



The University of Hohenheim provides information on the use of Facebook (Meta).

Privacy Policy for the Facebook (Meta) fan page of the University of Hohenheim

Responsible for the data processing

is

University of Hohenheim

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With the help of the social network Facebook (Meta), the University operates the fan pages <https://www.facebook.com/UniHohenheim> and <https://www.facebook.com/University.of.Hohenheim>. Facebook is a service of Meta Platforms Ireland Limited (Merrion Road, Dublin 4, D04 X2K5, Ireland)

The University of Hohenheim and Meta Platforms Ireland Limited are partly jointly responsible for data processing in connection with the Facebook page as envisaged by Art. 4 No. 7 GDPR. To this end, the University of Hohenheim has signed an agreement with Meta on [joint controllership](#). You can find additional information on this hereinafter.

Data Protection Officer acc. to Art. 37 EU-GDPR is:

UIMC Dr. Voßbein GmbH & Co. KG

Dr. Heiko Haaz

Otto-Hausmann-Ring 113

42115 Wuppertal

datenschutz@uni-hohenheim.de

We would like to point out that you use the Facebook fan page offered here and its functions on your own responsibility. This applies in particular to the use of interactive functions (e.g. liking, rating, commenting). Alternatively, you can also access the study or work-related information offered on this page on our website at www.uni-hohenheim.de. The Facebook page is merely an additional site for social media users for information and communication purposes.

Purposes of the use of the Facebook (Meta) page

The University of Hohenheim uses the Facebook page to make this online offering available to you, enabling us to perform our tasks in the public interest (public relations work of the University of Hohenheim).

Legal basis of use

The use of the Facebook page and the associated processing of personal data by the University of Hohenheim is based on [Section 4 of the Baden-Württemberg State Data Protection Act](#) (LDSG BW) (as a provision envisaged by [Article 6\(1\) sentence 1\(e\) of the General Data Protection Regulation \(GDPR\)](#)) and serves the performance of necessary tasks in the public interest (public relations work of the University of Hohenheim). If you interact with us voluntarily via our Facebook fan page, your data will be processed on the basis of your voluntary consent in accordance with Article 6(1)(a) GDPR.

Data processed by Facebook (Meta)

The Facebook page is an online presence within the Facebook platform offered by Meta Platforms Ireland Ltd, Merrion Road, Dublin 4, D04 X2K5, Ireland (hereinafter "Facebook").

Meta (Facebook) is therefore the controller under data protection law for the processing of personal data on the Facebook platform as described below.

Information about which data are processed by Facebook and for what purposes they are used can be found in Facebook's Privacy Policy:

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

The University of Hohenheim has no influence on the type and scope of the data processed by Facebook, the type of processing, and use or the transfer of this data to third parties. It also has no effective control options in this respect.

By using Facebook, your personal data will be collected, transferred, stored, disclosed, and used by Meta Platforms Ireland Limited and will be transferred to, stored, and used in the United States, Ireland and any other country in which Meta does business, regardless of your country of residence.

Meta processes your voluntarily entered data such as name and user name, email address, and telephone number, or the contacts of your address book if you upload or synch such.

Moreover, Meta also analyzes the content you share to determine which topics you are interested in, stores and processes confidential messages that you send directly to other users, and can determine your location based on GPS data, information

about wireless networks or your IP address in order to send you advertising or other content.

Meta Platforms Ireland Limited may use analysis tools such as Facebook Insights or Google Analytics for evaluation purposes. The University of Hohenheim has no influence on the use of such tools by Meta Platforms Ireland Limited and has not been informed of any such potential use. If tools of this kind are used by Meta Platforms Ireland Limited for the University of Hohenheim's Facebook fan page, the University of Hohenheim has neither commissioned, approved, nor supported this in any other way. The personal data obtained during the analysis are also not made available to Meta Platforms Ireland Limited. Only certain, non-personal, aggregated information about the activity, such as the number of profile or link clicks on a particular post or page, can be viewed by the University of Hohenheim via your account. Furthermore, the University of Hohenheim has no way of preventing or disabling the use of such tools on its Facebook fan page.

Ultimately, Meta also receives information when you view content, for example, even if you have not created an account. These so-called "log data" may include the IP address, the browser type, the operating system, information about the previously accessed website and the pages you have accessed, your location, your mobile phone provider, the terminal device you are using (including device ID and application ID), the search terms you have used, and cookie information.

Through Facebook buttons or widgets integrated into websites and the use of cookies, Meta is able to record your visits to these websites and assign them to your Facebook profile. This data can be used to tailor content or advertising to you.

- Further information on these points is available on the following Facebook support page: <https://www.facebook.com/about/privacy/>
- You can find out more about the possibility of viewing and downloading your own data from Facebook here: https://www.facebook.com/privacy/policy/?entry_point=facebook_settingsInformationen information about the conclusions drawn by Facebook about you can be found here: https://www.facebook.com/privacy/policy/?entry_point=facebook_settings
- Information on the available personalization and data protection setting options can be found here https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen and here https://www.facebook.com/privacy/policy/?entry_point=facebook_settings
- You also have the option of contacting Facebook's data protection officer via the Facebook data protection form: <https://www.facebook.com/help/contact/540977946302970>
- You can find information on rights of objection to data processing by Facebook at <https://www.facebook.com/help/2069235856423257>

Data processed by the University of Hohenheim

The University of Hohenheim also processes your data. Admittedly, the University of Hohenheim does not collect any data itself via its Facebook account. However, the data you enter on Facebook, in particular your user name and the content published under your account, will be processed by us to the extent that we may share or comment on your postings or compile our own posts which reference your account.

