

Data protection information for social media presences

PRIVACY POLICY

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

§ 1 Information about the collection of personal data

- (1) In the following, we will provide information about the collection of personal data when using/visiting our social media sites.
- (2) The controller pursuant to Art. 4 para. 7 of the EU's General Data Protection Regulation (GDPR) is:

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

- (3) You may contact our data protection officer at:
activeMind.legal Rechtsanwaltsgesellschaft m. b. H.
Potsdamer Straße 3
80802 München
Phone: +49 89 919294-900
E-Mail: dataprotection-support[at]freudenberg.com

§ 2 Your rights

- (1) You can exercise the following rights at any time using the contact details provided:
 - Right to access (**Art. 15 GDPR**),
 - Right to rectification (**Art. 16 GDPR**),
 - Right to erasure (**Art. 17 GDPR**),
 - Right to restriction of processing (**Art. 18 GDPR**),
 - Right to object (**Art. 21 GDPR**) and
 - the right to data portability (**Art. 20 GDPR**).
- (2) If you have given us your consent, you can revoke it at any time with effect for the future. You give your consent to the operator of the social network in the case of social media sites.
- (3) In addition, you have the right to lodge a complaint with a competent data protection supervisory authority (**Art. 77 GDPR**).

A list of supervisory authorities (for the non-public sector) with address can be found at:
https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

OUR SOCIAL MEDIA PRESENCES

§ 3 Facebook

- (1) **Nature and purpose of processing:** We operate a [company profile](#) on Facebook. The service provider is the American company Meta Platforms Inc. Meta Platforms Ireland Limited (4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland) is responsible for the European area.

As a user, you use the Facebook company page and its functions on your own responsibility. This applies in particular to the interactive functions (e.g., comment, share, like). Facebook processes personal data relating to your account, your IP address, and the end devices you use. Cookies are also used for data collection. These are small data records that are stored on your end devices. Facebook describes which data it receives and how it is processed in its [data usage guidelines](#).

- (2) **Legal basis:** The processing of your personal data is based on the legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest exists exclusively for marketing purposes such as better accessibility of target groups, increasing visibility, image building, user information and employer branding.

Facebook's data usage guidelines also provide you with further information about the legal basis for data processing and how you can assert your data subject rights against Facebook in accordance with Chapter V GDPR.

- (3) **Recipients:** The recipient of the data is Meta Platforms Ireland Limited. The parent company Meta Platforms Inc. is based in the USA, which means that a transfer to the USA cannot be ruled out.
- (4) **Third country transfer:** There is an adequacy decision by the European Commission for the USA, which is effective for companies with [certification](#) in accordance with the Data Privacy Framework. Meta is certified in accordance with this framework and bases the transfer to the USA on the adequacy decision.
- (5) **Storage period:** The way in which Facebook uses the data from visits to Facebook pages for its own purposes, the extent to which activities on the Facebook company page are assigned to individual users, how long Facebook stores this data and whether data from a visit to the Facebook company page is passed on to third parties is not conclusively and clearly stated by Facebook and is therefore not known to us.

When you access a Facebook page, the IP address assigned to your end device is transmitted to Facebook. According to Facebook, this IP address is anonymised and deleted after 90 days. Facebook also stores information about the end devices of its users (e.g., as part of the "login notification" function); this may enable Facebook to assign IP addresses to individual users.

If you are currently logged in to Facebook as a user, a cookie with your Facebook ID is stored on your end device. This enables Facebook to recognise that you have visited this page and how you have used it. This also applies to all other Facebook pages. Facebook buttons integrated into websites enable Facebook to record your visits to these websites and assign them to your Facebook profile. Based on this data, content or advertising can be customised and offered to you.

If you want to avoid this, you should log out of Facebook or deactivate the "stay logged in" function, delete the cookies on your device and close and restart your browser. In this way, Facebook information that can be used to directly identify you will be deleted. This allows you to use our Facebook company page without revealing your Facebook ID. When you access interactive functions on the site, a Facebook login screen appears. After logging in,

you will once again be recognisable to Facebook as a specific user. Alternatively, you can use a different browser than usual to visit our Facebook company page.

If you have a user account, you can still customise your advertising settings yourself. To do this, click on the following link and log in: <https://www.facebook.com/settings?tab=ads>.

- (6) **Provision prescribed or required:** The provision of your personal data is neither legally nor contractually prescribed. However, you cannot interact with us or our content on Facebook without providing your personal data.
- (7) **Facebook Insights:** In its so-called Page Insights, Facebook processes a range of personal data of page visitors for its own purposes. The processing takes place regardless of whether page visitors are logged in to Facebook or not and whether page visitors are members of the Facebook network.

Page Insights are summarised statistics that are created based on certain "events" that are logged by the Facebook servers when people interact with pages and the content associated with them. We ourselves do not have access to the personal data that is processed in the context of "events", but only to the summarised, anonymised Page Insights.

