

Privacy Policy for Social Media Sites of Nowega GmbH - Information on the implementation of the European Data Protection Regulation (GDPR)

Our handling of your data and your rights

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Data processing by social networks

We maintain publicly accessible profiles on social networks. You can find the social networks we use in detail below.

Social networks such as LinkedIn, Twitter, etc. can usually comprehensively analyse your user behaviour when you visit their sites or a website with integrated social media content (e.g. like buttons or advertising banners). By visiting our social media presences, numerous data protection-relevant processing operations are triggered. These are as follows:

If you are logged into your social media account and visit our social media site, the operator of the social media portal can assign this visit to your user account. Your personal data may also be collected if you are not logged in or do not have an account with the respective social media portal. In this case, this data collection takes place, for example, via cookies that are stored on your end device or by recording your IP address.

With the help of the data collected in this way, 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 to you inside and outside the respective social media site. If you have an account with the respective social network, the interest-based advertising can be displayed on all devices on which you are or were logged in.

Please also note that we cannot track all processing operations on the social media portals. Depending on the provider, further processing procedures may therefore be carried out by the operators of the social media portals. For details, please refer to the terms of use and data protection provisions of the respective social media portals.

Legal basis

Our social media presences are intended to ensure the most comprehensive presence possible on the internet. This is a legitimate interest within the meaning of Art. 6 Para. 1 lit. f GDPR. The analysis processes initiated by the social networks may be based on different legal principles, which must be stated by the operators of the social networks (e.g. consent within the meaning of Art. 6 para. 1 lit. a GDPR).

Responsible party and assertion of rights

If you visit one of our social media sites (e.g. LinkedIn), we are jointly responsible with the operator of the social media platform for the data processing operations triggered during this visit. In principle, you can assert your rights (information, correction, deletion, restriction of processing, data portability and complaint) both vis-à-vis us and vis-à-vis the operator of the respective social media portal (e.g. vis-à-vis LinkedIn).

Please note that despite the joint responsibility with the social media portal operators, we do not have comprehensive influence on the data processing procedures of the social media portals. Our options are largely determined by the corporate policy of the respective provider.

Storage period

The data collected directly by us via the social media presence is deleted from our systems as soon as the purpose for storing it no longer applies, you request us to delete it, or you revoke your consent to its storage. Stored cookies remain on your end 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 operators of the 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).

Social networks in detail**Twitter**

We use the short message service Twitter. Provider is the Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland.

You can adjust your Twitter privacy settings independently in your user account. To do this, click on the following link and log in: <https://twitter.com/personalization>.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. You can find details here: <https://gdpr.twitter.com/en/controller-to-controller-transfers.html>.

Details can be found in the Twitter privacy policy: <https://twitter.com/de/privacy>.

XING

We have a profile on XING. The provider is New Work SE, Dammtorstraße 30, 20354 Hamburg, Germany. For details on how they handle your personal data, please refer to XING's privacy policy: <https://privacy.xing.com/de/datenschutzerklaerung>.

LinkedIn

We have a profile on LinkedIn. The provider is LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland. LinkedIn uses advertising cookies.

If you would like to deactivate LinkedIn advertising cookies, please use the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://www.linkedin.com/legal//dpa> und <https://www.linkedin.com/legal//eu-sccs>.

Details on how they handle your personal data can be found in LinkedIn's data protection statement.: <https://www.linkedin.com/legal/privacy-policy>.