

Data privacy for our social media presence

Dear Visitors,

According to Art. 13 of the General Data Protection Regulation (GDPR) we would like to inform you about the usage and processing of your personal data with regard to our social media presence.

Responsible party

MeVis BreastCare GmbH & Co. KG uses the following social media networks:

- LinkedIn: <https://www.linkedin.com/company/mevis-breastcare-gmbh-&-co-kg>

Our contact details are available in the footer of our page under “site notice”:

<https://www.mevisbreastcare.de/>

Apart from MeVis BreastCare, there is another responsible party processing your personal data: the social media provider. Please note, our influence on this data processing is limited. In terms of data privacy compliance, within our scope of action we will parametrize this social media`s data processing. Nevertheless, in many cases we do not have any influence on this data processing at all and we do not know what kind of data is processed by social media networks.

Data usage and processing by MeVis Breastcare GmbH & Co. KG

If you add any comments, videos, images, likes, public news, or any other data on our social media channels, this data will be published by the social media network. At no time we will use or process your personal data for any other purposes. Based on Art. 6 (1) sentence 1 f) GDPR, we merely reserve the right to delete some content if necessary, or, if applicable, share your content at the social media network, or communicate with you via social media. We carry out this type of data processing in the context of our public relations and communication activities.

For objecting certain parts of data processing within our scope of influence, please use our contact information as stated in our imprint, and we will check your objection carefully.

In case you choose to contact us via social media, depending on the subject of your request we may refer to other, more secure communication channels guaranteeing confidentiality. Kindly note, at any time you may send confidential requests addressed to our contact as stated in our imprint.

As pointed out above, within our scope of action determined by the social media provider, we keep our social media presence as compliant to data privacy as possible. Hence, we do not use any particular target group definitions for advertising, such as demographic information, interests, behavior-based information, or location-based information provided by the social media platform. Principally, we do not use social media networks for advertising.

With regard to statistics offered by the social media network, our influence is limited and we cannot deactivate such statistics. Nevertheless, we pay attention on not using any optional additional statistics.

Data usage and processing by social media platforms

Social media platforms use web-tracking methods. Such web-tracking may take place independently from being logged in or registered as a social media user. As described above, we cannot influence social media's web-tracking methods neither we can deactivate such tracking methods.

Please be aware that social media networks might use your profile information and your behavioral pattern to evaluate your habits, your personal contacts, or your interests and preferences, etc. In this respect, we do not have any effect on the social media's handling and processing of your personal data.

For further information on social media networks' usage and processing of your personal data and on further possibilities of objection please refer to each social media network's data privacy:

- *LinkedIn:* <https://www.linkedin.com/legal/privacy-policy>

Your rights as a user

According to GDPR, as a user you have certain rights with regard to your personal data processing:

1.) Right to information (Art. 15 GDPR)

You have the right to demand a confirmation whether your website user data is processed. If this is the case, you are entitled to obtain information regarding this personal data and its details according to Art. 15 GDPR.

2.) Right to rectification and deletion (Art. 16 and 17 GDPR)

You have the right to demand immediate rectification, respectively completion, of inaccurate or incomplete personal data which is related to your website usage.

In addition, you are entitled to demand immediate deletion of your personal data, if reasons are applicable according to Art. 17 GDPR, such as data storage is no longer necessary in terms of purpose.

3.) Right to restriction of personal data processing (Art. 18 GDPR)

You have the right to demand restriction of your personal data processing if one of the requirements applies according to Art. 18 GDPR, such as in case of a pending notice of objection.

4.) Right to data portability (Art. 20 GDPR)

In certain cases stated in detail in Art. 20 GDPR, you have the right to obtain personal data related to your website usage in a structured, machine-readable and common format, respectively, you are entitled to demand this data to be transferred to a third party.

5.) Right to objection (Art. 21 GDPR)

If data is generated according to Art. 6 (a) f) (data processing to safeguard legitimate interests) you have the right to object at any time with reference to your personal situation. In this case, we will no longer process your data any more, unless there are provable, worth being protected and compelling reasons that outweigh the interests, rights, and freedom of the person concerned, or if data processing is necessary for the establishment, exercise, or defence of legal claims.

6.) Right to appeal with a supervisory authority

According to Art. 77 GDPR, you have the right to appeal with a supervisory authority if you consider your data processing violates data protection regulations. Claims according to your right to appeal can be asserted with supervisory authority of the Member State either at your place of stay, at your work place, or at the place of presumed data violation.

Contact data protection officer

If you have any questions or comments, please do not hesitate to contact our data protection officer.

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