

# DATA PROTECTION POLICY

This data protection policy describes how your personal data is processed when you access the company profile of Schütz GmbH & Co. KG (referred to in the following as Schütz) on LinkedIn. It also explains the choices you have regarding your personal data ("Your rights") and how you can contact us.

To provide this LinkedIn profile we use the technical platform and services of LinkedIn Ireland Unlimited Company. Please note that you use this site and its features at your own risk. This applies in particular to the use of the interactive functions (e.g. commenting, sharing, rating).

## I. WHO IS RESPONSIBLE AND HOW CAN I CONTACT THE DATA PROTECTION OFFICER?

The data protection officer responsible under the terms of the GDPR can be contacted at

Schütz GmbH & Co. KGaA  
Schützstraße 12  
56242 Selters  
Germany  
Local court Montabaur HRB 6405

Further information about our company, details of the persons authorised to represent us and additional contact details can be found in our imprint on our website:

<https://www.schuetz.net/en/imprint>

If you have any questions about how your personal data is processed or used by us or about data protection in general, please contact the data protection officer at the address given in the imprint or at the following email address: [datenschutz@schuetz.net](mailto:datenschutz@schuetz.net).

## II. ABOUT THE PROCESSING OF PERSONAL DATA BY SCHÜTZ WHEN USING THE COMPANY PROFILE ON LINKEDIN

The following provides an overview of what kind of personal data we process, what purposes we use it for and to what extent it is used in the context of this site.

### 1. Processing data for enquires

If you submit an enquiry to us by commenting on our profile or commenting on content we have uploaded to the profile or by sending us a direct message, we will process your personal data (for example your LinkedIn name) for the purposes of replying and processing your request. If we require additional personal data from you in order to process your request, we may ask you to send us this information by email. To protect your privacy, we request that you refrain from providing personal information in public comments. We will hide without delay any comments that do not comply with this recommendation. Your data is processed on the basis of our legitimate interest in processing customer enquiries on the legal basis of Article 6 Para. 1 Sub. 1 (f) of the General Data Protection Regulation (GDPR). We will delete your

enquiries after three years, unless legal regulations stipulate longer retention periods in individual cases (German Commercial Code, German Tax Code).

### 2. Analytics and reports

As the controller of a LinkedIn company profile we have access to LinkedIn Page Insights. These contain anonymised statistical data of users who have interacted with our profile and/or our content. We also receive an evaluation of the effectiveness of our advertising campaigns. For this purpose, we receive aggregated information on how many users of the platform have viewed an ad or clicked on an ad.

LinkedIn collects information about your use of the platform, such as how you use the platform, including the frequency with which you use the platform and how you interact with the content we display or the advertisements and content you view.

In particular, LinkedIn uses the following information for its analytics:

The deletion rules for this information are set out in LinkedIn's privacy policy, which can be found at <https://www.linkedin.com/legal/privacy-policy>

We do not have direct access to the information that LinkedIn collects. As the controller of the company profile, we receive from LinkedIn only anonymised statistical analyses and reports on the collected information. Please note that LinkedIn Ireland Unlimited Company is based in the EU. However, LinkedIn has stated that it processes the data collected by LinkedIn partly outside the EU. You can find more information about this and how LinkedIn processes data at: <https://www.linkedin.com/legal/privacy-policy>

For the purposes of compiling the information collected by LinkedIn into anonymous reports and analytics provided to us by LinkedIn, as the controller of the LinkedIn company profile, we have partnered with LinkedIn Ireland Unlimited Company, based in Wilton Place, Dublin 2, Ireland, and have entered into a joint controller agreement with LinkedIn. The main content of the agreement can be found here: <https://legal.linkedin.com/pages-joint-controller-addendum>

By compiling the collected data into anonymous statistics, we hope to better understand our visitors and gain insight into which content and advertising campaigns are of interest to our audience. This enables us to tailor the content and information we offer and our advertising campaigns on the basis of Article 6 Para. 1 Sub. 1 (f) GDPR to meet the needs of our visitors.

### III. YOUR RIGHTS AS A DATA SUBJECT

Every individual has the following rights:

- Right of access to information (Art. 15 GDPR)
- Right to rectify inaccurate data (Art. 16 GDPR)
- Right to erasure or the "right to be forgotten" (Art. 17 GDPR)
- Right to restrict the processing of personal data (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR).

You have the right to object to the processing of your personal data for advertising purposes, including the analysis of customer data for advertising purposes, at any time without being obligated to provide reasons for your objection.

In addition, the data subject has a general right of objection (see Article 21 (1) GDPR). In this case, reasons for the objection to data processing must be provided. If the data processing is based on consent, your consent can be revoked at any time with effect for the future.

You also have the right to complain to a data protection supervisory authority.

The easiest way to exercise your rights as a data subject is to contact the address given in the legal details section. Should you have any questions regarding the use of your data in relation to the LinkedIn analytics and reports and/or wish to assert your rights as a data subject, please contact the LinkedIn data protection officer directly: <https://www.linkedin.com/help/linkedin/ask/PPQ?lang=de>

We are the controller only of the company profile and hence do not have access to your personal data that has been collected for the LinkedIn analytics and reports. As the controller of the social network, only LinkedIn has access to necessary information and can also immediately take any necessary action and provide information. Should you require our support, we will be happy to assist you.