

## Information on data protection for visitors to the social media channels of Master Builders Solutions

Data protection is a top priority for **Master Builders Solutions** (hereinafter referred to as "we" or "us"). Of course, this also includes a high degree of transparency. For this reason, we hereby inform you about how we process personal data of visitors to our social media channels (hereinafter referred to as "visitors" or "you") in order to maintain this transparency.

### 1. Who is responsible for data processing and who is the data protection officer?

**The responsible party for data processing is Master Builders Solutions, which operates the respective social media channel.** The contact details of the respective Master Builders Solutions can be found here <https://www.master-builders-solutions.com/about-us/our-locations> or via a web link in the respective social media channel.

You can also contact our data protection officer via the e-mail address [dataprotection@masterbuilders.com](mailto:dataprotection@masterbuilders.com).

### 2. What categories of personal data do we process and for what purposes?

When you visit Master Builders Solutions on social media, we process your personal data through the relevant channel and additionally note the social network provider you use. The categories of personal data processed and related purposes of the processing, are specific to each social network. Therefore, please refer to the individual social media channels listed in more detail below.

In general, the processing of personal data in connection with social media channels serves the following purposes:

- Communicate with visitors to the Master Builders Solutions social media channels;
- Completing requests from visitors to our Master Builders Solutions social media channels;
- Obtain statistical information on the reach of Master Builders Solutions' social media channels;
- Conducting customer surveys, marketing campaigns, market analyses, sweepstakes, competitions or similar campaigns or events;
- Settlement of disputes and litigation, establishment, exercise or defence of legal claims or litigation, enforcement of existing contracts.

The processing of your personal data is necessary to achieve these objectives.

Unless otherwise expressly agreed, the legal basis for the processing is Art. 6 para. 1(f) of the General Data Protection Regulation ("DSGVO") our legitimate interest to respond to your messages or requests and to analyse the reach and use of our Master Builders Solutions social media channels in order to design and continuously optimise them accordingly. Insofar as you wish to enter into a contractual relationship

with Master Builders Solutions with your enquiry, the legal basis for this processing is Art. 6 para. 1(b) DSGVO.

If we intend to process your personal data for a purpose other than that stated above, we will inform you accordingly beforehand.

## **A. Master Builders Solutions on Facebook**

Master Builders Solutions Facebook page ("Page") is operated by Facebook Ltd, 4 Grand Canal Square, Grand Canal Harbour, D2 Dublin, Ireland. When you visit our Page, Facebook processes your personal data in accordance with their privacy policy, which you can view [here](#).

We process the following personal data:

- Your Facebook username as well as comments you post on our page and messages you send to us through our page;
- Your activity on our site via the Facebook Insights service, e.g. visits to our site, reach of posts, visits and average duration of video plays, information about which countries and cities our visitors come from and relationship status;
- Other information required to process requests from our visitors or to uniquely identify our visitors in our systems.

### **Joint Control with Facebook**

We use the statistical information (visits to our site, reach of posts, visits and average duration of video playbacks, information about which countries and cities our visitors come from and statistics about the relationship status of our visitors) in connection with the use of the site that Facebook makes available in anonymised form via the Facebook Insights service. Conclusions about individual visitors as well as access to individual visitor profiles by Master Builders Solutions are not possible.

You can find more information about Facebook [here](#).

Therefore, Master Builders Solutions and Facebook are considered "Joint Controllers" within the meaning of the GDPR and have therefore entered into a so-called "Joint Controller" agreement in order to comply with the requirements of the GDPR. You can find this Joint Controller Agreement [here](#). There you will find all information that is relevant for you as a data subject, in particular for exercising your rights under data protection law.

Beyond the processing of personal data referred to in this Privacy Policy, Master Builders Solutions has no control over the processing of personal data in connection with your use of the Site.

## B. Master Builders Solutions on Instagram

Master Builders Solutions Instagram page ("Page") is operated by Facebook Ltd, 4 Grand Canal Square, Grand Canal Harbour, D2 Dublin, Ireland. the service provider of Instagram. When you visit our Page, Instagram processes your personal data in accordance with their privacy policy, which you can view [here](#).

