

Instagram privacy policy

With this privacy policy we would like to inform you about how your personal data is processed via this Instagram Page.

Controller / Joint controller:

Pyrus Panels GmbH, Carl-von-Ossietsky-Str. 17-21, 83043 Bad Aibling (hereinafter: "**Pyrus Panels**") uses the technical platform and services of Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (hereinafter: "**Meta Ireland**") for the information service offered here.

As the operator of this Instagram Page, we are joint controller with Meta Ireland pursuant to Article 26 GDPR. This means that we must also guarantee that your personal data is processed lawfully via this Instagram Page and that you can also exercise your rights regarding your data against us. We and Meta Ireland concluded with the [Page Insights Controller Addendum](#) a joint controllership agreement pursuant to Article 26 GDPR.

Type and extent of data processing:

When you visit our Instagram Page, Meta Ireland collects, among other things, your IP address and other information on the use of the Instagram Page (so-called page insights), which are present on your PC in the form of cookies. You will find a list of the data processing in the [Information on the Page-Insights Data](#).

This information is used to provide us, as the operator of the Instagram Page, with statistical information about the use of the Instagram Page. Meta Ireland provides further information under the following link: <https://www.facebook.com/help/pages/insights>

When accessing a Instagram Page, the IP address assigned to your device is transmitted to Meta Ireland. Meta Ireland stores the IP address of the user and information about the end devices of its users (e.g. as part of the "login notification" function); if necessary, Meta Ireland is thus able to assign IP addresses to individual users. If you are currently logged in to Meta Ireland as a user, a cookie containing your Instagram ID is stored on your terminal device. This enables to track that you have visited this Instagram Page and how you have used it. This also applies to all other Instagram Pages. Instagram buttons integrated into websites allow Meta

Ireland to record your visits to these websites and assign them to your Instagram profile. This data can be used to offer content or advertising tailored to you.

If you want to avoid this, you should log off from Meta Ireland or deactivate the "Stay logged in" function, delete the cookies on your device, close and restart your browser. This will delete Instagram information that can be used to identify you immediately. This allows you to use our Instagram page without revealing your Instagram identification. However, this will deny you the functions such as Like, Comment, Share, Messages.

When you access interactive features of the page (Like, Comment, Share, Messages, etc.), a Instagram login screen appears. After you log in, Instagram will recognize you as a specific user.

For information on how to manage or delete existing information about you, please refer to the [Meta Data Policy](#). Meta describes how you can control and adjust Meta advertisements in its cookie policy. This is available at <https://www.facebook.com/policies/cookies/>

Pyrus Panels processes the data of this fan page (Insights) for public relations purposes. We do not collect and process any other data from your use of our service.

Purpose of processing:

Pyrus Panels uses this Instagram page for public relations purposes and processes page insights to evaluate actions taken on the Instagram page and to improve our company page based on this information.

In what way Meta Ireland uses the data from visits to Instagram Pages for its own purposes, to what extent activities on the Instagram Page are assigned to individual users, how long Meta Ireland stores this data and whether data from a visit to the Instagram Page is passed on to third parties is not conclusively and clearly stated by Meta Ireland and is not known to us.

Legal basis:

The legal basis for the processing of personal data by Pyrus Panels is Article 6(1)(f) GDPR. Our interest in the use of this social media platform is the interaction with users and the increase of awareness.

The legal basis for the processing of personal data by Meta Ireland can be found in [Meta's Data Policy](#).

Storage period:

The collected data will be viewed by Pyrus Panels during the use of this Instagram Page for the period of three years.

Meta Ireland stores the collected data until it is no longer required to provide the services and Meta products or until the account is deleted, whichever occurs first, whereby Meta Ireland is solely responsible for specifying the storage period; further information on this can be found in [Meta's Data Policy](#).

Recipients or categories of recipients of the personal data:

We transmit your data only within the scope of the absolutely necessary service provision to possible processors.

Meta Ireland transmits your data to the Meta Platforms, Inc., 1 Hacker Way, Menlo Park, California 94025, USA. There is no adequacy decision for the United States. We would like to point out that the Court of Justice of the European Union (CJEU) has doubts about the adequacy of the level of data protection in the USA. In particular, there is a risk that personal data may be processed by government authorities for control and monitoring purposes, possibly also without the possibility of legal redress.

Obligation to provide personal data

There is no statutory or contractual requirement to provide personal data, nor is there any obligation to do so.

Fulfillment of data subject rights:

The fulfilment of your legal rights is generally assumed by Meta Ireland. However, you can also contact us regarding your rights listed below, we will then forward your request to Meta Ireland.

You have the following rights:

- Right to withdraw your consent in accordance with Article 7(3)(1) GDPR
- Right of access under Article 15 GDPR

- Right of correction and completion under Article 16 GDPR
- Right to deletion and to be "forgotten" under Article 17 GDPR
- Right to restrict processing in accordance with Article 18 GDPR
- Right to data transferability according to Article 20 GDPR
- Right of objection under Article 21 GDPR
- Right not to be subject to a decision based solely on automated processing - including profiling - under Article 22 GDPR
- Complaint to a data protection supervisory authority under Article 77 GDPR

Contact details of the data protection supervisory authority competent for Meta:

Data Protection Commission
21 Fitzwilliam Square South
Dublin 2
D02 RD28
Ireland

You can contact **Meta's data protection officer** at the following link:
<https://www.facebook.com/help/contact/540977946302970>

Contact details of the **data protection supervisory authority** competent for **Pyrus Panels**:

Bayerisches Landesamt für Datenschutzaufsicht
Promenade 18
91522 Ansbach

Postal address: Postfach 1349, 91504 Ansbach, Germany
Phone: +49 981/180093-0
Fax: +49 981/180093-800
Email: poststelle@lda.bayern.de
Website: <https://www.lda.bayern.de>

Contact details of the data protection officer of Xy:

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