



Hilfe für die Nachbarn e. V.

Datenschutzhinweise

01.07.2026

Datenschutz und Datensicherheit bei der Nutzung unserer Website und der Verarbeitung Ihrer personenbezogenen Daten sind für uns sehr wichtig. Mit dieser Datenschutzerklärung informieren wir Sie, welche Ihrer personenbezogenen Daten wir bei Ihrem Besuch auf unserer Website und im Rahmen der Spendenabwicklung erfassen, für welche Zwecke diese genutzt werden und wie wir gewährleisten, dass sie vertraulich bleiben und geschützt sind.

Data protection at a glance

What data do we collect?

Wir verarbeiten personenbezogene Daten, die wir zur Abwicklung von Spenden erhalten.

Details zur Verarbeitung finden Sie im Kapitel Spendenabwicklung und Online-Spenden.

How do we collect the data?

We collect the data that is generated when you access our digital offers automatically. Otherwise, we collect data based on your entries or messages or through the use of cookies or similar technologies.

What do we use the data for?

Bereitstellung der Inhalte

- Cookies und ähnliche Technologien
- technische Bereitstellung und Sicherheit

Produktoptimierung

- Weiterentwicklung der Nutzerfreundlichkeit
- Nutzungsanalyse

Spenden

- Spendenabwicklung
- Online-Spenden
- Kontakt und Kommunikation
- Auftritte des Vereins in den Sozialen Medien

Do we share data?

If you have given your consent or we are otherwise legally authorized to do so, we will pass on your personal data to service providers (e.g., hosting, marketing, sales partners, payment service providers) for the above-mentioned purposes. In such cases, we comply with the legal requirements

and, in particular, conclude appropriate contracts or agreements with the recipients of your data to protect your data.

We transfer personal data to other companies within our group of companies or grant them access to this data for administrative purposes. This transfer of data is based on our legitimate business and economic interests or takes place if it is necessary to fulfill our contractual obligations or if the consent of the data subjects or legal permission has been obtained.

Do we transfer data to third countries?

In order to use our digital services, it may be necessary to transfer certain personal data to third countries, i.e. countries where the GDPR does not apply. However, we only allow your data to be processed in a third country if the specific requirements of Art. 44 ff. GDPR are met and thus an adequate level of data protection is guaranteed in that country. This means that the third country must either have an adequacy decision by the European Commission or suitable safeguards in accordance with Art. 46 GDPR or one of the conditions of Art. 49 GDPR. **Unless otherwise stated below, we use the currently valid [standard contractual clauses] (<https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32021D0914&from=DE> “current version of the standard contractual clauses”) for the transfer of personal data to processors in third countries.**

How do we secure the data?

In order to protect your privacy and ensure a level of protection appropriate to the risk, we take technical and organizational measures in accordance with legal requirements, taking into account the state of the art, implementation costs, and the nature, scope, circumstances, and purposes of processing, as well as the varying likelihood and severity of threats to the rights and freedoms of natural persons. These measures ensure the confidentiality, integrity, availability, and resilience of your data. This includes, among other things, the use of recognized encryption methods (SSL or TLS) and pseudonymization.

However, we would like to point out that, due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures may not be observed by other persons or institutions outside our area of responsibility. In particular, unencrypted data disclosed, e.g., by email, may be read by third parties. We have no technical influence on this.

When do we delete the data?

We delete or anonymize your personal data as soon as it is no longer required for the purposes for which we collected or used it.

However, we may still need to store your data until the expiry of the retention obligations and periods imposed by the legislator or supervisory authorities, which may arise from the German Commercial Code, the German Fiscal Code, and the German Money Laundering Act (usually 6 to 10 years). In addition, we may retain your data until the expiry of the statutory limitation periods (i.e., usually 3 years, but in individual cases up to 30 years) if this is necessary for the assertion, exercise, or defense of legal claims. After that, the relevant data will be deleted.

What rights do you have?

