

Information on data protection for BASF on social media

The topic of data protection is of utmost priority for BASF (herein after referred to as “we” or “us”). Naturally, this also includes ensuring a high level of transparency. To ensure this transparency, the following document provides information on how the personal data of the visitors of our social media channels is processed by BASF (“Visitors” or “you”). Of course, we process personal data only in strict compliance with the applicable laws on the protection of personal data.

Who is responsible for data processing and who is the Data Protection Officer?

Responsible for data processing is the BASF group company which is operating the respective social media channel. The contact details of the respective BASF group companies are available in the info section or via a weblink on the social media channels.

Our **Data Protection Officer** can be contacted at:

Alexandra Haug
E-Mail: data-protection.eu@basf.com

Which categories of personal data do we process and for which purposes?

We process your personal data if you visit BASF on social media. With our various social media channels, we would like to provide you with a wide range of multimedia services and exchange ideas with you on topics that are important to you. In addition to the respective provider of a social network, we also collect and process personal user data on our social media channels. With this notice we inform you which data we collect from you at in connection with our social media channels, how we use it and how you can object to the use of data. For the respective data processing purposes and data categories, please refer to the individual social media channels listed in more detail below.

Data processing serves the following purposes:

- Communicating with the BASF social media channel Visitors;
- Completing requests from our BASF social media channel Visitors;
- Getting statistical information about the reach of the BASF social media channels;
- Carrying out customer surveys, marketing campaigns, market analysis, raffles, contests or similar actions or events;
- Resolving disputes and lawsuits, establishing, exercising or defending against legal claims or litigation, enforcing existing contracts

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

If not otherwise expressly stipulated, the legal basis for the processing is article 6 Para. 1 lit. (f) General Data Protection Regulation (“**GDPR**”). Our legitimate interests are to be able to respond to your messages or inquiries and to analyze the reach and use of our BASF social media channels for creating the appropriate design and continuous optimization. Insofar as you wish to enter a contractual relationship with BASF with your inquiry, the legal basis for such processing is Art. 6 Para. 1 lit. (b) GDPR.

If we intend to process your personal data for any other purpose not mentioned above, we will inform you accordingly prior to such processing.

1. BASF on Facebook

The BASF Facebook Fanpages (“Fanpage”) are operated by Facebook Ltd., 4 Grand Canal Square, Grand Canal Harbour, D2 Dublin, Ireland (“Facebook”). When you visit our Fanpages, Facebook processes your personal data in accordance with their privacy policy which can be found [here](#).

We process the following personal data:

- Your Facebook Username as well as comments posted on our Fanpages and messages you send us via our Fanpages
- Your activity on our Fanpages via the service Facebook Insights, e.g. the visits to our site, the range of contributions, visits and average duration of video renditions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors
- Other information that is necessary to complete requests from our Visitors or to unambiguously identify our Visitors in our systems

Joint controllership with Facebook

We use the statistical information (the visits to our site, the range of contributions, visits and average duration of video renditions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors) relating to the use of the Fanpages that Facebook makes available via the Facebook “Insights” service in anonymized form. Conclusions on individual users and access to individual user profiles by BASF are not possible.

More information about Facebook Insights can be found [here](#).

On account of this, BASF and Facebook are regarded as “joint controllers” in the meaning of the GDPR and therefore entered into a so-called joint controller agreement in order to comply with the requirements of the GDPR. This joint controller agreement is available [here](#). Here you will find all information that is relevant for you as a data subject, especially regarding the exercise of your rights under data privacy law.

Over and above the processing of personal data mentioned in this privacy notice, BASF has no influence on the processing of personal data in connection with your use of the Fanpages.

