

PRIVACY POLICY FOR OUR SOCIAL MEDIA PRESENCE (Flottweg SE – 02/04/2026)

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1. General information

We maintain publicly accessible profiles on various social networks. Your visit to these profiles initiates a variety of data processing operations. In the following, we provide you with an overview of what personal data is collected about you and how it is used and stored when you visit our profiles. Personal data comprises information that can be assigned to you as a specific person (e.g. name, age, address, photos, email addresses and possibly also IP addresses). Furthermore, we inform you about your rights regarding the processing of your personal data. You are not obliged to provide us with your personal data. However, this may be necessary for access or individual functionalities of our profiles in the respective social networks. These functionalities may not be available to you, or only to a limited extent, if you do not provide us with your personal data.

When you visit our social media page, your personal data won't only be collected, used and stored by us, it will also be collected, used and stored by the operators of the respective social media platform. This also happens if you yourself do not have a profile in the respective social network. The individual data processing operations and their scope differ depending on the operator of the respective social network, and they are not necessarily known to us.

2. Data controller

The joint data controllers responsible for the operation of a social media page are the respectively named operator and

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You can contact our data protection officer at
Project 29 GmbH & Co. KG
Ostengasse 14
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Email: anfrage@projekt29.de
Phone: 0941-2986930

For further information about us and how we manage personal data, please refer to the privacy policy of our website at <https://www.flottweg.com/de/datenschutz/>. For information on the collection and storage of your personal data and the nature, scope and purpose of its use by the operator of the respective social network, please refer to the privacy policies of the respective operator.

- Facebook: the joint controller is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. You can view the privacy policy for Facebook at https://www.facebook.com/about/privacy/update?ref=old_policy.
- Instagram: the joint controller is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. You can view the privacy policy for Instagram at <https://help.instagram.com/155833707900388>.
- “X” (formerly Twitter), operated by X Corp. and/or “X International Company”: the joint controller is X Corp. or X International Company, 1355 Market Street, Suite 900, San Francisco, CA 94103 USA (for persons living outside the European Union, the EFTA States or the United Kingdom), or X International Company, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland (for persons living in the European Union, the EFTA States or the United Kingdom). You can view the privacy policy for “X” at <https://x.com/de/privacy>.
- YouTube: the joint controller is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. You can view the privacy policy for YouTube at https://www.gstatic.com/policies/privacy/pdf/20190122/f3294e95/google_privacy_policy_de_eu.pdf.

- LinkedIn: the joint controller is the LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. You can view the privacy policy for LinkedIn at https://www.linkedin.com/legal/privacy-policy?l=de_DE.
- Xing: the joint controller is New Work SE, Dammtorstraße 30, 20354 Hamburg, Germany. You can view the privacy policy for Xing at <https://privacy.xing.com/de/datenschutzerklaerung>.

3. Information on the collection of personal data

3.1 Facebook page

We operate this page as a communication and information channel to provide information about our offers. Personal data is processed in accordance with point (f) of Art. 6(1) of the General Data Protection Regulation on the basis of our legitimate interest in the use of this contemporary possibility for providing information and interaction with the users and visitors to the page.

We kindly point out that your use of this Facebook page and its features is carried out at your own risk. This applies in particular to the use of interactive features (e.g. commenting, sharing, rating).

Processing of personal data by Facebook:

When you visit our Facebook page, Facebook collects, among other things, your IP address and other information which is available on your PC in the form of cookies. This information is used to provide us, as the operator of the Facebook pages, with statistical information about the use of the Facebook page. For further information about this topic, Facebook provides the following link:

<https://www.facebook.com/business/help/2287863711300965?id=939256796236247>

The data collected about you in this context is processed by Facebook Ltd. and may be transferred to countries outside the European Union. The specific information Facebook receives and how it is used is described by Facebook in general terms in its data use guidelines. In these guidelines, you can also find information about contact options for Facebook and the settings options for advertisements. The data use guidelines and the information required pursuant to points (a) and (b) of Article 13(1) GDPR are available via the following link: <http://de-de.facebook.com/about/privacy>.

Facebook does not provide complete and clear information of how it uses data from visits to Facebook pages for its own purposes, the extent to which activities on the Facebook page are attributed to individual users, for how long Facebook stores this data, and whether data from a visit to the Facebook page is passed on to third parties, and such information is unknown to us.

When you visit a Facebook page, the IP address assigned to your device is transferred to Facebook. According to Facebook, this IP address is anonymized (in the case of “German” IP addresses) and erased after 90 days. Facebook also stores information about its users’ the end devices (e.g. within the scope of the “registration notification” feature); this may enable Facebook to assign IP addresses to individual users.