- Information
- Deletion
- Correction
- Objection

You can contact the data protection officer with your request by mail or by email at swmh-datenschutz@atarax.de.

This privacy policy is updated from time to time. The date of the last update can be found at the beginning of this information.

How we make our content available to you

Cookies and similar technologies

We use cookies and similar technologies to provide you with the best experience when using our digital offerings. We use them to ensure functionality, IT security, and fraud prevention.

If cookies, device identifiers, or other personal data are stored or accessed on your device for processing purposes, this is done on one of the legal bases set out in Art. 6 GDPR.

In order to be able to provide the telemedia service you have expressly requested, we also take into account the provisions of Section 25 of the German Telecommunications Digital Services Data Protection Act (TDDDG), in particular the requirement under Section 25 (2) No. 2 TDDDG.

Types and functions of cookies

Cookies are text files that contain data from visited websites or domains and are stored by a browser on users' devices. A cookie primarily serves to store information about a user during or after their visit to an online offering. The stored information may include, for example, language settings on a website, login status, a shopping cart, or video interactions. The term “cookies” also includes other technologies that perform the same functions as cookies (e.g., when user information is stored using pseudonymous online identifiers, also known as “user IDs”).

There are the following types of cookies and functions:

- **Temporary cookies (also known as session cookies):** Temporary cookies are deleted at the latest after a user leaves an online offering and closes their browser.
- **Permanent cookies:** Permanent cookies remain stored even after the browser is closed. This allows, for example, the login status to be saved or preferred content to be displayed directly when the user visits a website again. Similarly, the interests of users, which are used for

reach measurement or marketing purposes, can be stored in such a cookie.

- **First-party cookies:** First-party cookies are set and used by us to process user information.
- **Third-party cookies:** Third-party cookies are mainly used by advertisers (so-called third parties) or other partners to process user information.
- **Strictly necessary (also: essential or necessary) cookies:** These cookies ensure functions without which these digital offerings could not be used as desired. They may be absolutely necessary for the operation of a website, for example to store logins or other user entries, or for security reasons.
- **Analysis and statistics cookies:** These cookies enable us to analyze the use of our digital offerings, in particular to measure reach—i.e., clicks, visits, and visitor numbers. The aim is to statistically determine the number of visits and visitors and their surfing behavior (duration, origin) and thus obtain market-wide comparable values. The information collected is evaluated in aggregate form in order to derive improvements and optimizations for our products.
- **Marketing and personalization cookies:** Cookies are also used to store a user's interests or behavior (e.g., viewing certain content, using functions, etc.) in a user profile. Such profiles are used, for example, to display content to users that corresponds to their potential interests. This process is also referred to as “tracking,” i.e., tracking the potential interests of users. If we use cookies or tracking technologies, we will provide separate information about this in our privacy policy or when obtaining consent.

Technical provision and security

When our offer is used, we automatically employ essential technologies and process the following information:

- Information about the accessing device and the software used
- Date and time of access
- Websites from which the user accesses our website or which the user visits via our website
- IP address

The collection of these logs and their temporary storage and processing are necessary to ensure system security and integrity (in particular to ward off and defend against attempts at attack or damage) and are carried out in accordance with our legitimate interest (§ 25 (2) No. 2 TDDDG, Art. 6 (1) f GDPR).

The storage period for this log data is usually seven days; for reliable detection of AI bots, it is 30 days. From this point on, this specific server log data is anonymized based on our legitimate interest in statistical evaluation to assess AI bots and their impact on our content (Art. 6 (1) f GDPR).

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR.

How we optimize our products

Further development of user-friendliness

We use cookies and tracking tools to optimize our digital offerings based on your usage. To do this, we measure the development of reach and the use of content and functions, and use A/B testing to determine which variants users prefer.

Usage analysis

We want to continuously develop and improve our products. To do this, we need to analyze usage. This serves to evaluate visitor traffic to our digital offerings and may include behavior, interests, or demographic information about visitors, such as age or gender, as pseudonymous values. With its help, we can see, for example, when our digital offerings are used most frequently or which functions are popular. This enables us to identify areas that need optimization.

