

Data Protection Notice for Social Media Presence on Instagram

The protection of personal data ("data") is very important to voestalpine BÖHLER Aerospace GmbH & Co KG (hereinafter "we", "us"). We comply with the applicable legal provisions on the protection, lawful handling and confidentiality of your data, in particular the EU 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 personal data by us in connection with our social media presence on Instagram.

1 Who is the controller of data processing?

If you visit our Instagram page https://www.instagram.com/voestalpine_boehler_aerospace/, your data will be processed regardless of whether you are registered or logged in on Instagram or not. In this case, we are joint controller with the operator of the social network for these data processing operations.

The following entities are thus responsible for the operation of our Instagram page as joint controllers pursuant to Article 26 GDPR:

voestalpine BÖHLER Aerospace GmbH & Co KG (hereinafter „we“, „us“)
Mariazellerstraße 25, 8605 Kapfenberg, Austria

und

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 Article 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 is information that relates to an identified or identifiable natural person ("data subject"). This includes, for example, profile data such as name, username, profile picture, page content visited, user interactions (e.g. comments, likes, shares, etc.) on Instagram, etc.

3 Processing of personal 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 the offers and services of our company 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 subscribing to or follow us on Instagram, Meta adds your profile to its subscriber list. This list is shared with us, which gives us access to your publicly available personal data, i. e., only information that you disclose about yourself in the public area of your profile. This may include, but is not limited to, your first and last name or username, email address, company, profile picture or posts.

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, anonymized 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 (Article 6, (1) (f) GDPR), which consists in particular in drawing conclusions about our social media presence and optimizing 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 controllership pursuant to Article 26 GDPR with the operator of a social network, we have no comprehensive influence on the data processing by Meta as the operator of the social network Instagram. In addition, we would like to explicitly point out that, with exception of the above-mentioned data, we cannot view any other of your data processed by Meta.

3.4 Retention periods

We will delete or anonymize your data once it is no longer required to fulfill the purpose for which it was stored and there are no statutory retention obligations to the contrary.

The data collected by Instagram on the basis of the cookies set will be stored for up to two years in accordance with the current cookie provisions of Instagram. However, you can delete stored cookies at any time in your browser settings. Likewise, you can generally prevent the setting of cookies that are not technically necessary in advance in your browser settings.

3.5 Transfer and disclosure of personal data

We entrust the management of our Instagram presence to the advertising agency Kastner & Partner! GmbH, Dorfstraße 9, A-8700 Leoben, which is also responsible for the content (execution of postings, etc.). In this context, the agency acts as our processor. Within the scope of its processing, the latter 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 Article 15 GDPR, you have the right to request confirmation as to whether personal data is being processed by the controller and the right to obtain information about such data.
- » In accordance with Article 16 GDPR, you have the right to request the correction of inaccurate data concerning you and/or the completion of incomplete personal data without undue delay.
- » In accordance with Article 17 GDPR you have the right to have your personal data deleted.
- » In accordance with Article 18 GDPR, you have the right to restriction of processing.
- » In accordance with Article 20 GDPR, you have a right to data portability.
- » In accordance with Article 21 GDPR, you have the right to object to the processing of personal 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 are entitled to file a complaint with the supervisory authority.

However, we ask you to note that the processing of data on Instagram takes place under the primary responsibility of Meta and that we receive evaluations from Meta about your visit to our Instagram page only in anonymized form. If your request concerns the processing of your data by Meta, we will therefore forward your request to Meta for further processing. Of course, you also have the option of contacting Meta directly regarding the exercise of your rights. The contact details for such a case can be found at <https://www.facebook.com/help/contact/540977946302970>.

5 Contact

You can get in touch with our data protection organization by e-mail at datenschutz.boehler-aerospace@voestalpine.com or by mail at voestalpine BÖHLER Aerospace GmbH & Co KG, Mariazellerstraße 25, 8605 Kapfenberg, Austria. For questions on the subject of data protection as well as to assert your aforementioned rights please use the reference/subject "Data Protection".

This Data Protection Notice for business partners will be revised from time to time. The date of the last revision is in the footer.