If you are currently logged in to Facebook as a user, a cookie with your Facebook ID is stored on your device. This allows Facebook to see that you have visited this page and how you have used it. This also applies to all other Facebook pages. Facebook is able to log your visits to these web pages and assign them to your Facebook profile via Facebook buttons integrated into web pages. This data allows content or advertising to be tailored to your interests. If you would like to prevent this from occurring, you need to log out of Facebook or disable the “stay logged in” feature, erase the cookies on your device, and close and restart your browser. In this way, Facebook information which can be used to directly identify you is erased. This allows you to use our Facebook page without revealing your Facebook ID. If you then try to use interactive features on the page (like, comment, share, messages, etc.), a Facebook login page will appear. Should you log in, you will then be recognizable as a specific user to Facebook.

As personal data is transferred to the US, further safeguards are necessary to ensure the level of data protection provided by the GDPR. To ensure that this is the case, we have agreed on standard data protection clauses with the provider in accordance with point (c) of Art. 46(2) GDPR. These require the recipient of the data in the US to process the data in accordance with the level of protection provided in Europe. In cases where this cannot be ensured by this contractual extension, we shall endeavor to agree on further regulations and obtain commitments from the recipient in the USA. Further information from the third-party provider regarding data protection, including the legal basis invoked by Facebook Ireland, as well as information on how you can manage or erase information about you, is available on the following Facebook webpage: <https://de-de.facebook.com/about/privacy>.

Processing of data by us:

The “Insights” on the Facebook page provide us with statistical data from various categories. These statistics are generated and made available by Facebook. As the operator of the page, we have no influence on the generation or presentation. We cannot disable this feature or prevent the generation and processing of the data. Facebook provides us the following data about our Facebook page, for a selectable period and for each of the categories of fans, subscribers, people reached and people engaged:

- Total number of page views and activities, post interactions (“like” information, comments, shared content, clicks on links, etc.), (post) reach, video views, responses
- Proportion of men and women
- Origin in terms of country and town/city
- Language
- Views and clicks in the shop
- Clicks on route planners
- Clicks on phone numbers

Data on the Facebook groups linked to our Facebook page is also provided in this way. Due to the constant development of Facebook, the availability and processing of the data are subject to change. We therefore refer you to the above mentioned privacy policy of Facebook for further details. We use this data, which is available in aggregated form, to make our posts and activities on our Facebook page more attractive to users. For example, we use the distributions by age and gender for a customized form of address and the preferred visiting times of the users for a time-optimized planning of our posts. Information about the type of end device used by the visitors helps us to adapt the posts in terms of their visuals and design. According to the Facebook Terms of Service, which each user has agreed to when creating a Facebook profile, we are able to identify the subscribers and fans of the site and view their profiles and other information shared by them.

User rights:

Under the joint controllership agreement concluded between us and Facebook, Facebook Ireland assumes primary responsibility under the GDPR for the processing of Insights data and fulfills all obligations pursuant to the GDPR with regard to the processing of Insights data (including Articles 12 and 13 GDPR, Articles 15 to 22 GDPR and Articles 32 to 34 GDPR). In addition, Facebook Ireland makes the essential elements of this Page Insights Controller Addendum available to data subjects.

You are welcome to contact us, and also Facebook, if you have any questions. Within the scope of the agreement between us and Facebook, insofar as Facebook alone bears the duty to comply with your rights as a data subject, we will forward your inquiry to Facebook without delay. Facebook Ireland will respond to inquiries in accordance with the obligations we are responsible for under this Page Insights Controller Addendum.

3.2. Instagram page

We operate this page as a communication and information channel to provide information about our offers. Personal data is processed in accordance with point (f) of Art. 6(1) of the General Data Protection Regulation on the basis of our legitimate interest in the use of this contemporary possibility for providing information and interaction with the users and visitors to the page.

We kindly point out that your use of this Instagram page and its features is carried out at your own risk. This applies in particular to the use of interactive features (e.g. commenting or rating).

When you visit our Instagram page, Instagram collects, among other things, your IP address and other information which is available on your end device in the form of cookies. This information is used to provide us, as the operator of the Instagram pages, with statistical information about the use of the Instagram page. The data collected about you in this context is processed by Facebook and may be transferred to countries outside the European Union. The specific information Facebook receives and how it is used is described by Facebook in general terms in its data policy. In these guidelines, you can also find information about contact options for Facebook and the settings options for advertisements. The data policy is available at the following link:

<https://help.instagram.com/519522125107875>

Facebook does not provide complete and clear information of how it uses data from visits to Instagram pages for its own purposes, the extent to which activities on the Instagram page are attributed to individual users, for how long Facebook stores this data and whether data from a visit to the Instagram page is passed on to third parties, and such information is unknown to us.

