

## Data protection declaration Social Media Krenhof

We are pleased that you are visiting our company page on one of the social media channels mentioned below. The protection of your personal data is a high priority for KRENHOF GmbH. We comply with the applicable legal provisions on the protection, lawful handling and confidentiality of personal data as well as data security, in particular the EU General Data Protection Regulation ("GDPR") and the Austrian Data Protection Act ("DSG"). Therefore, in addition to an interesting online offer, we also provide information about data protection.

This data protection declaration provides information about the nature, scope and purpose of the collection and use of your personal data by KRENHOF GmbH in connection with your visit and use of our company pages on the social media channels mentioned below.

Processing that takes place in the area of responsibility of KRENHOF GmbH has to be distinguished from those that take place exclusively in the area of responsibility of the respective social media provider from a data protection law perspective. In addition, there may be joint responsibility.

### **Facebook:**

As the operator of the Facebook page, KRENHOF GmbH and Meta Platforms Ireland Limited are joint controller in the meaning of Art 26 GDPR for the company page. You can find more details [here](#).

### **Meta Platforms Ireland Limited (hereinafter Facebook)**

4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2, Ireland

### **KRENHOF GmbH**

Industriestraße West 2  
8605 Kapfenberg  
[legal@pankl.com](mailto:legal@pankl.com)

KRENHOF GmbH uses the Facebook presence primarily to provide content.

For KRENHOF GmbH, as the operator of the Facebook page, only your public profile on Facebook is visible. You can make the relevant settings yourself in your profile. If you contact us via our Facebook page (e.g. via Messenger), we will process your name and the content of the message in order to be able to process the enquiry. This processing is based on the legitimate interest as defined in Art 6 (1) (f) GDPR.

With regard to user data on Facebook, Facebook is generally responsible. We would like to point out that Facebook may also process data without login and/or registration. For more information on the processing of personal data, please refer to [Facebook's privacy policy](#).

For the purpose of completeness, we would like to mention that KRENHOF GmbH receives anonymous statistics from Facebook on the use and usage of the Facebook page ([Page Insights Data](#)). These anonymous statistics include, among other things, the following information: Total number of page views, information on likes, page activity, followers, reach, impressions and demographics. Facebook assumes responsibility under the GDPR for processing of Insights Data. We base this processing on the legitimate interest as defined Art 6 (1) (f) GDPR.

You can find Facebook's privacy information [here](#).

All request to exercise your data protection rights in connection with our Facebook page must be addressed directly to Facebook using the forms [linked in the page](#). However, it is possible to send these requests to KRENHOF GmbH in accordance with Art 26 (3) GDPR. In this case, KRENHOF GmbH will transmit the request to Facebook using a form provided by Facebook.

### **Instagram:**

KRENHOF GmbH together with Meta Platforms Ireland Limited, is a joint controller within the meaning of Art 26 GDPR with regard to the company page on Instagram.

### **Meta Platforms Ireland Limited (hereinafter Instagram)**

4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2, Ireland

### **KRENHOF GmbH**

Industriestraße West 2  
8605 Kapfenberg  
[legal@pankl.com](mailto:legal@pankl.com)

KRENHOF GmbH uses the Instagram presence primarily to provide content.

For KRENHOF GmbH, as the operator of the Instagram page, only your public profile on Instagram is visible. You can make the relevant settings yourself in your profile. If you contact us via our Instagram page (we will process your name and the content of the message in order to be able to process the enquiry. This processing is based on the legitimate interest as defined in Art 6 (1) (f) GDPR.

With regard to user data on Instagram, Instagram is generally responsible.

For the purpose of completeness, we would like to mention that KRENHOF GmbH receives anonymous statistics from Instagram on the use and usage of the Instagram page. These anonymous statistics include information to determine our users' preferred visiting and posting time, as well as general demographic information. Instagram assumes responsibility for statistical processing in accordance with the GDPR. The associated data processing takes place exclusively at Instagram. Further information can be found in the [Instagram's data policy](#). We base this processing on the legitimate interest as defined Art 6 (1) (f) GDPR.

