

Privacy information Instagram

Data protection information

Information about the collection of personal data and contact details of the person responsible

In the following, we inform you about the handling of your personal data in connection with the Instagram page of zebris Medical GmbH. Here, personal data is any data by which you can be personally identified.

For the processing of your personal data on this website, we are together with Instagram Inc. ("Instagram") "joint responsible parties" within the meaning of Art. 26 DS-GVO, because we make use of the technical platform and services of Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, for the information service offered on Instagram.

Instagram is part of the Facebook group of companies and shares infrastructure, systems, technology and may also share personal data (e.g. personal data, IP numbers, etc.) with Facebook and other Facebook companies.

We process personal data ourselves via our Instagram page (see 1.), but at the same time data processing also takes place by Facebook as the operator of the Instagram platform (see 2.).

Please check carefully what personal data you share with us via the social medium Instagram. As long as you are logged in with your Instagram account and visit our Instagram page, Instagram can assign this to your Facebook profile. We explicitly point out that Instagram passes this data on to Facebook and its affiliated companies. Facebook stores the data of its users (e.g. personal information, IP address, etc.) and may also use this data for business purposes.

For more information on data processing by Instagram and also Facebook, please refer to <https://www.instagram.com/legal/privacy/> and <https://de-de.facebook.com/policy.php>.

1. Processing of personal data by zebris Medical GmbH

The person responsible for data processing within the meaning of the German Data Protection Regulation (GDPR/DSGVO) can be found at <https://www.zebris.de/datenschutz>, insofar as we exclusively process the data you send us via Instagram.

Contact data protection officer zebris Medical GmbH

<https://www.zebris.de/datenschutz>

E-Mail: datenschutz@zebris.de

Data processing upon contact

We ourselves collect personal data when you contact us (e.g. via a contact form or by liking and commenting on our posts or following our profile). The data we collect when contacting us via the contact form can be seen in the relevant contact form. This data is stored and used exclusively for the purpose of answering your request or for contacting you and the corresponding technical administration. The legal basis for processing the data is our legitimate interest in responding to your request in accordance with Art. 6 Para. 1 lit. f DSGVO.

The data you enter on Instagram, in particular your username and the content published under your account, are also processed by us to the extent that we may link to or respond to your posts or make posts from us that refer to your account. The data you freely publish and distribute on Instagram is thus included by us in our offer and made available to our followers. However, the recipient of the data that you enter or disclose on our Instagram page is also Instagram or Facebook, which may use it for their own purposes and pass it on to third parties under their responsibility. The recipient of published personal data, e.g. in the context of posts, is also the public, i.e. potentially everyone.

Storage period of personal data

Storage period of personal data is determined by the respective legal basis, the purpose of processing and - if relevant - additionally by the respective legal retention period (e.g. retention periods under commercial and tax law). When processing personal data on the basis of explicit consent pursuant to Art. 6 para. 1 lit. a DSGVO, this data is stored until the party concerned revokes his/her consent. If there are statutory storage periods for data that are processed within the scope of legal or quasi-legal obligations on the basis of Art. 6 Para. 1 lit. b DSGVO, this data will be routinely deleted after the storage periods have expired, insofar as they are no longer required for the fulfilment of the contract or the initiation of the contract and/or there is no legitimate interest on our part in continuing to store them.

When processing personal data on the basis of Art. 6 para. 1 lit. f DSGVO, this data will be stored, until the party concerned exercises his or her right of objection pursuant to Art. 21 para. 1 DSGVO, unless we can demonstrate compelling legitimate reasons for the processing which override the interests, rights and freedoms of the data subject, or the processing serves the purpose of the assertion, exercise or defence of legal claims.

When processing personal data for the purpose of direct marketing on the basis of Art. 6 para. 1 lit. f DSGVO, this data will be stored, until the part concerned exercises his or her right of objection pursuant to Art. 21 para. 2 DSGVO. Unless otherwise stated in the other information in this declaration on specific processing situations, stored personal data will be deleted when they are no longer necessary for the purposes for which they were collected or otherwise processed.

2. Processing of personal data by Instagram und Facebook

Insofar as the data you provide to us via Facebook is also or exclusively processed by Facebook (Insights data), Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland, is also the data controller within the meaning of the General Data Protection Regulation (DSGVO). The data processing is carried out on the basis of an agreement between jointly responsible parties in accordance with Art. 26 DSGVO, which you can view here:

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

The Facebook data protection officer

can be contacted via the online contact form provided by Facebook at

<https://www.face-book.com/help/contact/540977946302970> .