In addition to usage analysis, we also use testing procedures to test different versions of our digital offerings or their components, for example, and to increase certain user actions or reactions if necessary.

For these purposes, profiles, i.e., data summarized for a usage process, are created and information is stored in a browser or on a terminal device and read from it. The information collected includes, in particular, websites visited and elements used there, as well as technical information such as the browser used, the computer system used, and information on usage times.

The IP addresses of users are also stored. We use an IP masking procedure (i.e., pseudonymization by shortening the IP address) for your protection. In general, no clear data of users (such as email addresses or names) is stored in the context of web analysis, A/B testing, and optimization, but rather pseudonyms, so that neither we nor the providers of the software used, who act as processors for us, know the actual identity of the users.

The legal basis for data processing is your consent in accordance with Art. 6 para. 1 lit. a) GDPR.

Wie wir Spenden sammeln

Spendenabwicklung

Sie haben die Möglichkeit spenden zu beantragen.

Um Ihren **Spendeantrag** bearbeiten zu können, insbesondere um eine Berechtigung auf Unterstützung, Art und Umfang der notwendigen Unterstützung festzustellen, die Unterstützung zu leisten und die ordnungsmäße Verwendung zu belegen, verarbeiten wir:

- Stammdaten: Titel, Vorname, Nachname
- Kontaktdaten: Anschrift, Telefon- und Mobilfunknummer
- Betreuungsstelle (karitative Organisation) und/ oder gesetzlicher Betreuer
- Bankverbindung der karitativen Organisation

- Angaben zum Familienstand und zur Wohnsituation des Betroffenen
- Angaben zur finanziellen Situation
- Gesundheits- und Behandlungsdaten, Art. 9 DSGVO.

Die Daten von Spendenempfängerinnen oder -empfängern werden durch die den jeweiligen Spendenantrag stellende karitative Organisation oder die gesetzlichen Betreuer erfasst. Diesen obliegt auch die Informationspflicht der Betroffenen über diese Verarbeitung personenbezogener Daten gemäß Art. 13 DSGVO.

Wir tauschen uns mit heutigen und früheren Beratungsstellen des Antragstellers und anderen Stiftungen aus, um die notwendigen Hilfen abwickeln zu können. Die Auszahlung von Spenden erfolgt nicht direkt an die Spendenempfänger, sondern an die sie betreuenden karitativen Organisationen oder gesetzlichen Vertreter.

Weiter sind wir nach §53 der Abgabenordnung verpflichtet nachzuweisen, dass unsere Hilfe mildtätig ist.

Dazu ist es notwendig, auch Gesundheitsdaten und Informationen zur wirtschaftlichen Situation zu verarbeiten, die eine besondere Kategorie personenbezogener Daten nach Art. 9 DSGVO darstellen und für die ein besonderes Schutzbedürfnis besteht. Die Prüfung der Bedürftigkeit und die Weiterleitung des Spendenantrags an uns erfolgt durch die betreuenden karitativen Organisationen oder gesetzlichen Vertreter.

Durch Einreichung des jeweiligen Antrags willigen Sie in die Verarbeitung Ihrer Daten ein, Art. 6 Abs. 1 lit. a DSGVO. Sie versichern, dass wenn Sie Angaben zu oder für Dritte machen, Sie die jeweilige(n) Person(en) über die Angaben informiert und eine Einwilligung für die Angaben erhalten haben.

Zur Erfüllung unserer satzungsgemäßen Zwecke erhalten konzerninterne sowie externe Dienstleister Zugriff auf Ihre personenbezogenen Daten.

- Konzerninterne Stellen: Buchhaltung, Redaktion
- externe Stellen: Fahrer der Lebensmittelpakete, IT-Dienstleistungen (z.B. externe Rechenzentren), Akten- und Datenvernichtung, Druckdienstleistungen, staatliche Stellen und Behörden

Ihre personenbezogenen Daten werden solange gespeichert, wie wir dazu aufgrund gesetzlicher Nachweis- und Aufbewahrungspflichten wie dem Handelsgesetzbuch, der Abgabeordnung und dem Geldwäschegesetz verpflichtet sind. Speicherfristen betragen danach bis zu zehn Jahre.

