

Instagram privacy statement

This company Instagram page is operated by Sto SE & Co. KGaA, Ehrenbachstraße 1, 79780 Stühlingen, Germany. Instagram is a Facebook product and is provided by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland (hereinafter referred to as "Facebook").

This privacy statement provides information about how data is processed by our company and Facebook in the context of this Instagram page.

A.) Company data processing

We operate this Instagram page in order to stay in touch and maintain dialogue with users of and visitors to the Instagram network. As part of this, we use our page to provide information about our company and its products and services (e.g. past or current events, promotional campaigns, and special offers).

We do not directly process any data relating to your use of Instagram while you are not logged in. If you are actively engaging in Instagram posts while you are logged in, however, we may process personal data from you.

In particular, this refers to your user name and the content you publish on your account.

If we share, comment on, or like your content or you share, comment on, or like our content, the data provided in this context will be displayed on our page and will be accessible to our followers.

In accordance with Article 6(1) f) of the GDPR, the basis for this data processing is our overriding legitimate interest in effective dialogue with users of Instagram and visitors to our profile, and in the way in which our company presents itself.

In the cases described here, it is not possible to rule out data of yours that is processed within the scope of our Instagram page being passed on to Facebook Inc., based in the USA, and processed there. Instagram uses standard contractual clauses to maintain an adequate level of data privacy. For more information, click [here](#).

Data processing by Instagram or Facebook

When you visit our Instagram page, you are responsible for the use of the Instagram service and its functions. We have no control over the nature and extent of the data processed by Facebook within the scope of the Instagram service or over the nature of the processing, the use of the data, or the sharing of this data with third parties.

Instagram's Terms of Use (including other conditions and directives listed therein) alone contain the relevant provisions regulating how data is processed. They can be accessed at <https://help.instagram.com/581066165581870>.

Information on data processing by Facebook can be found in the Data Policy for the Instagram service: <https://help.instagram.com/519522125107875>.

B.) Your rights as a data subject

a) Information and access

You can request information about/access to all personal data we are holding for you, free of charge and at any time.

b) Rectification, erasure, restriction of processing (blocking), objection

If you no longer agree to your personal data being stored or if your personal data is no longer correct, on receipt of a corresponding instruction from you, we will have your data erased or blocked or make the necessary corrections (insofar as this is possible under applicable law). The same applies if we are to restrict the processing of your data in the future. In particular, you

have the right to object in cases where your data is necessary for the performance of a task in the public interest or our legitimate interest, including any profiling that is based on this. You also have the right to object in cases where data is processed for direct marketing purposes.

c) Data portability

On request we will provide your data to you in a commonly used, structured, and machine-readable format so that you can transfer this data to another controller should you wish to do so.

d) Your right to withdraw consent with effect for the future

You can withdraw consent with effect for the future at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

e) Right to lodge a complaint

You also have the option to lodge a complaint with a supervisory authority in relation to your rights as a data subject:

(https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html).

f) Restrictions

The above rights do not apply to data where we are not able to identify the data subject (if the data has been anonymised for analysis purposes, for example). It may be possible for you to exercise your right to access/be informed, right to erasure, right to block, right to rectification, or transfer to another organisation in relation to this data if you provide us with additional information that will enable us to identify you.

C.) Exercising your rights as a data subject

If you have any questions about the processing of your personal data or if you wish to exercise your right to access/be informed, right to rectification, right to block, right to object, or right to erasure, or should you wish to submit a request for your data to be transferred to another organisation, please contact [datenschutzbeauftragter\[at\]sto.com](mailto:datenschutzbeauftragter[at]sto.com).