All request to exercise your data protection rights in connection with our Instagram page must be addressed directly to Instagram. However, it is possible to send these requests to KRENHOF GmbH in accordance with Art 26 (3) GDPR. In this case, KRENHOF GmbH will transmit the request to Instagram using a form provided by Instagram.

### **Tik-Tok:**

KRENHOF GmbH together with TikTok Technology Limited, is a joint controller within the meaning of Art 26 GDPR with regard to the company page on TikTok. The exact distribution of roles can be found [here](#).

**TikTok Technology Limited (hereinafter TikTok)**

10 Earlsfort Terrace  
Dublin, D02 T380  
Ireland

**KRENHOF GmbH**

Industriestraße West 2  
8605 Kapfenberg  
[legal@pankl.com](mailto:legal@pankl.com)

KRENHOF GmbH uses the TikTok presence primarily to provide content.

For KRENHOF GmbH, as the operator of the TikTok page, only your public profile on TikTok is visible. You can make the relevant settings yourself in your profile. If you contact us via our TikTok page, we will process your name and the content of the message in order to be able to process the enquiry. This processing is based on the legitimate interest as defined in Art 6 (1) (f) GDPR.

KRENHOF GmbH, like all users of TikTok, can view the parameters (such as likes, views and shares). In addition, KRENHOF GmbH receives aggregated data (this data cannot be traced back to a user) about the demographics and age of the users. The aim is to measure the effectiveness of advertising campaigns by making the aggregated data available to KRENHOF GmbH. This processing is based on the legitimate interest in accordance with Art 6 (1) (f) GDPR.

TikTok assumes the responsibility according to GDPR for the generation and provision of the collected data. The necessary data processing takes place exclusively at TikTok. The information about the type and scope of your provided information to TikTok as well as the associated data processing can be found in the [data policy of TikTok](#).

All request to exercise your data protection rights can be addressed directly to TikTok via the [contact form](#). However, it is possible to send these requests to KRENHOF GmbH in accordance with Art 26 (3) GDPR.

**General information about the rights of data subjects**

You have the following rights as a data subject:

You have the right to **request information about your personal data processed by us** in accordance with Art. 15 GDPR. In particular, you may request information about the processing purposes, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right of complaint, as well as the existence of automated decision-making, including profiling, and, if applicable, meaningful information about its details.

In accordance with Art. 16 GDPR, you have the right to **request the rectification of incorrect or completion of incomplete personal data stored by us** without delay.

Furthermore, you have the right to **request the erasure of your personal data stored by us** in accordance with Art. 17 GDPR, unless the processing is necessary for the exercise of the right to freedom of expression and information, for the fulfilment of a legal obligation, for reasons of public interest or for the establishment, exercise or defence of legal claims.

In accordance with Art. 18 GDPR, you have the right to **request the restriction of the processing of your personal data** insofar as the correctness of the data is disputed by you, the processing is unlawful, but you refuse its erasure and we no longer need the data, but you need it for establishing, exercising or defending legal claims or you have filed an objection against the processing in accordance with Art. 21 GDPR.

In accordance with Art. 20 GDPR, you have the right to **receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request that it be transmitted to another controller.**

Insofar as we process your personal data on the basis of legitimate interests pursuant to point f of Art. 6 (1) GDPR, you have the right to **object to the processing of your personal data** pursuant to Art. 21 GDPR, provided that this is done for reasons arising from your particular situation. If the objection is directed against the processing of personal data for the purpose of direct marketing, you have a general right of objection without the requirement to specify a particular situation.

To do so, please contact the respective data controller [or legal@pankl.com](mailto:legal@pankl.com) (or the address listed above). If you are of the opinion that the processing of your data violates data protection law or that your data protection rights have been violated in any other way, you can complain to the [data protection authority](#).