Eine **redaktionelle Berichterstattung** etwa über "Schicksalsschläge" findet nur anonymisiert statt, so dass keine Rückschlüsse auf tatsächlich Betroffene möglich sind.

Sie können Ihre Einwilligungserklärung jederzeit widerrufen.

Hierzu erreichen Sie den Verein „Hilfe für den Nachbarn“ e.V. über seine E-Mail-Adresse:

stz-hilfe@stz.zgs.de.

Sie haben ferner gem. Art. 77 DS-GVO das Recht, eine Beschwerde bei der zuständigen Aufsichtsbehörde einzureichen.

Übersicht über die Zwecke und Rechtsgrundlagen der Verarbeitung

1. Aufgrund einer von Ihnen erteilten Einwilligung gemäß Art. 6 Abs. 1 lit. a) DSGVO

Durch Einreichung des jeweiligen Antrags willigen Sie in die Verarbeitung Ihrer Daten ein, Art. 6 Abs. 1 lit. a) DSGVO. Sie versichern, dass Sie sofern Sie Angaben zu oder für Dritte machen, Sie die jeweilige(n) Person(en) über die Angaben informiert und eine Einwilligung für die Angaben erhalten haben

Wenn Sie uns Informationen bezüglich Ihrer Gesundheit bereitstellen, damit wir Ihnen die evtl. entsprechende Unterstützung im Rahmen Ihres Hilfebedarfs zur Verfügung stellen können, sind Sie damit einverstanden, dass wir diese Daten zum Zwecke der Bereitstellung und Durchführung des Hilfebedarfs verarbeiten.

Sie können Ihre Einwilligungserklärung jederzeit widerrufen.

2. Zur Bewilligung eines Spendenantrags gemäß Art. 6 Abs. 1 lit. b) DSGVO

Sie haben einen Antrag auf Unterstützung gestellt. Um diesen bearbeiten zu können, insbesondere um eine Berechtigung auf Unterstützung, Art und Umfang der notwendigen Unterstützung festzustellen, die Unterstützung zu leisten und die ordnungsmäße Verwendung zu belegen, müssen Ihre persönlichen Daten erfasst, gespeichert und verarbeitet werden.

Dazu speichern, bearbeiten wir alle Daten des Antragsformulars sowie des Schriftverkehrs und Antragsbearbeitung wie unter Punkt 3 „Spendenempfänger“ im Spendenantrag aufgelistet.

Diese Daten tauschen wir mit heutigen und früheren Beratungsstellen des Antragstellers und anderen Stiftungen aus, um die notwendigen Hilfen abwickeln zu können.

3. Zur Erfüllung rechtlicher Verpflichtungen gemäß Art. 6 Abs. 1 lit. c) DSGVO.

Als Unternehmen unterliegen wir verschiedenen rechtlichen Verpflichtungen. Zur Erfüllung dieser Verpflichtungen kann eine Verarbeitung von personenbezogenen Daten erforderlich sein.

Insbesondere sind wir zudem nach § 53 der Abgabenordnung verpflichtet nachzuweisen, dass unsere Hilfe mildtätig ist.

Ihre Rechte

Sie haben zu Ihren persönlichen Daten das Recht auf Auskunft, Berichtigung, Löschung, Einschränkung der Verarbeitung, Widerspruch gegen die Verarbeitung sowie Datenübertragbarkeit. Dazu wenden Sie sich bitte schriftlich an den obengenannten Verantwortlichen.

