

Privacy policy for processing personal data when visiting the Graphit Kropfmühl GmbH Facebook page.

On June 2018, the European Court of Justice ruled that Facebook and a Facebook page operator - in our case Graphit Kropfmühl GmbH - are jointly responsible for data processing under data protection law.

Accordingly, we must keep you fully informed about the data processing that takes place through and through the Facebook Page. In addition, we have concluded an agreement with Facebook Ireland Limited ("Facebook Ireland") pursuant to Art. 26 GDPR with regard to the joint responsibility for the processing of Insights data (data used for statistical evaluation), which is unilaterally provided by Facebook to the page operators, including us. "[Page Insights Controller Addendum](#)".

Facebook agrees to assume primary responsibility under the GDPR for the processing of Insights Data and to comply with all obligations under the GDPR with respect to the processing of Insights Data. Facebook therefore takes over

- *the primary responsibility*
- *exercising of the rights of the data subject*
- *the information to be provided*
- *the notification of personal data breach to the supervisory authority*
- *the security of data processing*

More information about Facebook's privacy practices can be found in their [Privacy Policy](#).

1.1 Description and scope of data processing

In addition to our own website, we operate a company-specific Facebook page on the facebook.com platform for communication and interaction with our customers and interested parties.

When you visit our Facebook page, Facebook collects, among other things, your IP address and other information that is available on your PC in the form of cookies. This information is used to provide us, as the operator of the Facebook pages, with statistical information about the use of the Facebook page. More information about the "Page Insights" function is available on Facebook at the following link: <https://www.facebook.com/business/a/page/page-insights>.

In what way Facebook uses the data from visits to Facebook pages for its own purposes, to what extent activities on the Facebook page are assigned to individual users and whether data from a visit to the Facebook page is passed on to third parties is not conclusively and clearly stated by Facebook and is not known to us.

1.2 Legal basis for data processing

Our legal basis for the processing of data pseudonymous to us, which is processed in the course of your visit to our Facebook page, is Art. 6 Para. 1 lit. f GDPR.

We have a legitimate interest in creating usage statistics for our Facebook page in order to develop and optimize the content of the page. The contrary legitimate interests of the users are not recognizable, because we cannot assign the data of individual persons, the user himself has agreed to the privacy policy of Facebook, or users who have not agreed to them, the setting of cookies, which are necessary for Facebook-Insights, by the appropriate settings in their browser can prevent.

1.3 Purpose of data processing

The purpose of data processing is communication and interaction with our customers and interested parties. Another purpose is to compile usage statistics for our Facebook page in order to further develop and optimize the content of the page.

e.g. we can call the following information to our side contributions:

- number of persons reached*
- clicks on contributions*
- reactions, comments and shared content*
- total video views and playback behavior details*

Comments or contributions that you post freely accessible on our Facebook page will be processed to respond to your request. Your public profile and contribution will be stored so that we can contact you.

1.4 Duration of storage

According to Facebook, the IP address is anonymized (for "German" IP addresses) and deleted after 90 days. How long Facebook stores the data from visits to Facebook pages for its own purposes is not conclusively and clearly stated by Facebook and is not known to us.

1.5 Right to object and right to rectification

Facebook does not offer the possibility to remove Facebook Insights, neither by the operator, nor by the user of the page. Consequently, there is no possibility for the user to object at the present time.

You can of course completely prevent the collection and processing of data by Facebook and Graphit Kropfmühl GmbH by not using our Facebook page.