

Privacy Policy Social Media

Our handling of your data and your rights Information according to Art. 13, 14 and 21 of the General Data Protection Regulation (DSGVO)

Status: August 2022

NORD/LB operates on various social media channels.

1. Social media channels

a. Facebook

Meta Platforms Ireland Ltd, 4 Grand Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook") is responsible for the collection and further processing of personal user data on Facebook websites.

Please note that Facebook collects and processes certain information about your visit to our Facebook page even if you do not have a Facebook user account or are not logged in to Facebook. For information on Facebook's processing of personal data, please refer to Facebook's data policy (Privacy Policy) under [Important info on our updated data policy | About Meta \(fb.com\)](#)

For us as operators of this Facebook page, only your public profile on Facebook is visible. The information that you can find here depends on your profile settings.

In addition, we process your personal data (such as your name and the content of your messages, requests or other contributions to us) when you contact us via our Facebook page.

We then process this data for the purpose of acting on your submissions and responding to them where appropriate.

In addition, Facebook provides us with so-called Page Insights Data. This data is anonymous statistics that we can use to evaluate the quality of our Facebook page and our content. These statistics are created on the basis of usage data that Facebook collects about your interaction with our Facebook page. We do not have access to this usage data. Facebook has made a commitment to us to take primary responsibility for the processing of Page Insights Data and to ensure compliance with your rights under the EU General Data Protection Regulation ("GDPR"; see below for more information). Facebook will also provide you with the essential information of the agreement applicable to this.

This processing is based on our legitimate interest pursuant to Art. 6 (1) (f) DSGVO, in particular to be able to contact you in response to your enquiries or posts, as well as to be able to recognise usage preferences (e.g. number of so-called followers, number of views of individual page areas, user statistics according to age, geography and language) and to be able to adapt and improve the offer on our Facebook page as closely as possible to the target group. We do not store your personal data on our systems, i.e. outside of Facebook.

You are under no legal or contractual obligation to provide us with your personal data. However, it is possible that certain functions of our websites depend on the provision of personal data. If you do not provide us with personal data in these cases, this may result in functions not being available or only being available to a limited extent. For the design and support of this Facebook page, we may also use qualified service providers as processors (e.g. dialogue marketing agencies). The processors we use are contractually bound in accordance with Art. 28 DSGVO and only process personal data on our instructions for the aforementioned purposes (e.g. responding to your enquiries), to pursue our legitimate interests or if you have consented to this.

It is conceivable that some of the information collected may also be processed outside the European Union by Facebook in the USA. To ensure an adequate level of data protection, Facebook bases such data transfers on the European Commission's standard contractual clauses.

To exercise these rights with regard to Facebook's data processing, please contact Facebook directly, if possible, using the contact details Facebook has made available on its websites. In other cases or if otherwise required, please send us an email at Kundenservice@nordlb.de.

b. LinkedIn

LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland is responsible for the collection and further processing of personal user data on LinkedIn websites. Please note that LinkedIn collects and processes certain information about your visit to our LinkedIn page even if you do not have a LinkedIn user account or are not logged in to LinkedIn.

For information on the processing of personal data by LinkedIn, please refer to LinkedIn's Privacy Policy at [LinkedIn Privacy Policy](#)

For us as the operator of the LinkedIn page, only your public profile on LinkedIn is visible. The information that you can find here depends on your profile settings. In addition, we process your personal data (such as your name and the content of your messages, enquiries or other contributions to us) when you contact us via our LinkedIn page. We then process this data for the purpose of acting on your posts and responding to them if necessary.

In addition, LinkedIn provides us with so-called Page Analytics data. This data is anonymous statistics that we can use to evaluate the quality of our LinkedIn page and our content. These statistics are created on the basis of usage data that LinkedIn collects about your interaction with our LinkedIn page. We do not have access to this usage data.

This processing is based on our legitimate interest pursuant to Art. 6 (1) (f) of the General Data Protection Regulation (DS-GVO), in particular to be able to contact you in response to your enquiries or contributions, as well as to be able to recognise user preferences (e.g. number of so-called followers, number of views of individual page areas, user statistics according to age, geography and language) and to be able to adapt and improve the offer on our LinkedIn page to suit the target group as far as possible.

We do not store your personal data on our systems, i.e. outside LinkedIn.

You are under no legal or contractual obligation to provide us with your personal data. However, it is possible that certain functions of our websites depend on the provision of personal data. If you do not provide us with personal data in these cases, this may result in functions not being available or only being available to a limited extent. It is conceivable that some of the information collected may also be processed outside the European Union by LinkedIn Corporation and its US subsidiaries ("LinkedIn") based in the US. To ensure an adequate level of data protection, LinkedIn bases such data transfers on the European Commission's standard contractual clauses.

For the design and support of this LinkedIn page, we may also use qualified service providers as processors (e.g. dialogue marketing agencies). The processors we use are contractually bound in accordance with Art. 28 DSGVO and only process personal data on our instructions for the aforementioned purposes (e.g. responding to your enquiries), in pursuit of our legitimate interests or insofar as you have consented to this.

c. XING

New Work SE, Dammtorstraße 30, 20354 Hamburg, Germany, is responsible for the collection and further processing of personal user data on the Xing websites.