Online-Spenden

Auf unserer Internetseite bieten wir Ihnen die Möglichkeit, online Spenden vorzunehmen. Das Formular wird von twingle GmbH (Prinzenallee 75, 13357 Berlin) bereitgestellt. Folgende Daten werden mit dem Formular erhoben:

- Vollständiger Name (Nachname, Vorname)
- Anschrift (Straße, Hausnummer, Ort, Postleitzahl, Land)
- E-Mail-Adresse
- Bankdaten (IBAN)
- Spendendaten (Spendenempfänger, Betrag, Spenden-/Verwendungszweck, Spendenquittung gewünscht)
- Zusätzlich bei Spenden über Kreditkarten: Kartentyp, Kartenummer, CVV-/CVC- Prüfnummer, Gültigkeitszeitraum der Kreditkarte

Die erhobenen Daten sind zur Aus- und Durchführung des Spendenauftrags erforderlich. Die E-Mail-Adresse des Nutzers wird benötigt, um den Eingang des Spendenauftrags zu bestätigen. Für weitere Zwecke werden die Daten nicht verwendet. Rechtsgrundlage für die Verarbeitung der Daten ist Art. 6 Abs. 1 lit. b DSGVO.

Wird eine Spendenquittung gewünscht, verarbeiten wir die Daten, um eine entsprechende Spendenquittung auszustellen und zuzusenden.

Im Zeitpunkt der Absendung des Formulars wird zudem die IP-Adresse des Nutzers gespeichert. Die IP-Adresse verwenden wir, um einen Missbrauch des Spendenformulars zu verhindern. Die IP-Adresse wird zum Zweck der Betrugsprävention genutzt und um unberechtigte Transaktionen zum Schaden Dritter zu verhindern. Rechtsgrundlage für die Verarbeitung der IP-Adresse ist Art. 6 Abs. 1 lit. f DSGVO.

Die eingegebenen Daten werden zur Ausführung des Spendenauftrags daher unmittelbar mit einer verschlüsselten SSL-Verbindung an die BFS sowie die von der BFS zur Bereitstellung des Formulars eingesetzten technischen Dienstleister weitergegeben. Eine Weitergabe der Daten an sonstige Dritte findet nicht statt.

Die Daten werden gelöscht, sobald sie für die Erreichung des Zweckes ihrer Erhebung nicht mehr erforderlich sind. Bei den Bankdaten ist dies unmittelbar nach Einzug des Spendenbetrags der Fall. Die Adressdaten werden nach ggf. gewünschter Erstellung und Zusendung einer Spendenquittung wie alle weiteren eingegeben Daten im Rahmen steuerrechtlicher Aufbewahrungspflichten gespeichert, dabei jedoch für jegliche andere Verwendung gesperrt. Die während des Absendevorgangs zusätzlich erhobene IP-Adresse wird spätestens nach einer Frist von sieben Tagen gelöscht.

Payment processing PayPal

At your request, you can use the services of PayPal (PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg) for payment. For this purpose, we pass on your payment data (total amount of the order, reference on the PayPal account) to PayPal on the basis of Art. 6 para. 1 sentence 1 lit. b) GDPR. The processing of data for payment with PayPal is necessary for the fulfilment of the contract.

PayPal collects information about the transaction as well as other information associated with the transaction, such as the amount sent or requested, the amount paid for products or services, information about the merchant, including information about the means of payment used to carry out the transaction, device information, technical usage data and location data. In the case of a PayPal payment, we may see your data in our PayPal account.

With PayPal Express Checkout, you do not have to re-enter order information or credit card or address details, as these are transferred directly by PayPal.

PayPal reserves the right to carry out an identity and credit check via credit agencies under certain circumstances. Further information on PayPal's data protection can be found [here](#).

Contacting us

When you contact us, we only collect personal data (e.g. name, e-mail address, telephone number) if you provide it to us voluntarily. This information is expressly provided on a voluntary basis. The purpose of processing your data is to process and respond to your enquiry. This is also our legitimate interest in data processing in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR.

In the case of a telephone enquiry, your data will also be processed by telephone applications and in some cases also via a voice dialogue system in order to support us in the distribution and processing of enquiries.

