

Data Protection Notice for the Social Media Presence on Instagram

The protection of personal data ("data") is very important to voestalpine KREMS 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 Instagram.

1 Who is the controller of the data processing?

If you visit our Instagram page <https://www.instagram.com/voestalpinekrems/>, 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 Instagram page are therefore

voestalpine KREMS GmbH
Schmidhüttenstraße 5, 3500 KREMS, Austria

and

Meta Platforms Ireland Ltd. (hereinafter "Meta")
4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland

In order to regulate and divide the tasks and duties, Meta has concluded an agreement on joint controllership pursuant to Art 26 of the GDPR with each site operator, including us. The wording of this agreement is available at https://www.facebook.com/legal/terms/page_controller_addendum/.

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 Instagram

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 other interested parties.

3.2 Data categories

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

When you visit our Instagram page, Meta also collects your IP address and your behavior on our Instagram page. Meta usually uses cookies for this purpose. These are small text files that are stored by Meta via the browser on a storage medium of the end device used by the Instagram page visitor (PC, notebook, tablet, smartphone, etc.). These cookies contain characteristic character strings that enable unique identification of the browser when the Instagram 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 Meta help us to control and improve the marketing of our activities. Such evaluation with data on range (e.g. number of visits to our Instagram 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 Meta by means of the "Instagram Insights" function in aggregated, anonymised form. In this context, we do not receive or process any data from users who visit our Instagram page.

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 Meta in accordance with the legal basis as set out in Meta'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 Meta as the operator of the social network Instagram. We would also like to explicitly point out that, with exception of the above-mentioned data (especially username, likes, comments), we cannot view any other of your data processed by Meta.

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 Facebook on the basis of the cookies set will be stored for up to two years in accordance with the current cookie policy of Instagram (<https://www.facebook.com/policies/cookies/>). However, you can delete stored cookies at any time in your browser settings. You can also generally prevent the setting of cookies that are not technically necessary in advance in your browser settings.

3.5 Categories of recipients

We entrust the management of our Instagram presence to **Bacon & Bold GmbH, Spittelwiese 6, A-4020 Linz, Austria**, which also takes care of the content (implementation of postings etc). In this context, the agency acts as our processor. As part of its contractually obligated data processing on our behalf, the agency guarantees the security and confidentiality of your personal data in accordance with the applicable data protection regulations.

Please refer to (<https://help.instagram.com/519522125107875>) Meta's data protection information and (<https://help.instagram.com/1896641480634370?ref=ig>) its cookie policy as to how Meta uses data from

visits to Instagram pages for its own purposes, to what extent activities on the pages are assigned to individual users, how long Meta stores this data and whether data from a visit to the Instagram page is passed on to third parties.

We cannot rule out the possibility that your data collected by Meta 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 Meta receives, how it is used and in which cases the data is transferred to countries outside the European Union is described by Meta in its data usage guidelines (<https://de-de.facebook.com/privacy/explanation>).

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 Instagram is carried out under the primary responsibility of Meta and that we only receive analyses from Meta about your visit to our Instagram page in anonymised form. If your enquiry concerns the processing of your data by Meta, we will therefore forward your enquiry to Meta for further processing. Of course, you also have the option of contacting Meta directly to exercise your rights. The contact details for such a case can be found at <https://www.facebook.com/help/contact/540977946302970>.

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.krems@voestalpine.com or by post at voestalpine Kreams GmbH, Schmidhüttenstraße 5, A-3500 Kreams with the subject "Data protection".

Parts of this Data Protection Notice for the Social Media Presence on Instagram 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 Instagram to ensure that you are up to date with any changes or updates.