Please note that Xing collects and processes certain information about your visit to our Xing site even if you do not have a Xing user account or are not logged in to Xing. For information on the processing of personal data by Xing, please refer to Xing's privacy policy under [Data protection at XING](#).

For us as the operator of this Xing page, only your public profile on Xing is visible. The information that you can find here depends on your profile settings. In addition, we process your personal data (such as your name and the content of your messages, enquiries or other contributions to us) when you contact us via our Xing page. We then process this data for the purpose of acting on your posts and responding to them if necessary.

In addition, Xing provides us with so-called Page Insights Data. This data is anonymous statistics that we can use to evaluate the quality of our Xing page and our content. These statistics are created on the basis of usage data that Xing collects about your interaction with our Xing page. We do not have access to this usage data.

This processing is based on our legitimate interest pursuant to Art. 6 (1) (f) of the General Data Protection Regulation (DS-GVO), in particular to be able to contact you in response to your enquiries or contributions, as well as to be able to recognise usage preferences (e.g. number of so-called followers, number of views of individual page areas, user statistics according to age, geography and language) and to be able to adapt and improve the offer on our Xing site as closely as possible to the target group. We do not store your personal data on our systems, i.e. outside XING.

You are under no legal or contractual obligation to provide us with your personal data. If you wish to visit our Xing page, the processing of your personal data by New Work is unavoidable.

For the design and support of this Xing page, we may also use qualified service providers as processors (e.g. dialogue marketing agencies). The processors we use are contractually bound in accordance with Art. 28 DSGVO and only process personal data on our instructions for the aforementioned purposes (e.g. responding to your enquiries), in pursuit of our legitimate interests or insofar as you have consented to this.

d. Twitter

Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA, is solely responsible for the collection and further processing of personal user data on Twitter websites.

What data Twitter collects on these pages is therefore beyond our knowledge and beyond the control of NORD/LB.

For information on the processing of personal data by Twitter, please refer to its privacy policy at Privacy Policy [of Twitter](#).

For us as the operator of this Twitter page, only your public profile on Twitter is visible. The information that you can find here depends on your profile settings. In addition, we process your personal data (such as your name and the content of your messages, enquiries or other contributions to us) when you contact us via our Twitter

page. We then process this data for the purpose of acting on your posts and responding to them if necessary.

In addition, Twitter provides us with so-called Page Insights Data. This data is anonymous statistics that we can use to evaluate the quality of our Twitter page and our content. These statistics are created on the basis of usage data that Twitter collects about your interaction with our Twitter page. We do not have access to this usage data.

This processing is based on our legitimate interest pursuant to Art. 6 (1) (f) of the General Data Protection Regulation (DS-GVO), in particular in order to be able to contact you in response to your enquiries or posts, as well as to be able to recognise user preferences (e.g. number of so-called followers, number of views of individual page areas, user statistics according to age, geography and language) and to be able to adapt and improve the offer on our Twitter page to suit the target group as far as possible. We do not store your personal data on our systems, i.e. outside of Twitter.

You are neither legally nor contractually obliged to provide us with your personal data. If you wish to visit our Twitter page, the processing of your personal data by Twitter is unavoidable.

We may also use qualified service providers as processors (e.g. dialogue marketing agencies) for the design and support of this Twitter page. The processors we use are contractually bound in accordance with Art. 28 DSGVO and only process personal data on our instructions for the aforementioned purposes (e.g. responding to your enquiries), in pursuit of our legitimate interests or insofar as you have consented to this.

e. YouTube

Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, is solely responsible for the collection and further processing of personal user data on the Youtube websites.

What data Google collects on these pages is therefore beyond our knowledge and beyond the control of NORD/LB.

For information on the processing of personal data by YouTube, please refer to Google's privacy policy at: [YouTube privacy settings - How does YouTube work?](#)

For us as the operator of this YouTube account, only your public profile on YouTube is visible. The information that can be viewed here depends on your profile settings. In addition, we process your personal data (such as your name and the content of your messages, enquiries or other contributions to us) when you contact us via our YouTube page. We then process this data for the purpose of acting on your posts and responding to them if necessary.

In addition, YouTube provides us with so-called Page Insights Data. These data are anonymous statistics that we can use to evaluate the quality of our YouTube page and our content. These statistics are created on the basis of usage data that YouTube collects about your interaction with our YouTube page. We have no access to this usage data.

This processing is based on our legitimate interest pursuant to Art. 6 (1) (f) of the General Data Protection Regulation (DS-GVO), in particular to be able to contact you in response to your enquiries or contributions, as well as to be able to recognise user preferences (e.g. number of so-called followers, number of views of individual page

areas, user statistics according to age, geography and language) and to be able to adapt and improve the offer on our YouTube page as closely as possible to the target group. We do not store your personal data on our systems, i.e. outside YouTube. You are neither legally nor contractually obliged to provide us with your personal data. If you wish to visit our YouTube page, the processing of your personal data by YouTube is unavoidable.

For the design and maintenance of this YouTube page, we may also use qualified service providers as processors (e.g. dialogue marketing agencies). The processors we use are contractually bound in accordance with Art. 28 DSGVO and only process personal data on our instructions for the aforementioned purposes (e.g. responding to your enquiries), in pursuit of our legitimate interests or insofar as you have consented to this.