The initiated analysis processes may be based on deviating 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).

Facebook provides more information on this at the following link: <https://de-de.facebook.com/help/268680253165747> Facebook recognises joint responsibility (Art. 26 GDPR) and assumes primary responsibility, see:

https://www.facebook.com/legal/terms/page_controller_addendum
https://www.facebook.com/legal/controller_addendum

§ 4 LinkedIn

- (1) **Nature and purpose of processing:** We maintain a [company profile](#) on LinkedIn. This platform is operated by LinkedIn Unlimited Company, Wilton Place, Dublin 2, Ireland. We maintain this LinkedIn company page to inform users, interested parties and customers about our company. We provide information via our LinkedIn profile and offer users the opportunity to communicate with us.

We would also like to point out that, as the operator of a LinkedIn company profile, we are jointly responsible with LinkedIn for the processing of the personal data of site visitors (Art. 26 GDPR). For this purpose, we have concluded a corresponding contract with LinkedIn on joint responsibility, in which the distribution of data protection obligations between us and LinkedIn is defined. You can access this contract [here](#). According to this contract, LinkedIn is primarily responsible for responding to data subject requests. To assert your data subject rights, you can [contact](#) LinkedIn [online](#) or via the contact details in the privacy policy. You can also contact LinkedIn's [data protection officer](#).

You can also contact us in this context to exercise your data subject rights. All you need to do is contact us using the contact form or by email with your request. In such a case, we will forward your request to LinkedIn.

- (2) **Legal basis:** The processing of your personal data is based on the legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest exists exclusively for marketing purposes such as better accessibility of target groups, increasing visibility, image building, user information and employer branding.
- (3) **Recipients:** The recipient of your data in this context is LinkedIn. We cannot rule out the possibility that a transfer to a third country, e.g., to servers located in the USA, may take place when you visit our LinkedIn company website. Further information on the processing of your data by LinkedIn can be found in [LinkedIn's privacy policy](#).

- (4) **Third country transfer:** Please note that in accordance with the LinkedIn Privacy Policy, personal data is also processed by LinkedIn in the USA or other third countries. According to its own information, LinkedIn only transfers personal data to countries for which an adequacy decision has been issued by the European Commission in accordance with Art. 45 GDPR or on the basis of suitable guarantees in accordance with Art. 46 GDPR.
- (5) **Storage period:** LinkedIn retains your personal data until you close your account. LinkedIn may also store certain information (e.g., employer ratings) in anonymous form beyond this time.
- (6) **Provision prescribed or required:** The provision of your personal data is neither legally nor contractually required. However, you will not be able to interact with us or our content on LinkedIn without providing your personal data.
- (7) **LinkedIn Insights:** In addition, LinkedIn will process information about how you interact with our LinkedIn company page, e.g., whether you are a follower of our page.

This data is processed in anonymised form, in particular in the form of statistics. This gives us insights into the behaviour of people who are interested in our site (so-called Page Insights). With the Page Insights, LinkedIn only provides us with summarised Page Insights - i.e., it is not possible for us to use this information to draw conclusions about individual persons.

We have entered into a joint controller agreement with LinkedIn Ireland Unlimited Company, which sets out the allocation of data protection obligations between Freudenberg and LinkedIn. You can access this agreement here [Joint Controller Addendum](#).

The initiated analysis processes may be based on deviating 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).

§ 5 Twitter (X)

- (1) **Nature and purpose of processing:** We maintain a [company profile](#) on Twitter (X), which is distributed in the EU by Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland. We operate our Twitter page to keep you informed about news about our company and our business and to interact with you.
- (2) **Legal basis:** The processing of your personal data is based on the legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest exists exclusively for marketing purposes such as better accessibility of target groups, increasing visibility, image building, user information and employer branding.
- (3) **Recipients:** The recipient of your data in this context is Twitter. We cannot rule out the possibility that a transfer to a third country, e.g., to servers located in the USA, may take place when you visit our Twitter company website. Further information on the processing of your data by LinkedIn can be found in the [privacy policy](#).

You can use the [Twitter privacy form](#) to contact Twitter to request information or exercise your rights.

- (4) **Third country transfer:** Please note that in accordance with the Twitter Privacy Policy, personal data is also processed by LinkedIn in the USA or other third countries. According to its own information, Twitter only transfers personal data to countries for which an adequacy decision has been issued by the European Commission in accordance with Art. 45 GDPR or on the basis of suitable guarantees in accordance with Art. 46 GDPR.
- (5) **Storage period:** LinkedIn retains your personal data until you close your account. LinkedIn may also store certain information (e.g., employer ratings) in anonymous form beyond this time.