We will delete your data that we have received in the course of contacting you as soon as your request has been fully processed and no further communication with you is required or requested by you.

Company presence in the social media

We maintain a presence on social media. Insofar as we have control over the processing of your data, we ensure that the applicable data protection regulations are complied with. Below you will find the most important information on data protection law in relation to our company websites.

In addition to us, we are responsible for the company websites within the meaning of the EU General Data Protection Regulation (GDPR) and other data protection regulations:

- **Meta Platforms** (Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland); weitere Informationen zum Datenschutz finden Sie hier.

We process the data for statistical purposes in order to further develop and optimise the content and to make our offer more attractive. This data includes the total number of page views, page activities and data and interactions provided by visitors. This data is processed and made available by the social networks. We have no influence on the generation and presentation of this data.

Your personal data is also processed for market research and advertising purposes. For example, it is possible that user profiles are created based on your usage behaviour and the resulting interests. This allows, among other things, adverts to be placed within and outside the platforms that presumably correspond to your interests. Cookies are usually stored on your computer for this purpose. Irrespective of this, data that is not collected directly from your end devices may also be stored in your user profiles. Data is also stored and analysed across devices; this applies in particular, but not exclusively, if you are registered as a member and logged in to the respective platforms.

We do not collect or process any other personal data.

The processing of your personal data by us is based on your consent in accordance with Art. 6 para. 1 sentence 1 lit. a) GDPR.

As we do not have full access to your personal data, you should contact the social media providers directly when asserting your rights as a data subject, as they have access to the personal data of their users and can take appropriate measures and provide information.

Should you nevertheless require assistance, we will of course endeavour to support you. You can find our contact details here.

For a detailed description of the respective processing and the cancellation options, please refer to the information linked below.

- **Meta-Plattformen** Optout

What else you should know

Controller

Verantwortlicher im Sinne der DSGVO ist der

"Hilfe für den Nachbarn e.V."

c/o Stuttgarter Zeitung
Plieninger Straße 150
70567 Stuttgart

Geschäftsführung: Sybille Neth

Data Protection Officer

You can contact our Data Protection Officer at:

AGOR AG
Mario Jacobi
Niddastraße 74
D- 60329 Frankfurt am Main

Kontakt für Ihre Datenschutzanfrage

Hier können Sie Ihre Fragen zum Datenschutz stellen.

stz-hilfe@stz.zgs.de

Joint controllers

We are joint controllers in the following cases.

Joint controlling with Meta Platforms

When you visit our Meta Platforms fan page, we are jointly responsible with Meta Platforms for the processing of your personal data. Below we inform you about the associated data processing on our fan page, which does not affect Meta Platforms' terms of use:

Contact details of the controllers and joint controllership pursuant to Art. 26 GDPR

Joint controllers:

the entity responsible for this website (see the information about us mentioned at the beginning)

and

Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, D2 Dublin, Ireland

According to the European Court of Justice (ECJ), we are jointly responsible with Meta Platforms for the processing of your personal data.

Appearance on the Meta Platforms fan page

Scope of data collection and storage

Data	Purpose	Legal basis
User interactions (posts, likes, etc.)	User communication via social media	Art. 6 para. 1 a GDPR
Meta Platforms cookies	Target group advertising	Art. 6 para. 1 a GDPR
Demographic data (based on age, place of residence, language or gender information)	Target group advertising	Art. 6 para. 1 a GDPR
Statistical data on user interactions in aggregated form, i.e. without personal reference (e.g. page	Target group advertising	Art. 6 para. 1 a GDPR

Data	Purpose	Legal basis
activities, page views, page previews, likes, recommendations, posts, videos, page subscriptions incl. origin, time of day)		

The promotional use of your personal data is particularly important for Meta Platforms. We use the statistics function to find out more about the visitors to our fan page. Using this function enables us to customise our content to the respective target group. In this way, we also utilise demographic information on the age and origin of users, for example, although we are unable to make any personal reference here. In order to provide the social media service in the form of our Meta Platforms fan page and to use the Insight function, Meta Platforms generally stores cookies on the user's end device. These include session cookies, which are deleted when the browser is closed, and persistent cookies, which remain on the end device until they expire or are deleted by the user. As a user, you can use your browser settings to decide for yourself whether and which cookies you wish to allow, block or delete. You can find instructions for your browser here: Internet Explorer, Firefox, Google Chrome, Google Chrome mobile, Microsoft Edge, Safari, Safari mobile (links). Alternatively, you can also install so-called ad blockers, such as Ghostery.