2. BASF on Instagram

The BASF Instagram pages are operated by Facebook Ltd., 4 Grand Canal Square, Grand Canal Harbour, D2 Dublin, Ireland, the service provider for Instagram. When you visit the BASF Instagram pages, Instagram processes your personal data in accordance with their privacy policy which can be found [here](#)

We use the statistical information (the visits to our site, the range of contributions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors) relating to the use of the BASF Instagram pages that Instagram makes available via the Instagram “Insights” service in anonymized form. Conclusions on individual users and access to individual user profiles by BASF are not possible.

We process the following personal data:

- Your Instagram username as well as comments posted on our BASF Instagram pages and messages you send us via our BASF Instagram pages
- Your activity on our BASF Instagram pages via the service Instagram Insights, e.g. the visits to our site, the range of contributions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors
- Other information that is necessary to complete requests from our Visitors or to unambiguously identify our Visitors in our systems

3. BASF on Twitter

If you visit BASF on Twitter, Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, as the operator of Twitter collects and processes personal data to the extent described in their Privacy Policy. The privacy policy can be found [here](#).

We use the statistical information (the visits to our site, the range of contributions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors) relating to the use of the BASF Twitter pages that Twitter makes available via the “Analytics” service in anonymized form. Conclusions on individual users and access to individual user profiles by BASF are not possible.

We process the following personal data:

- Your Twitter username as well as comments posted on our BASF Twitter pages and messages you send us via our BASF twitter pages
- Your activity on our BASF Twitter pages via the service twitter Analytics, e.g. the visits to our site, the range of contributions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors
- Other information that is necessary to complete requests from our Visitors or to unambiguously identify our Visitors in our systems

We do not store or process any of your personal data except your Twitter username if you send us a direct message.

4. BASF on LinkedIn

The BASF LinkedIn pages are operated by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland (“LinkedIn”). When you visit the BASF LinkedIn pages, 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 posted on our BASF LinkedIn pages and messages you send us via our BASF LinkedIn pages
- Other information that is necessary to complete requests from our Visitors or to unambiguously identify our Visitors in our systems

Joint controllership with LinkedIn

We use the statistical information (the visits to our site, the range of contributions, information on which countries and cities our Visitors come from and statistics on the workrelations of our Visitors) relating to the use of our LinkedIn company page that LinkedIn makes available via the LinkedIn “Analytics” service in anonymized form. Conclusions on individual users and access to individual user profiles by BASF are not possible.

On account of this, BASF and LinkedIn are regarded as “joint controllers” in the meaning of the GDPR and therefore entered into a so-called joint controller agreement in order to comply with the requirements of the GDPR. This joint controller agreement is available [here](#). Here you will find all information that is relevant for you as a data subject, especially regarding the exercise of your rights under data privacy law.

Over and above the processing of personal data mentioned in this privacy notice, BASF has no influence on the processing of personal data in connection with your use of our LinkedIn company page.

5. BASF on XING

The BASF XING pages are operated by XING SE, Dammtorstrasse 30, 20354 Hamburg, Germany (“XING”). When you visit the BASF XING pages, XING processes your personal data in accordance with their privacy policy which can be found [here](#).

We use the statistical information (the visits to our site and statistics on the job relations of our Visitors) relating to the use of the BASF XING pages that XING makes available via their statistic service in anonymized form. Conclusions on individual users and access to individual user profiles by BASF are not possible.

We process the following personal data:

- Your XING username as well as comments posted on our BASF XING pages and messages you send us via our BASF XING pages
- Your activity on our BASF XING pages via the XING statistic service, e.g. the visits to our site, the range of contributions, visits and average duration of video renditions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors
- Other information that is necessary to complete requests from our Visitors or to unambiguously identify our Visitors in our systems

6. BASF on YouTube

If you visit BASF on YouTube, 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 their Privacy Policy. The privacy policy can be found [here](#).

We use the statistical information (the visits to our site, the range of contributions, average duration of video renditions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors) relating to the use of the BASF YouTube channel that YouTube makes available via the “Analytics” service in anonymized form. Conclusions on individual users and access to individual user profiles by BASF are not possible.