(6) Provision prescribed or required: The provision of your personal data is neither legally nor contractually prescribed. However, you will not be able to interact with us or our content on Twitter without providing your personal data.

(7) Twitter Analytics: When you visit our company's Twitter profile, Twitter collects usage data. Twitter also uses certain data that it has collected from users of the Twitter platform to compile aggregated usage statistics and make them available to the respective operators of the Twitter profile (so-called "Twitter Analytics"). The information we receive from Twitter Analytics does not allow us to draw any conclusions about individual users. We ourselves have no access to personal data that Twitter processes for Twitter Analytics. Twitter alone determines which data is processed for Twitter Analytics and how. Twitter provides information on this in its [privacy policy](#).

The initiated analysis processes may be based on deviating 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).

Twitter has entered into a joint controller agreement which sets out the allocation of data protection obligations between Freudenberg and Twitter. You can access this agreement here [Joint Controller Addendum](#).

§ 6 YouTube

(1) Nature and purpose of processing: We maintain a [company profile](#) on YouTube to provide videos. The operator is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (hereinafter "YouTube"). This is a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google"). When you access YouTube, a connection to the YouTube or Google servers is established. Depending on the settings, various data is transmitted (e.g., your IP address). If a YouTube video is started, the provider sets cookies that store your IP address and URL, for example.

If you are logged into your Google or YouTube account, YouTube can assign your surfing behaviour to you personally. If you are not logged into a Google or YouTube account, less data will be stored. Nevertheless, Google stores data with a unique identifier that is linked to your device, browser, or app.

Further information on the purpose and scope of data collection and its processing by YouTube can be found in the provider's privacy policy. There you will also find further information on your rights in this regard and setting options to protect your privacy: Privacy Policy.

(2) Legal basis: The processing of your personal data is based on the legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest exists exclusively for marketing purposes such as better accessibility of target groups, increasing visibility, image building, user information and employer branding.

(3) Recipients: The recipient of the data is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. YouTube, LLC uses Google LLC in the USA (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) as a service provider.

(4) Third country transfer: As Google is headquartered in the USA, it cannot be ruled out that the data will be processed on Google servers in the USA. There are standard contractual clauses of the European Commission with Google.

(5) Storage period: YouTube retains your personal data until you close your account. YouTube may also store certain data beyond this time in an anonymous form.

(6) Provision prescribed or required: The provision of your personal data is neither legally nor contractually required. However, you will not be able to interact with us or our content on YouTube without providing your personal data.

§ 7 Instagram

- (1) **Nature and purpose of processing:** We operate a [company page](#) on Instagram. Instagram is an online service for sharing photos and videos that belongs to the Meta Group, formerly Facebook. The service provider is the American company Meta Platforms Inc. Meta Platforms Ireland Limited (4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland) is responsible for the European region.

You use the Instagram company page and its functions on your own responsibility. This applies in particular to the use of the interactive functions (e.g., comment, share, like).

- (2) **Legal basis:** The processing of your personal data is based on the legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest exists exclusively for marketing purposes such as better accessibility of target groups, increasing visibility, image building, user information and employer branding.
- (3) **Recipients:** The recipient of the data is Meta Platforms Ireland Limited. The parent company Meta Platforms Inc. is based in the USA, which means that a transfer to the USA cannot be ruled out. When you visit our Instagram company page, Instagram collects, among other things, your IP address and other information that is stored on your PC in the form of cookies. This information is used to provide us, as the operator of the Instagram company page, with statistical information about the use of the Instagram page.

Instagram describes in general terms what information Instagram receives and how it is used in its [data usage guidelines](#).

How Instagram uses the data from visits to Instagram pages for its own purposes, to what extent activities on the Instagram company page are assigned to individual users, how long Instagram 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 Instagram and is therefore not known to us.

- (4) **Third country transfer:** There is an adequacy decision by the European Commission for the USA, which is effective for companies with [certification](#) in accordance with the Data Privacy Framework. Meta is certified in accordance with this framework and bases the transfer to the USA on the adequacy decision.
- (5) **Storage period:** When you access an Instagram company page, the IP address assigned to your end device is transmitted to Instagram. According to Instagram, this IP address is anonymised and deleted after 90 days. Instagram also stores information about the end devices of its users (e.g., as part of the "login notification" function); Instagram may thus be able 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 device. This enables Instagram to recognise that you have visited this page and how you have used it. This also applies to all other Instagram pages. Instagram buttons integrated into websites enable Instagram to record your visits to these websites and assign them to your Instagram profile. This data can be used to offer you customised content or advertising.

If you want to avoid this, you should log out of Instagram or deactivate the "stay logged in" function, delete the cookies on your device and close and restart your browser. This will delete Instagram information that can be used to directly identify you. This allows you to use our Instagram company page without revealing your Instagram ID. If you access interactive functions on the site (like, comment, message, and others), an Instagram login screen will appear. After logging in, you will once again be recognisable to Instagram as a specific user.