The Instagram page of zebris Medical GmbH is part of the online platform operated by Facebook at <https://www.instagram.com/> .

The purposes of the data processing by Instagram associated with this platform (in particular the operation of the platform itself and the placement of advertisements on the platform), the legal bases for this and the legitimate interests pursued in doing so are described in Instagram's data policy at <https://www.instagram.com/legal/privacy/> .

We have no influence on the data collection and further processing by Instagram. Furthermore, it is not apparent to us to what extent, where and for how long the data from the visit to our Instagram page is stored by Instagram and Facebook, to what extent Facebook complies with existing deletion obligations, what evaluations and links are made with the data by Instagram or Facebook and to whom the data is passed on.

What personal data and thus information about the users of the Instagram and Facebook platform is obtained and how it is used is described by Instagram itself in general terms in its data usage guidelines at <https://help.instagram.com/519522125107875> .

By using Instagram, your personal data is collected, transferred, stored, disclosed and used by Instagram and transferred to, and stored and used in, the United States, Ireland and any other country where Facebook does business, regardless of your country of residence.

Instagram and Facebook process, on the one hand, your voluntarily entered data such as name and user name, email address, telephone number.

On the other hand, Instagram and Facebook also evaluate the content you share to determine what topics you are interested in, store and process confidential messages you send directly to other users, and can determine your location using GPS data, wireless network information or your IP address in order to send you advertising or other content.

Finally, Facebook also receives information when you view content, for example, even if you have not created an account. This so-called "log data" can be the IP address, browser type, operating system, information about the website you previously visited and the pages you viewed, your location, your mobile provider, the terminal device you use (including device ID and application ID), the search terms you have used, and cookie information.

Through Instagram buttons or widgets embedded in websites and the use of cookies, it is possible for Facebook to record your visits to these websites and associate them with your Instagram profile.

This data can be used to offer content or advertising tailored to you. Options to restrict the processing of your data are available in the general settings of your Instagram account and under the item "Data protection and security".

Additional information on these points is available on the following Instagram support pages: www.instagram.com/accounts/login/?next=/accounts/privacy_and_security/.

Furthermore, a supplementary agreement between us and Facebook Ireland Ltd. as joint controller pursuant to Art. 26 DSGVO applies to the use of certain Facebook products, such as the so-called "Facebook Business Tools", and to data processing carried out as a result thereof, which can be viewed here: https://www.facebook.com/legal/controller_addendum.

Data processing for statistical and marketing purposes

Instagram provides us with so-called page insights for our Instagram page. These are aggregated data that allow us to understand how people interact with our page. Page insights may be based on personal data collected in connection with a visit to or interaction with our site and its content.

Pursuant to Art. 6 Para. 1 lit. f DSGVO, this serves to protect our legitimate interests in an optimised presentation of our offer and effective communication with customers and interested parties, which outweigh our interests in the context of a balancing of interests. You can object to the processing of your data for the aforementioned purposes at any time by changing your settings for advertisements in your Instagram user account at <https://www.facebook.com/settings?tab=ads> accordingly.

3. Rights of the party concerned

The applicable data protection law grants you comprehensive data subject rights (rights of access and intervention) towards the data controller with regard to the processing of your personal data, which we inform you about below:

- Right to information pursuant to Art. 15 DSGVO;
- Right to rectification pursuant to Art. 16 DSGVO;
- Right to deletion pursuant to Art. 17 DSGVO;
- Right to restriction of processing pursuant to Art. 18 DSGVO;
- Right to notification pursuant to Art. 19 DSGVO;
- Right to data portability pursuant to Art. 20 DSGVO;
- Right to withdraw given consents pursuant to Art. 7(3) DSGVO;
- Right to lodge a complaint pursuant to Article 77 DSGVO.

4. Right of objection in general

If we process your personal data within the framework of a balancing of interests due to our overriding legitimate interest, you have the right at any time to object to this processing with effect for the future on grounds arising from your particular situation. If you exercise your right of objection, we will stop processing the data concerned. However, we reserve the right to further processing if we can demonstrate compelling legitimate reasons for the processing which override your interests, fundamental rights and freedoms, or if the processing serves the purpose of assertion, exercise or defence of legal claims.