We use the statistical information (visits to our site, reach of posts, information about which countries and cities our visitors come from, their gender and statistics about the relationship status of our visitors) in connection with the interaction with our site, which Instagram provides in anonymised form via the Instagram service "Insights". Conclusions about individual users as well as access to individual user profiles by Master Builders Solutions are not possible.

We process the following personal data:

- Your Instagram username, as well as comments you post on our page and messages you send us through our page;
- Your activity on our site via the Instagram Insights service, such as visits to our site, reach of posts, information about which countries and cities our visitors come from, their gender, and statistics about our visitors' relationship status;
- Other information required to process requests from our visitors or to uniquely identify our visitors in our systems.

## C. Master Builders Solutions on X (former "Twitter")

When you visit Master Builders Solutions on X, X Corp., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, as the operator of X, collects and processes personal data to the extent described in its privacy policy. You can find the privacy policy [here](#).

We use statistical information (visits to our site, the reach of posts, information about which countries and cities our visitors come from) that is related to interaction with the Master Builders Solutions account and that X makes available in anonymised form via the "Analytics" service. Conclusions about individual users and access to individual user profiles by Master Builders Solutions are not possible.

We process the following personal data:

- Your X username and engagements on our X account (former "Tweets") and direct messages you send to us via X;
- Your engagements with our X account via the X Analytics service, e.g. visits to our site, reach of posts, information about which countries and cities our visitors come from;
- Other information required to process requests from our visitors or to uniquely identify our visitors in our systems.

We do not store or process any personal data about you, except for your X username when you send us a direct message.

#### **D. Master Builders Solutions on LinkedIn**

Master Builders Solutions LinkedIn company page ("Page") is operated by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. When you visit our Site, LinkedIn processes your personal data in accordance with their privacy policy, which can be found [here](#).

We process the following personal data:

- Your LinkedIn username, as well as comments you post on our site and messages you send to us through our site;
- Other information required to process requests from our visitors or to uniquely identify our visitors in our systems.

#### **Joint Control with LinkedIn**

We use statistical information (visits to our site, the reach of posts, information about which countries and cities our visitors come from and statistics about the employment of our visitors) in connection with the use of our LinkedIn page, which LinkedIn provides in anonymised form via the LinkedIn service "Page Analytics". Conclusions about individual users as well as access to individual user profiles by Master Builders Solutions are not possible.

Therefore, Master Builders Solutions and LinkedIn are considered "Joint Controllers" within the meaning of the GDPR and have entered into a so-called "Joint Controller" agreement for this purpose in order to comply with the requirements of the GDPR. You can find this Joint Controller Agreement [here](#). There you will find all information that is relevant for you as a data subject, in particular for exercising your rights under data protection law.

Beyond the processing of personal data referred to in this Privacy Policy, Master Builders Solutions has no control over the processing of personal data in connection with your use of the Site.

#### **E. Master Builders Solutions on XING**

Master Builders Solutions XING page ("Page") is operated by XING SE, Dammtorstraße 30, 20354 Hamburg, Germany. When you visit our Site, XING processes your personal data in accordance with their privacy policy, which can be found [here](#).

We use statistical information (visits to our site and statistics on the working relationships of our visitors) in connection with the use of our site, which XING makes available in anonymised form via its statistics service. Conclusions about individual users as well as access to individual user profiles by Master Builders Solutions are not possible.

We process the following personal data:

- Your XING username as well as comments on our page and messages you send us via our page;
- Your activities on our site via the statistics service XING, e.g. visits to our site and statistics on the working relationships of our visitors;
- Other information required to process requests from our visitors or to uniquely identify our visitors in our systems.

## F. Master Builders Solutions on YouTube

When you visit the Master Builders Solutions YouTube channel ("Channel"), Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, as the operator of YouTube, collects and processes personal data to the extent described in its privacy policy. The privacy policy can be found [here](#).

We use statistical information (visits to our channel, reach of posts, average duration of video playbacks, information on which countries and cities our visitors come from and statistics on the gender of our visitors) in connection with the use of the channel, which YouTube provides in anonymised form via the "Analytics" service. Conclusions about individual users as well as access to individual user profiles by Master Builders Solutions are not possible.