Regarding Instagram Insights, please refer to the information in the "Facebook Insights" section.

- (6) **Provision prescribed or required:** The provision of your personal data is neither legally nor contractually required. However, you will not be able to interact with us or our content on Instagram without providing your personal data.

§ 8 WeChat

- (1) **Nature and purpose of processing:** We have a profile on WeChat. The provider for users in the European Economic Area and Switzerland is: Tencent International Service Europe BV, Strawinskylaan 3127, 8th floor, 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, Singapore 079903.

- (2) **Legal basis:** The processing of your personal data is based on the legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest exists exclusively for marketing purposes such as better accessibility of target groups, increasing visibility, image building, user information and employer branding.
- (3) **Recipients:** As soon as you visit our profile on WeChat or engage with this page, WeChat processes personal data. We have no influence on the type and scope of the data processed by WeChat. We would like to point out that you use the WeChat channel offered here and its functions on your own responsibility. Details on how they handle your personal data can be found in WeChat's privacy policy: https://www.wechat.com/de/privacy_policy.html.
- (4) **Third country transfer:** By using WeChat, data may be transferred to Singapore and SAR Hong Kong. Singapore does not have an adequacy decision from the European Commission. WeChat has concluded standard contractual clauses with the European Commission for this purpose.
- (5) **Storage period:** WeChat stores your data for different lengths of time depending on the type of data. You can find more information on the storage period in WeChat's privacy policy.
- (6) **Provision prescribed or required:** The provision of your personal data is neither legally nor contractually required. However, you will not be able to interact with us or our content on WeChat without providing your personal data.

§ 9 Kununu

- (1) **Nature and purpose of processing:** We maintain a [company profile](#) on Kununu. This platform is operated by Kununu as a service of New Work SE, Am Strandkai 1, 20354 Hamburg, Germany. We maintain this Kununu company page in order to inform users, interested parties and customers about our company. We provide information via our Kununu profile.
- (2) **Legal basis:** The processing of your personal data is based on the legitimate interest pursuant to Art. 6 para. 1 lit. f GDPR. Our legitimate interest exists exclusively for marketing purposes such as better accessibility of target groups, increasing visibility, image building, user information and employer branding.
- (3) **Joint controllership:** We would also like to point out that, as the operator of a Kununu company profile, we are jointly responsible with Kununu for the processing of the personal data of site visitors (Art. 26 GDPR). For this purpose, we have concluded a corresponding contract with Kununu on joint responsibility, in which the distribution of data protection obligations between us and Kununu is defined. You can access this contract at the following [link](#)
- (4) **Recipients:** As soon as you visit our Kununu company profile or engage with this page, Kununu processes personal data. We have no influence on the type and scope of the data processed by Kununu.

On the one hand, Kununu processes data that you have stored in your profile based on your own published information. In addition, Kununu processes data in particular about how you interact with our Kununu company page, e.g., whether you are a follower of our Kununu company page.

We would like to point out that you use the Kununu channel offered here and its functions on your own responsibility. This applies in particular to the use of the interactive functions Kununu processes your voluntarily entered data and analyses any content you have shared or viewed.

Information about which data is processed by Kununu and for what purposes it is used can be found in [Kununu's privacy policy](#).

- (5) Third country transfer:** According to its own information, Kununu also transfers personal data to third countries, but only to countries for which an adequacy decision has been issued by the European Commission in accordance with Art. 45 GDPR or on the basis of suitable guarantees in accordance with Art. 46 GDPR.
- (6) Storage period:** Kununu retains your personal data until you close your account. Kununu may also store certain data beyond this time in an anonymous form.
- (7) Provision prescribed or required:** The provision of your personal data is neither legally nor contractually required. However, you will not be able to interact with us or our content on Kununu without providing your personal data.

§ 10 Information regarding your right to object in terms of Art. 21 GDPR

(1) Right to object on a case-by-case basis

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out on the basis of Art. 6 (1) (f) GDPR (data processing on the basis of a balance of interests); this also applies to profiling based on this provision within the meaning of Art. 4 No. 4 GDPR.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate interests for the processing that override your interests, rights and freedoms, or the processing serves the assertion, exercise, or defence of legal claims.

(2) Recipients of an objection

The objection can be made informally with the subject "Objection", stating your name, address, or other identifying information to:

Freudenberg SE
Hoehnerweg 2-4
69469 Weinheim
Phone: +49 6201 80 0
Fax: +49 6201 88 0
E-mail: [info\[at\]freudenberg.com](mailto:info[at]freudenberg.com)

Questions about data protection: If you have any questions about data protection, please send us an e-mail to: [dataprotection-support\[at\]freudenberg.com](mailto:dataprotection-support[at]freudenberg.com)