

## **Data protection information for social media presences**

### **1. Purposes of data processing:**

We have our own presence in various social media to present ourselves, provide information, get in touch with the respective users and to communicate with them.

Controller according Art. 4 Abs. 7 EU-General Data Protection Regulation (GDPR) is:

Freudenberg SE  
Hoehnerweg 2-4  
69469 Weinheim  
E-Mail: info[at]freudenberg.com

You can contact our data protection officer under:

legitimis GmbH  
Dellbrücker Straße 116  
51469 Bergisch Gladbach, Germany  
Tel.: +49 (0) 2202 28 941-0  
E-Mail: dataprotection-support[at]freudenberg.com

### **2. Processing of personal data:**

#### **Data processing by social networks**

We operate open public profiles in social networks. The social networks we use in detail can be found below.

Social networks such as Facebook, Twitter, etc. can generally analyze your user behavior extensively when you visit their website or a website with integrated social media content (e.g. like buttons or advertising banners). A visit to our social media presences initiates numerous data protection-relevant processing operations. In detail:

If you are logged in to your social media account and visit our social media presence, the operator of the social media portal can match this visit to your user account. Your personal data may also be collected even if you are not logged in or do not have an account with the respective social media portal. In this case, this data is collected, for example, via cookies that are stored on your end device or by recording your IP address. With the so collected data, the operators of the social media portals can create user profiles, in which your preferences and interests are stored. In this way, interest-based advertising can be displayed within and outside the respective social media presence. If you

have an account with the relevant social network, the interest-based advertisement can be displayed on all devices on which you are or were logged in.

Please also note that we cannot reproduce all the processes on the social media portals. Therefore, depending on the provider, further processing may be carried out by the operators of the social media portals. For details, please refer to the terms of use and privacy policy of the respective social media portals.

### **Legal base**

Our social media appearances are supposed to ensure the widest possible presence on the Internet. This is a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. The analytical processes initiated by the social networks may be based on different legal bases, which must be specified by the operators of the social networks (e.g. consent within the meaning of Art. 6 para. 1 lit. a GDPR).

### **Controller and claiming of rights**

If you visit one of our social media sites (e.g. Facebook), we are jointly responsible with the provider of the social media platform for the data processing operations caused by this visit. You can basically exercise your rights (information, correction, deletion, restriction of processing, data transferability and complaints) both against us and against the operator of the respective social media portal (e.g. against Facebook).

Please note that despite the joint responsibility with the social media portal operators, we do not have full control over the data processing operations of the social media portals. Our options depend largely on the corporate policy of the respective provider.

### **Storage Period**

The data collected directly by us via the social media presence will be deleted from our systems as soon as the purpose for storing them no longer applies, you request us to delete them, revoke your consent to storage or the purpose for storing the data no longer applies. Any cookies stored remain on your terminal device until you delete them. Mandatory legal provisions - in particular retention periods - remain unaffected.

We have no influence on the storage period of your data, which is stored by the providers of social networks for their own purposes. For details, please contact the operators of the social networks directly (e.g. in their privacy policy, see below).

## **3. Our presences in overview:**

#### Facebook

We have a presence at Facebook. Provider is the Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Facebook, the data collected is also transferred to the USA and other third countries.

You can adjust your advertising settings by yourself in your user account. To do so, click on the following link and log in:

<https://www.facebook.com/settings?tab=ads>.

Details can be found in the Facebook privacy policy:

<https://www.facebook.com/about/privacy/>.

#### LinkedIn

We have a presence at LinkedIn. Provider is the LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland. LinkedIn use advertising cookies. If you want deactivate LinkedIn Advertising cookies, use this Link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>. Details on how they handle your personal data can be found in the privacy policy of LinkedIn: <https://www.linkedin.com/legal/privacy-policy>.

#### Twitter

We use the short message service Twitter. Provider is the Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. You can customize your Twitter privacy settings independently in your user account. Please click on the following link and log in: <https://twitter.com/personalization>. Details be found in the privacy policy of twitter: <https://twitter.com/en/privacy>.

#### YouTube

We own a channel at YouTube. Provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland.

Details on how they handle your personal data can be found in the privacy policy of Google <https://policies.google.com/privacy?hl=en&gl=de#infocollect>.

#### WeChat

We have a profile on WeChat. Provider is for users in the European Economic Area and Switzerland: Tencent International Service Europe BV, Strawinskyiaan 3127, 8. Stock, 1077 ZX Amsterdam, Netherlands. For users outside the European Economic Area and Switzerland (subject to the information below): Tencent International Service Pte. Ltd., 10 Anson Road, #21-07 International Plaza, Singapur 079903

Details on how they handle your personal data can be found in the WeChat privacy policy: [https://www.wechat.com/de/privacy\\_policy.html](https://www.wechat.com/de/privacy_policy.html)

Kununu

We have an employer profile at Kununu. Provider is the Kununu GmbH, Neutorgasse 4-8, Top 3.02, A - 1010 Wien, Austria.

Details on how they handle your personal data can be found in the privacy policy of kununu: <https://privacy.xing.com/en/your-privacy>.

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