According to Meta Platforms, the cookies used by Meta Platforms are used for authentication, security, website and product integrity, advertising and measurement, website functions and services, performance, analysis and research. Details of the cookies used by Meta Platforms (e.g. names of cookies, duration of function, content collected and purpose) can be viewed [here](#) by following the links provided there. There you will also find the option of deactivating the cookies used by Meta Platforms. You can also change the settings for your advertising preferences there.

You can also object to the collection and storage of data through the use of the above-mentioned cookies by Meta Platforms at any time with effect for the future via [this opt-out link](#).

You can use the aforementioned link to manage your preferences regarding usage-based online advertising. If you object to usage-based online advertising with a specific provider using the preference manager, this only

applies to the specific business data collection via the web browser you are currently using. Preference management is cookie-based. If you delete all browser cookies, the preferences you have set with the preference manager will also be removed.

Note on Meta Platforms Insights

We use the Meta Platforms Insights function for statistical analysis purposes. In this context, we receive anonymised data on the users of our Meta Platforms fan page. However, we use the filters provided by Facebook Meta Platformstool to specify the categories of data according to which Meta Platforms provides anonymised statistics. Meta Platforms provides us with the following criteria or categories for analysing the activities of the website in anonymised form, provided that the corresponding information has been provided by the user or is collected by Meta Platforms:

- Age range
- Gender
- Place of residence (city and country)
- language
- Mobile or stationary page views (YouTube additionally individual device types)
- Interactions in the context of posts (e.g. reactions, comments, shares, clicks, views, video usage time)
- Time of use

This anonymised data is used to analyse user behaviour for statistical purposes so that we can better tailor our offers to the needs and interests of our audience.

We see our legitimate interest (Art. 6 para. 1 f GDPR) for data processing in the presentation of our company and our products and services for your information.

Disclosure and use of personal data

If you interact with Meta Platforms, Meta Platforms will of course also have access to your data.

Joint controlling with Instagram

When you visit our Instagram fan page, we are jointly responsible with Meta Platforms for the processing of your personal data. Below, we inform you

about the data processing associated with our fan page:

Joint controllers and joint responsibility pursuant to Article 26 GDPR

Joint controllers:
the entity responsible for this website (see the introductory information about us)
and
Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

According to the view of the Court of Justice of the European Union (CJEU), we are jointly responsible with Facebook for the processing of your personal data.

Presence on the Facebook fan page

Scope of data collection and storage

Data	Purpose	Legal Basis
User interactions (posts, likes, etc.)	User communication via social media	Art. 6(1)(a) GDPR
Facebook cookies	Targeted advertising	Art. 6(1)(a) GDPR
Demographic data (based on age, location, language, or gender)	Targeted advertising	Art. 6(1)(a) GDPR
Statistical data on user interactions in aggregated form, i.e., without any personal identifiers (e.g., page activities, page views, page previews, likes, recommendations, posts, videos, page subscriptions, including origin and times of day)	Targeted advertising	Art. 6(1)(a) GDPR

The advertising use of your personal data is of particular importance to Facebook. We use the statistics function to learn more about the visitors to our fan page. Using this function enables us to tailor our content to the respective target group. For example, we also use demographic information on users' age and origin, whereby no personal reference is possible for us. In order to provide the social media service in the form of our Facebook fan page and to use the Insights function, Facebook generally stores cookies on the user's end device. These include session cookies, which are deleted when the browser is closed, and persistent cookies, which remain on the end device until they expire or are deleted by the user. As a user, you can decide via your browser settings whether and which cookies you wish to allow, block or delete. You can find instructions for your browser here: Internet Explorer, Firefox, Google Chrome, Google Chrome mobile, Microsoft Edge, Safari, Safari mobile (links). Alternatively, you can also install so-called ad blockers, such as Ghostery.

