, exercise or defence of legal claims.
  - Erasure is not possible due to retention obligations.

## Right to restriction of processing

You have the right to demand that we restrict the processing of your personal data if

- ⊕ you contest the accuracy of the data and we therefore verify the accuracy,
- ⊕ the processing is unlawful and you oppose the erasure of the data and request the restriction of their use instead,
- ⊕ the processing is unlawful and you oppose the erasure of the data and request the restriction of their use instead,
- ⊕ you have objected to the processing of your data and it is not yet certain whether our legitimate reasons outweigh your reasons.



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## Right to data portability

If the processing is based on your consent or a contract with us and the processing is carried out by us using automated procedures, you have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format and you have the right to have this data transmitted to another controller without hindrance from us.

## Right to object

You have the right to object to our processing of your personal data at any time on grounds relating to your particular situation. Unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or demonstrate that the processing serves the establishment, exercise or defence of legal claims on our part, we will no longer process the data.

In addition, if personal data is processed for the purpose of direct marketing, you have the right to object at any time to our processing for the purpose of such marketing. This also applies to profiling insofar as it is associated with such direct advertising. In this case, the personal data will no longer be processed by us for these purposes.

## Right of cancellation

If the processing of your personal data is based on consent, you have the right to withdraw this consent at any time.

## Right to lodge a complaint with a supervisory authority

According to Art 77 GDPR, every data subject has the right to lodge a complaint with a supervisory authority if they believe that the processing of their personal data violates the GDPR. The competent supervisory authority for data protection issues is the state data protection officer of the federal state in which our company is based:

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poststelle [at] ldi.nrw [dot] de