We process the following personal data:

- Your YouTube username and comments posted on our Master Builders Solutions YouTube channel;
- Your activity on our Master Builders Solutions YouTube channel via the YouTube Analytics service, e.g. visits to our channel, reach of posts, average duration of video plays, information about which countries and cities our visitors come from and statistics about the gender of our visitors;
- Other information required to process requests from our visitors or to uniquely identify our visitors in our systems.

We do not store or process any personal data about you, except for your YouTube username when you send us a direct message.

## 3. To whom will your personal data be transferred?

Within our company, only persons and institutions that require personal data to fulfil the above-mentioned purposes are granted access to it.

We use Facelift Cloud (Facelift BBT, Gerhofstraße 19, 20354 Hamburg, Germany, <https://www.facelift-bbt.com/en>) as a management tool for our social media channels. Comments and messages that you leave on our social media channels are transferred to this system and processed by our staff through it.

We would like to point out that when processing data via our social media channels, your personal data may be processed outside the territory of the European Union (e.g. USA) due to the operating location(s) of the social media operator or its service providers. This may result in risks for users as, for example, it may be more difficult to enforce users' rights. For details, please refer to the privacy policy of the respective social media channel.

We may disclose personal data to regulatory authorities, courts or law firms as necessary to ensure compliance with applicable law or to exercise, assert or defend legal claims to the extent permitted by law.

#### **4. How long will your personal data be stored?**

Unless expressly agreed otherwise (e.g. in a special declaration of consent), we delete your personal data as soon as it is no longer required for the above-mentioned purposes, unless the deletion or blocking would violate our legal storage obligations (e.g. retention periods under commercial or tax law). Messages sent via our social media channels will be deleted no later than 3 months after the end of the conversation if your enquiry has been answered and there are no further reasons that entitle or oblige us to store them.

#### **5. What data protection rights can you assert?**

Our visitors can request information from the respective Master Builders Solutions Group about personal data stored and processed by us. In addition, our visitors may, in specific circumstances, request the rectification or erasure of personal data relating to them. They may also have a right to restrict the processing of personal data and a right to obtain the return of the data they have provided in a structured, commonly used and machine-readable format.

##### **Right of objection**

If the processing is based on consent, our visitors have the right to object to the processing of personal data concerning them at any time. Where we process personal data of our visitors to protect our legitimate interests, our visitors may object to the processing at any time on grounds relating to their particular situation. In the event of an objection, the personal data of the respective visitor will no longer be processed unless we can demonstrate compelling legitimate grounds for the processing that protect the interests, rights and freedoms of our visitors.

With regard to the processing of personal data via the "Insights" service offered by Facebook, Facebook has assumed primary responsibility. This concerns the processing of Insights data as well as the implementation of data subjects' rights. Please therefore contact Facebook directly regarding all obligations arising from the GDPR with regard to the processing of Insights data. Although you can exercise your rights vis-à-vis us, we will forward your enquiries received in this regard to Facebook.

With regard to the processing of personal data via the "Page Analytics" service offered by LinkedIn, LinkedIn has assumed primary responsibility. This concerns the processing of "Page Analytics" data as well as the implementation of data subjects' rights. Please therefore contact LinkedIn directly regarding all obligations arising from the GDPR with regard to the processing of "Page Analytics" data. Although you can exercise your rights vis-à-vis us, we will forward your enquiries received in this regard to LinkedIn.

## **6. Where can complaints be filed?**

Notwithstanding any other administrative or judicial remedy, our visitors have the right to lodge a complaint with the supervisory authority, in particular in the Member State where they are resident or where the alleged infringement has taken place, if our visitors consider that the processing of personal data concerning them infringes the GDPR.

The supervisory authority to which the complaint is lodged shall inform the complainant of the facts and the outcome of the complaint, including the possibility of a remedy under Article 78 of the GDPR.

The supervisory authority responsible for us is:

Bayerisches Landesamt für Datenschutzaufsicht (BayLDA)  
Promenade 18  
91522 Ansbach  
Germany