

Data protection information for visitors of our Instagram-fanpage

in accordance with Art. 13 and 14 of the General Data Protection Regulation (GDPR)

Data protection is important to us. The following information explains how we use your personal data and outlines your rights.

1. Entity responsible for data processing and contact person

Leukhardt Schaltanlagen GmbH

Im Gewerbepark 10
78194 Immendingen

phone: +49 7462 945 61-0

e-mail: info@leukhardt.de

CEO: Andreas Glunk

2. Contact details of the Data Protection Officer (DPO)

Bernd Knecht
Rotdornweg 7
73230 Kirchheim /Teck

phone: +49 7021 487628

e-mail: datenschutz@leukhardt.de

3. Purpose and legal basis on which we process personal data

3.1 Call Instagram fanpage

We use the technical platform and services of Meta Platforms Ireland Ltd., 4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland for the information service offered here.

We would like to point out that you use our Instagram fanpage and its functions on your own responsibility. This applies in particular to the use of the interactive functions (e.g. networking, sharing, rating). Alternatively, you can also access the information offered via this page on our website at <https://www.leukhardt.de>.

When you visit our Instagram page, Meta collects, among other things, your IP address and other information that is also present in the form of cookies on your PC. This information is used to provide us, as operators of the Instagram pages, with statistical information about the use of the Instagram page. The contents of these evaluations are exclusively anonymous. We can in no case establish a connection to your person.

Meta provides more information on this using the following link:

<https://www.facebook.com/help/instagram/788388387972460>

The data collected about you in this context is processed by Meta Platforms Ireland Ltd. and may be transferred to countries outside the European Union. Meta describes in general terms what information it receives and how it is used in its data usage guidelines. There you will also find information on how to contact Meta and on the settings options for advertisements. The data usage guidelines are available using the following link:

<https://de-de.facebook.com/about/privacy#>

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

You can find Meta´s full data policy here:

https://www.facebook.com/full_data_use_policy

In what way Meta uses the data from visits to Instagram pages for its own purposes, to what extent activities on the Instagram page are assigned to individual users, how long Meta stores this data and whether data from a visit to the Instagram page is passed on to third parties, is not conclusively and clearly stated by Meta. We do not know anything about this.

When you access an Instagram page, the IP address assigned to your end device is transmitted to Meta. According to Meta, this IP address is anonymized (for "German" IP addresses). Meta also stores information about the end devices of its users (e.g., as part of the "login notification" function); this may allow Meta to assign IP addresses to individual users.

If you are currently logged in to Instagram as a user, a cookie with your Instagram ID is stored on your end device. This enables Meta to track that you have visited this page and how you have used it. This also applies to all other Instagram or Facebook pages. Via Instagram buttons embedded in websites, it is possible for Meta to record your visits to these website pages and assign them to your Instagram or Facebook profile. Based on this data, content or advertising can be offered tailored to you. If you want to avoid this, you should log out of Instagram or deactivate the "stay logged in" function, delete the cookies present on your device and close your browser and then restart it. In this way, Instagram information through which you can be directly identified will be deleted. This allows you to use our Instagram page without revealing your Instagram or Facebook identifier. When you access interactive features of the page (like, comment, share, message, etc.), an Instagram login screen will appear. After any login, you will again be recognizable to Instagram or Facebook as a specific user.

Information on how to manage or delete information about you can be found on the following Facebook support pages:

<https://de-de.facebook.com/about/privacy#>

We, as the provider of the information service, do not collect and process any data from your use of our service beyond this.

The legal basis for processing your data is our legitimate interest according to Art. 6 para.1 lit.f GDPR. The purpose is the provision of information and public relations.

You can find the current version of this data protection declaration under the item "Data protection" on our Instagram company page and on the privacy page of our website

<https://www.leukhardt.de/en/datenschutz/>

4. Who will get to see your data?

Personal data that you publish as part of the use of interactive functions (e.g. commenting, sharing, rating) are openly visible to visitors of the corresponding platforms on the Internet. Beyond that, we do not transmit or otherwise disclose any personal data to third parties.

5. Your data protection rights

We have defined processes within our company so that you can exercise your rights with us. You have a right to,

- revoke your consent at any time with effect for the future (Art.7 para. 3 GDPR).
- to receive information (Art.15 GDPR) about your data stored by us.

- that incorrect data about you will be corrected by us (Art.16 GDPR).
- that we delete data about you that is no longer required (Art.17 GDPR).
- that under certain conditions the processing of your data is restricted (Art.18 GDPR). This may be the case, for example, if deletion is not possible, but the data may not be processed further.
- That your data is transferable (Art. 20 GDPR). This right applies in particular if you have given your consent to the processing of your data or if the processing of the data is necessary to fulfill a contract. The right to data portability does not exist insofar as your data is not processed using automated procedures.
- **to object to the further processing of your personal data in a special situation (Art. 21 GDPR), insofar as the processing is based on the legitimate interest (Art.6 para.1 lit.f GDPR) as well as in the case of profiling based on this. You may also object at any time if the data is used for direct marketing purposes (Art. 21 (2) GDPR).**
- to complain to a supervisory authority (Art. 77 GDPR) if you are of the opinion that the processing of your data violates the legal requirements. The supervisory authority responsible for us is:

The State Commissioner for Data Protection and Freedom of Information
Lautenschlagerstraße 20
70173 Stuttgart, Germany

e-mail: poststelle@lfdi.bwl.de

web: <https://www.baden-wuerttemberg.datenschutz.de/>

6. Scope of the data you are required to provide

You only need to provide the data that is required for the visit to our Instagram company page and for the purpose of your request. Without this data, we will generally not be able to view the contents and process your request. If we request additional data from you, you will be informed separately that the information is voluntary.

7. Status and Updating of this data protection information

This data protection information is current as of April 19, 2023. We reserve the right to update the information in due course to improve data protection and/or to adapt it to changes in government practice or case law.