

Data protection notice Instagram Fanpage

1. CONTROLLER

As the operator of this Instagram page, we (ifm statmath gmbh) are jointly responsible with the operator of the social network Meta (Meta Platforms Ireland Ltd.), to whose product family Instagram belongs, within the meaning of Art. 4 No. 7 of the General Data Protection Regulation (GDPR). When you visit our Instagram page, personal data is processed by the controllers. In the following, we will inform you about what data is involved, how it is processed and what rights you have in this regard.

As the controller of this page, we have entered into agreements with Meta which, among other things, regulate the conditions for using the Instagram page. The Meta terms of use and the other conditions and guidelines listed at the end of the page apply.

2. USE OF INSIGHTS AND COOKIES

In connection with the operation of this Instagram page, we use Instagram's Insights function to obtain anonymised statistical data on the users of our Instagram page. For this purpose, Instagram stores a cookie on the end device of the user who visits our Instagram page. The cookie contains a unique user code and is active for a period of two years unless it is deleted beforehand. The user code can be linked to the data of users who are registered with Instagram.

The information stored in the cookies is received, recorded and processed by Instagram, in particular when the user uses Instagram services, services provided by other members of the Meta group of companies and services provided by other companies that use Meta services. In addition, other entities such as Instagram partners or even third parties may use cookies on Meta services to provide services to companies advertising on Instagram. You can find more information on the use of cookies by Instagram in their cookie policy.

3. PURPOSES OF THE PROCESSING

The processing of the information is intended, among other things, to enable Instagram to improve its system of advertising, which it distributes via its network. It is also intended to enable us, as the operator of the Instagram page, to obtain statistics that Instagram compiles based on visits to our Instagram page. The purpose of this is to manage the marketing of our activities. For example, it enables us to gain knowledge of the profiles of visitors who like our Instagram page or use applications on the page in order to provide you with more relevant content and develop features that may be of greater interest to you.

In order for us to better understand how we can better achieve our goals with our Instagram page, demographic and geographical analyses are also created and made available to us based on the information collected. We can use this information to place targeted interest-based adverts without gaining direct knowledge of the visitor's identity. If visitors use Instagram on multiple devices, the data can also be collected and analysed across devices if the visitors are registered and logged into their own profile.

The visitor statistics generated are only transmitted to us in anonymised form. We have no access to the underlying data.

4. LEGAL BASIS AND LEGITIMATE INTERESTS

We operate this Instagram page in order to present ourselves to and communicate with Instagram users and other interested persons who visit our Instagram page. The processing of users' personal

data is based on our legitimate interest in an optimised presentation of the bank (Art. 6 para. 1 lit. f GDPR).

5. TRANSFER OF DATA

It is conceivable that some of the information collected may also be processed outside the European Union by Instagram Inc. based in the USA.

We ourselves do not pass on any personal data.

6. OPTIONS TO OBJECT

Instagram users can use the settings for advertising preferences to influence the extent to which their user behaviour may be recorded when they visit our Instagram page. Further options are offered by the Instagram settings or the form for the right to object.

The processing of information by means of the cookies used by Instagram can also be prevented by not allowing third-party cookies or cookies from Instagram in your own browser settings.

7. NATURE OF JOINT CONTROLLERSHIP

The agreements with Instagram on joint controllership also essentially mean that requests for information and the assertion of other data subject rights are sensibly asserted directly with Instagram. As the provider of the social network and the possibility of integrating Instagram pages there, Instagram alone has direct access to the necessary information and can also immediately take any necessary measures and provide information. Should our support nevertheless be required, we can be contacted at any time.

8. INFORMATION ON CONTACT OPTIONS AND OTHER RIGHTS AS A DATA SUBJECT

Further information on our contact details, your rights as a data subject vis-à-vis us and how we otherwise process personal data can be found in the data protection information on our website. Information on the handling of personal data by Instagram can be found in their privacy policy.