

## **Data Protection Notice for the Social Media Presence on LinkedIn**

The protection of personal data ("data") is very important to Eschmann Textures International GmbH (hereinafter "we", "us"). We comply with the applicable legal provisions for the protection, lawful handling and confidentiality of your data, in particular the General Data Protection Regulation ("GDPR") and the applicable national data protection regulations.

This data protection notice informs you about the nature, scope and purpose of the collection and use of your data by us in connection with our social media presence on LinkedIn.

### **1 Who is the controller of the data processing?**

If you visit our LinkedIn page <https://www.linkedin.com/company/eschmann-textures-international>, we would like to point out that we are jointly responsible with the operator of the social network for the associated data processing.

The joint controllers pursuant to Art 26 GDPR for the operation of our LinkedIn page are therefore

**Eschmann Textures International GmbH**  
Höhebusch 6, 51674 Wiehl, Germany

and

**LinkedIn Ireland Unlimited Company (hereinafter "LinkedIn")**  
Wilton Plaza, Wilton Place, Dublin 2, Ireland

In order to regulate and divide the tasks and duties, LinkedIn has concluded an agreement on joint controllership pursuant to Art 26 GDPR with each site operator, including us. The wording of this agreement is available at <https://legal.linkedin.com/pages-joint-controller-addendum?form=MY01SV&OCID=MY01SV>.

### **2 What is personal data?**

'Personal data' means any information relating to an identified or identifiable natural person (e.g. name, address, e-mail address, user name, IP address, page content visited, user interactions (e.g. comments, likes)).

### **3 Processing of data in the context of the use of our social media presence on LinkedIn**

#### **3.1 Purpose of the processing**

Our social media presence serves to provide up-to-date information about our company's offers and services and to communicate with our employees, business partners and interested parties.

## 3.2 Data categories

When you visit our LinkedIn page, we process your LinkedIn username, your interactive actions such as "Like" votes, comments, shared content, and the corresponding date and time information.

When subscribing to or follow us on LinkedIn, LinkedIn adds your profile to its subscriber list. This list is shared with us, which gives us access to your publicly available personal data, i. e., only information that you disclose about yourself in the public area of your profile. This may include, but is not limited to, your first and last name or username, email address, company, profile picture or posts.

When you visit our page, LinkedIn also collects your IP address and your behavior on our LinkedIn page. LinkedIn usually uses cookies for this purpose. These are small text files that are stored by LinkedIn via the browser on a storage medium of the end device used by the LinkedIn page visitor (PC, notebook, tablet, smartphone, etc.). These cookies contain characteristic character strings that enable unique identification of the browser when the LinkedIn page is called up again.

Cookies enable an evaluation of user data for statistical purposes, which can be very useful for us, the site operator. The statistics and evaluations provided to us by LinkedIn help us to control and improve the marketing of our activities. Such evaluation with data on range (e.g. number of visits to our LinkedIn page, volume of interactions), on visits (e.g. number of visits), on videos (e.g. average duration of video playbacks), on visitors (e.g. information on which countries and cities our visitors come from, statistics on the gender ratios of our visitors) etc., is provided to us by LinkedIn by means of the "LinkedIn Analytics" respectively "Page Insights" function in aggregated, anonymized form. In this context, we do not receive or process any data from users who visit our LinkedIn page. LinkedIn describes in general terms what information it receives and processes about you in its privacy policy at <https://www.linkedin.com/legal/privacy-policy>.

## 3.3 Legal basis

We process the above-mentioned data on the basis of our legitimate interest (Art 6 (1) (f) GDPR), which consists in particular in drawing conclusions about our social media presence and optimising the content we offer there from the comments and likes submitted.

Your data will be processed by LinkedIn in accordance with the legal basis as set out in LinkedIn's Terms of Use and Privacy and Cookie Policy. Please note that despite the joint responsibility under Art 26 GDPR with the operator of the social network, we have no full influence on the data processing by LinkedIn as the operator of the social network. We would also like to explicitly point out that, with exception of the above-mentioned data, we cannot view any other of your data processed by LinkedIn.

## 3.4 Storage period

We will delete or anonymise your data if it is no longer required to fulfil the purpose for which it was stored, unless we are obliged to continue to store it in accordance with statutory retention obligations.

The data collected by LinkedIn on the basis of the cookies set is stored in accordance with LinkedIn's current cookie policy. For details on how to handle cookies, please refer to the LinkedIn Cookie Policy at <https://www.linkedin.com/legal/cookie-policy>. However, you can delete stored cookies at any time in your

browser settings. You can also generally prevent the setting of non-technically necessary cookies in your browser settings in advance.

### 3.5 Categories of recipients

We will not transfer or otherwise disseminate your data to third parties unless this is absolutely necessary for the provision and use of our social media channel.

Please refer to (<https://www.linkedin.com/legal/privacy-policy>) LinkedIn's data protection information and (<https://www.linkedin.com/legal/cookie-policy>) its cookie policy as to how LinkedIn uses data from visits to LinkedIn pages for its own purposes, to what extent activities on the pages are assigned to individual users, how long LinkedIn stores this data and whether data from a visit to the LinkedIn page is passed on to third parties.

We cannot rule out the possibility that your data collected by LinkedIn may be transferred to countries outside the European Union where it is subject to a lower level of data protection than in the European Union. What information LinkedIn receives, how it is used and in which cases the data is transferred to countries outside the European Union is described by LinkedIn in its data usage guidelines (<https://www.linkedin.com/legal/privacy-policy>).

## 4 Rights of the data subject

- » In accordance with Art 15 GDPR, you have the right to request confirmation as to whether data is being processed by the controller and the right to obtain information about such data.
- » In accordance with Art 16 GDPR, you have the right to request the correction of inaccurate data concerning you and/or the completion of incomplete data without undue delay.
- » In accordance with Art 17 GDPR you have the right to have your data deleted.
- » In accordance with Art 18 GDPR, you have the right to restriction of processing.
- » In accordance with Art 20 GDPR, you have a right to data portability.
- » In accordance with Art 21 GDPR, you have the right to object to the processing of your data.
- » If processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.
- » Finally, you have the right to lodge a complaint with a supervisory authority.

However, please note that the processing of data on LinkedIn is carried out under the primary responsibility of LinkedIn and that we only receive analyses from LinkedIn about your visit to our site in anonymised form. If your enquiry concerns the processing of your data by LinkedIn - for example as part of the "Page Insights" function - we will therefore forward your enquiry to LinkedIn for further processing. Of course, you also have the option of contacting LinkedIn directly to exercise your rights. The contact details for such a case can be found at <https://www.linkedin.com/help/linkedin/ask/TSO-DPO>.

### 5 Contact details

For questions on the subject of data protection and to assert your aforementioned rights, please contact our data protection organisation by e-mail at [datenschutz@eschmanntextures.de](mailto:datenschutz@eschmanntextures.de) or by post at Eschmann Textures International GmbH, Höhebusch 6, 51674 Wiehl with the subject "Data protection".

Parts of this Data Protection Notice for the Social Media Presence on LinkedIn may be changed or updated by us for technical or legal reasons without prior notice to you. Please always check the current version of the Data Protection Notice for the Social Media Presence on LinkedIn to ensure that you are up to date with any changes or updates.