

Privacy Policy for our Facebook Fanpage Insights

Facebook Ireland Ltd ("Facebook") provides us with so-called "Facebook Insights" as a Facebook fan page operator. Insights are various statistics that provide us with information about the use of our Facebook fan page. You can also find detailed information on this at <https://www.facebook.com/business/a/page/page-insights>.

In order to compile these statistics, various information provided by you (including personal data) is processed by Facebook. The personal data are processed by Facebook and us as joint controllers in the sense of Art. 26 GDPR. In the following, we provide you with the essential information of the agreement concluded between Facebook and us (https://www.facebook.com/legal/terms/page_controller_addendum) in accordance with Art. 26 GDPR.

I. Appointment of the joint controllers

Joint controllers for the processing are:

*Facebook Ireland Ltd
4 Grand Canal Square
Dublin 2
Ireland*

and

*GKN Sinter Metals Engineering GmbH
Krebsöge 10
42477 Radevormwald
Tel.-No.: +49-2191-693-0
Fax-No.: +49-2191-693-225
E-Mail: contactpm@gkn.com*

II. Responsibility with regard to the processing of Insights data

Facebook has assumed the primary responsibility (assumption of all obligations under the GDPR) for data processing. This means in particular:

- Facebook assumes the necessary duties to provide information (e.g. Art. 13 GDPR).
- Data subject rights can be asserted against Facebook (e.g. right to information or erasure, objection to data processing or revocation of any consent given; see also section "V. Data subject rights").
- Ensuring the technical and organizational measures of data processing

Facebook provides comprehensive information regarding data processing at www.facebook.com (Art. 13 GDPR). In order to provide you with an overview of the essential information, we also refer to the contents provided by Facebook within the framework of this data protection notice.

Regardless of Facebook's agreed primary responsibility, you can of course also assert your rights directly against us within the framework of the GDPR. We will immediately forward this request to Facebook using a form available for this purpose.

III. Legal basis for the processing

You can view the legal basis and the purposes of the processing of Facebook at https://www.facebook.com/about/privacy/legal_bases as well as at <https://de-de.facebook.com/policy.php>.

Our legal basis for the processing of Insights data is our legitimate interest pursuant to Art. 6 para. 1 lit. f) GDPR. We have a legitimate interest in being able to track user behaviour on our Facebook fan page. In particular, this enables us to record the scope and effectiveness of our campaigns, postings and other activities through prepared statistics. This enables us to continuously optimize our website and our services in line with demand. This also represents the purpose of the processing for us.

IV. Data processing on a Facebook fan page

In particular, Facebook may process the following data:

- User interaction (click behaviour, postings, likes, viewing videos, page views, etc.)
- Cookies
- Demographic characteristics (age, gender, state, etc.)
- IP address
- System and device information (e.g. browser type, operating system, etc.)

The exact processing of your data when you visit our Facebook fan page depends on whether you have a Facebook account or not. If you have a Facebook account, Facebook can permanently associate the information with your account to learn more about you.

Even if you do not have a Facebook account, Facebook can still store your information. This can be done through the use of cookies. These are usually small text files that are stored on your device. Various information is written into this text file, which can be read out again at a later point in time. This makes it possible for Facebook to store and process information about you even without you having a Facebook account. More detailed information about Facebook's cookies can be found at <https://de-de.facebook.com/policies/cookies/>.

As part of the Insights usage, we only receive anonymous statistics from Facebook about the use of our fan page. We can only see how many users have performed certain interactions, not which user has performed a particular action. The statistics of the Insights data do not allow us to draw any conclusions about a person.

V. Rights of the persons concerned

You have the following rights:

- Right of access by the data subject (Art. 15 GDPR)
- Right to rectification (Art. 16 GDPR)
- Right to object (Art. 21 GDPR)
- Right to erasure ('right to be forgotten') (Art. 17 GDPR)
- Right to restriction of processing (Art. 18f. GDPR)
- Right to data portability (Art. 20 GDPR)

You have the right to revoke your consent at any time with effect for the future, without affecting the lawfulness of the processing carried out on the basis of your consent until revocation.

You can assert these rights directly against Facebook or against us (see section "II. Responsibility with regard to the processing of Insights Data"). If you wish to assert your rights against us, please contact us at the e-mail address contactpm@gkn.com and describe your specific request in as much detail as possible.

You have the **right to object** to the processing by cookies. You can exercise this right as follows:

In your browser settings you can restrict or completely prevent the setting of cookies. You can also have cookies automatically deleted when the browser window is closed.

You can find out how to delete cookies in the most common browsers and how to change the cookie settings here:

Google Chrome: [Website](#)

Mozilla Firefox: [Website](#)

Apple Safari: [Website](#)

Microsoft Internet Explorer: [Website](#)

At <https://www.facebook.com/policies/cookies/> you can also adjust your settings for the use of cookies. Here you will find the sections "**If you have a Facebook account**". (Facebook account available) and "**Public**" (no Facebook account available) information on how to opt out of processing Facebook.

You can determine the storage time of the cookies via your browser by displaying the cookies (usually by clicking on the "i" next to the address bar, e.g. Firefox or Google Chrome).

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