According to Facebook, the cookies it uses serve the purposes of authentication, security, site and product integrity, advertising and measurement, site features and services, performance, as well as analysis and research. You can view details of the cookies used by Facebook (e.g. cookie names, duration of function, collected content and purpose) by following the links provided there. You will also find options there for deactivating the cookies used by Facebook. In addition, you can also change your settings regarding your advertising preferences there.

You may object to the collection and storage of data through the use of the aforementioned Facebook cookies at any time with effect for the future via this opt-out link.

Under the aforementioned link, you can manage your preferences regarding usage-based online advertising. If you use the preference manager to object to usage-based online advertising for a particular provider, this only applies to the specific data collection carried out via the web browser currently in use. The preference management is cookie-based. Deleting all browser cookies will also remove the preferences you set using the preference manager.

Note on Facebook Insights

For statistical evaluation purposes, we use the Facebook Insights function. In this context, we receive anonymised data on the users of our Facebook fan page. However, by means of the filters provided by Facebook, we specify

the categories of data for which Facebook provides anonymised statistics. Facebook makes the following criteria or categories available to us in anonymised form for evaluating the activities on our presence, provided that the corresponding information has been supplied by the user or collected by Facebook:

- Age range
- Gender
- Place of residence (city and country)
- Language
- Mobile or desktop page view (for YouTube, additional individual device types)
- Interactions in connection with posts (e.g. reactions, comments, shares, clicks, views, video usage duration)
- Time of use

These anonymised data are used to analyse user behaviour for statistical purposes so that we can better tailor our offerings to the needs and interests of our audience.

We consider our legitimate interest (Article 6(1)(f) GDPR) in data processing to lie in the presentation of our company and our products and services for your information.

Disclosure and use of personal data

If you interact within Facebook, Facebook naturally also has access to your data. In particular, it is possible that Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA, has access to your data. Facebook is located in an unsafe third country in which the level of data protection is lower.

Your rights

- In accordance with Art. 15 GDPR, you have the right to request **information** about your personal data processed by us. In this context, you also have the right to receive a copy of your personal data processed by us in accordance with Art. 15 para. 3-4 GDPR.
- In accordance with Art. 16 GDPR, you can immediately request the **correction** of incorrect or the completion of your personal data stored by us.

- In accordance with Art. 17 GDPR, you can request the erasure of your personal data stored by us.
- In accordance with Art. 18 GDPR, you can request the **restriction of the processing** of your personal data.
- In accordance with Art. 20 GDPR, you can request to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format and you can request the **transfer** to another controller.
- In accordance with Art. 7 para. 3 GDPR, you can **revoke** your consent once given to us at any time. This means that the processing carried out on the basis of the consent prior to the revocation was lawful and has the consequence that we may no longer continue the data processing based on this consent in the future.

Right to object

If your personal data is processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR or Art. 6 para. 1 sentence 1 lit. e) GDPR, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR. In the event of such an objection, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

In the case of direct marketing, you have the right to object at any time to the processing of personal data concerning you. If you object to processing for direct marketing purposes, the personal data will no longer be processed for these purposes.

Right to lodge a complaint with the supervisory authority

You have the right to lodge a complaint with a data protection supervisory authority against the processing of your personal data if you feel that your rights under the GDPR have been violated. As a rule, you can contact the supervisory authority of your usual place of residence, your workplace or our company headquarters.

Links to other websites

We link to websites of other providers or have integrated elements from them into our website. This data protection information does not apply to them - we have no influence on these sites and cannot check that others comply with the applicable data protection regulations.

Changes to the privacy policy

We reserve the right to change or adapt this privacy policy at any time in compliance with the applicable data protection regulations.