We process the following personal data:

- Your YouTube username as well as comments posted on our BASF YouTube channel
- Your activity on our BASF YouTube channel via the service YouTube Analytics, e.g. the visits to our site, the range of contributions, average duration of video renditions, information on which countries and cities our Visitors come from and statistics on the gender relations of our Visitors
- Other information that is necessary to complete requests from our Visitors or to unambiguously identify our Visitors in our systems

We do not store or process any of your personal data except your YouTube username if you send us a direct message.

To whom is your personal data transmitted?

Within our company, only persons and bodies who need personal data to fulfill the above-mentioned purposes will receive access to such data.

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

We point out that when processing data through our social media channels, your personal data may be processed outside the territory of the European Union. This can result in risks for users, as it could, for example, make it more difficult to enforce the rights of users. Please refer to the privacy statement of the social media channels for details. Regarding US providers certified under the Privacy Shield, we would like to point out that these providers commit themselves to comply with the data protection standards of the EU.

We might transfer personal data to supervisory authorities, courts or law offices as far as necessary to ensure compliance with applicable law or to exercise, assert or defend legal rights if legally permitted.

For how long we retain your personal data?

If not explicitly stipulated otherwise (e.g. in a specific consent form) we delete your personal data as soon as they are no longer needed for the purposes cited above, unless deletion or

blocking would violate our legal obligations to provide and preserve records (such as retention periods provided by commercial or tax laws). Your messages sent via our social media channels are deleted at least 3 months after the end of the conversation if your inquiry has been answered, and no other grounds exist to entitle or oblige us to keep the said messages.

Which data protection rights can be asserted by you?

Our Visitors may request **information** regarding the personal data we store and process concerning her or him from the respective BASF group companies. In addition, under specific circumstances our Visitors may demand **correction** or **deletion** of the personal data concerning her or him. They may also be entitled to **a right to restrict the processing** of personal data as well as a **right to the disclosure of the data provided by them** in a structured, customary and machine-readable format.

Right to object

If the processing is based on a consent, our Visitors have the right to object to the processing of personal data related to him or her at any time. If we process personal data of our Visitors to safeguard our legitimate interests our Visitors can object to the processing at any time for reasons resulting from his or her specific situation. In case of an objection we will stop processing the personal data of the respective data subject unless we can provide compelling reasons that prevail over the interests, rights and freedoms of our Visitors or prove that the processing serves the establishment, exercise, defense of legal claims or litigation.

Regarding the processing of personal data via the "Insights" service offered by Facebook, Facebook has assumed primary responsibility. This concerns the processing of Insights data and the implementation of data subjects' rights. Please therefore contact Facebook directly about all obligations arising from the GDPR with regard to the processing of Insights data. Although you can execute your rights towards us, we will forward your inquiries received by us in this regard to Facebook.

Regarding the processing of personal data via the "Page Insights" service offered by LinkedIn, LinkedIn has assumed primary responsibility. This concerns the processing of "Page Insights" data and the implementation of data subjects' rights. Please therefore contact LinkedIn directly about all obligations arising from the GDPR with regard to the processing of "Page Insights" data. Although you can execute your rights towards us, we will forward your inquiries received by us in this regard to LinkedIn.

Where can complaints be submitted?

Irrespective of any other legal remedy under administrative law or judicial remedy, our Visitors are entitled to file a complaint with the supervisory authority, particularly in the member state in which he or she is a resident or where the alleged violation took place, if our Visitors believe the processing of personal data related to him or her is in violation of the EU General Data Protection Regulation.

The supervisory authority to which the complaint is submitted shall notify the appellant of the situation and the results of the complaint, including the option of a legal remedy in accordance with article 78 of the EU General Data Protection Regulation.

Der Landesbeauftragte für den Datenschutz und die Informationsfreiheit Rheinland-Pfalz
Hintere Bleiche 34
55116 Mainz
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