The data you freely publish and disseminate on Facebook will be included in the University of Hohenheim's site and made available to its fans and subscribers.

Joint controllership and rights of data subjects

The University of Hohenheim is jointly responsible with Facebook for certain processing of personal data of users of the Facebook page in accordance with Article 4(7) GDPR and has concluded a [special agreement \(Page Insights Addendum\)](#) with Meta (Facebook) for this purpose in accordance with Article 26(1) sentence 2 GDPR. This involves the use of data collected by Facebook to provide the operators of Facebook pages with anonymized statistics. Further information on which data are included in the statistics can be found in the above-mentioned agreement.

This agreement also stipulates that Facebook is primarily responsible for data processing and that the University of Hohenheim does not have access to individual user data, but can only retrieve aggregated statistics, such as gender or age distribution. Furthermore, Facebook undertakes to respect the rights of data subjects and, for example, to respond to requests for information, objections, or erasure.

To assert your rights as a data subject (see below), please contact Facebook directly regarding the processing of your data by Facebook. The University of Hohenheim would only be able to forward requests for information to Facebook. The [Agreement](#) concluded with Facebook on joint controllership stipulates that the Irish Data Protection Commission is the authority responsible for supervising processing under joint controllership. Visitors to the [Facebook page](#) have the right to lodge a complaint not only to the [local supervisory body responsible for you](#), but also to the [Irish Data Protection Commission](#).

Transfer of personal data to third parties / third country transfer

The University of Hohenheim does not pass on your personal data to third parties.

According to Facebook, it shares its infrastructure, systems, and technologies with other Meta companies. This may also include the parent company Meta Platforms,

Inc., 1 Meta Way, Menlo Park, California 94025, United States (USA). Facebook also shares information worldwide, both internally between Meta companies and externally with partners and third parties with whom you connect via Meta services and with whom you share content. You can find details on this in the Facebook Privacy Policy.

Personal data may also be transferred to the USA or other third countries for this purpose. According to Facebook, these data transfers are necessary in order to fulfill the conditions set out in the [Facebook Terms of Use](#) and to operate globally.

Facebook transfers European data on the basis of standard data protection clauses, but reserves the right to use alternative transfer options recognized by the GDPR (e.g. adequacy decisions). For more information on standard data protection clauses, please visit: <https://www.facebook.com/help/566994660333381?ref=dp>

Rights regarding your data

You have the right at any time and free of charge to receive information about the origin, recipient, and purpose of your stored personal data. You also have the right to demand the correction, blocking, or erasure of this data. You can contact us at any time at the address given in the legal notice for this and other questions on the subject of data protection. Furthermore, you have the right of complaint to the competent supervisory authority.

Right of revocation

Many data processing operations are possible only with your express consent, e.g. when we publish pictures which are subject to your copyright or on which you are depicted. You have the right to revoke consent granted in accordance with Art. 7(3) GDPR with effect for the future. For this purpose, an informal email to us is sufficient.

Right of objection

You may object to the future processing of data concerning you at any time in accordance with Art. 21 GDPR. The objection may be made in particular against processing for the purposes of direct marketing.

Right of complaint to the competent supervisory authority

If there are data protection violations, you as the data subject have the right to lodge a complaint to the competent supervisory authority. The competent supervisory authority for data protection issues is the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg, Lautenschlagerstraße 20, 70173 Stuttgart.

According to the agreement with Facebook, the Irish Data Protection Commission is the authority responsible for the supervision of processing under joint controllership. Therefore, the University of Hohenheim would like to point out to users of its

Facebook page that you also have the right to lodge a complaint with the [Irish Data Protection Commission](#).

Right to data portability

You have the right to have data that we process automatically on the basis of your consent or in fulfillment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another controller, this will take place only as far as it is technically feasible.

Information, blocking, erasure

Within the framework of the applicable legal provisions, you have the right to obtain information free of charge at any time about your stored personal data, their origin and recipients, and the purpose of the data processing and, if applicable, a right to rectify, block, or erase this data. You can contact us at any time at the address given in the legal notice for this and other questions on the subject of personal data.

Documentation, evaluation

If you have any questions about our information, you can contact us at post@uni-hohenheim.de. You can exercise your rights to information, blocking, or erasure of data by contacting our data protection team at datenschutz@uni-hohenheim.de.

The concept on which the site is based can be found at the following internet address: [Facebook \(Meta\) Use Concept](#). We evaluate this use concept once a year with regard to whether and how it is used. This evaluation of the use concept takes into account the use figures and reach, as well as the target group structure of the networks.

Further information on Facebook and other social networks and how you can protect your data can also be found at www.youngdata.de/

Last updated: October 2024