When you visit an Instagram page, the IP address assigned to your device is transferred to Facebook. According to Facebook, this IP address is anonymized (in the case of "German" IP addresses) and erased after 90 days. Facebook also stores information about its users' end devices (e.g. within the scope of the "registration notification" feature); this may enable Facebook to assign IP addresses to individual users.

If you are currently logged in to Instagram as a user, a cookie with your Instagram ID is stored on your device. This allows Facebook to see that you have visited this page and how you have used it. This also applies to all other Instagram pages. Facebook is able to log your visits to these web pages and assign them to your Instagram profile via Instagram buttons integrated into web pages. This data allows content or advertising to be tailored to your interests. If you would like to prevent this from occurring, you should log out of

Instagram or disable the “stay logged in” feature, erase the cookies on your device, and close and restart your browser. In this way, Instagram information which can be used to directly identify you is erased. This allows you to use our Instagram page without revealing your Instagram ID. When you access interactive features on the page (like, comment, messages, etc.), an Instagram login page appears. Should you log in, you will then be recognizable as a specific user to Instagram.

As personal data is transferred to the US, further safeguards are necessary to ensure the level of data protection provided by the GDPR. To ensure that this is the case, we have agreed on standard data protection clauses with the provider in accordance with point (c) of Art. 46(2) GDPR. These require the recipient of the data in the US to process the data in accordance with the level of protection provided in Europe. In cases where this cannot be ensured by this contractual extension, we shall endeavor to agree on further regulations and obtain commitments from the recipient in the USA. Further information from the third-party provider regarding data protection as well as information on how you can manage or erase information stored about you, is available in the Instagram help page under the following address: <https://help.instagram.com/196883487377501>.

3.3. “X” (formerly Twitter) page

We operate this page as a communication and information channel to provide information about our offers. Personal data is processed in accordance with point (f) of Art. 6(1) of the General Data Protection Regulation on the basis of our legitimate interest in the use of this contemporary possibility for providing information and interaction with the users and visitors to the page.

We kindly point out that your use of the “X” short message service made available here and its features is carried out at your own risk. This applies in particular to the use of interactive features (e.g. sharing or rating). Information about what manner of data is processed by “X” and for what purposes is available in the privacy policy of “X”:

<https://x.com/de/privacy>.

We have no influence on the type and scope of data processed by “X,” the manner in which it is processed and used, or its disclosure to third parties. We also have no effective means of control in this context. By using Twitter, your personal data will be collected, transferred, stored, disclosed and used by “X.” On the one hand, “X” processes the data you voluntarily enter, such as your name and username, email address, telephone number or the contacts in your address book if you upload or synchronize it. On the other hand, “X” also analyzes the content you share to determine your interests, stores and processes confidential messages you send directly to other users and is able to determine your

location using GPS data, information about wireless networks or your IP address so as to send you advertising or other content.

“X” may conduct such analysis using analytics tools such as “X” or Google Analytics. We have no control over the use of such tools by “X” and have not been informed of any such potential use. Should “X” use such tools for our account, we have neither initiated nor approved this nor supported it in any way. Furthermore, the data obtained through this analysis is not made available to us. Only specific non-personal information about tweet activity, such as the number of clicks on the profile or link from a specific tweet, is visible to us via our account. Moreover, we have no way to prevent or disable the use of such tools on your “X” account.

Finally, “X” also receives information when you view content, even if you haven’t created an account. This “log data” can include your IP address, browser type, operating system, information about the previously visited website and the pages you accessed, your location, your mobile provider, the device you are using (including device ID and application ID), the search terms you used, and cookie information.

You can restrict the processing of your data in the general settings of your “X” account and under “Privacy and safety.” Additionally, you have the option on mobile devices (smartphones, tablets) to restrict the ability of “X” to access contact and calendar data, photos, location data, etc. by changing the device settings. However, this depends on the operating system used.

As personal data is transferred to the US, further safeguards are necessary to ensure the level of data protection provided by the GDPR. To ensure that this is the case, we have agreed on standard data protection clauses with the provider in accordance with point (c) of Art. 46(2) GDPR. These require the recipient of the data in the US to process the data in accordance with the level of protection provided in Europe. In cases where this cannot be ensured by this contractual extension, we shall endeavor to agree on further regulations and obtain commitments from the recipient in the USA.

Further information on these points can be found on the following support pages of “X”:

- <https://support.twitter.com/articles/105576#>
- <https://help.twitter.com/de/search?q=datenschutz>
- <https://help.twitter.com/de/rules-and-policies/global-operations-and-data-transfer>

Information about how you can view your own data on Twitter is available here:

<https://support.twitter.com/articles/20172711#>

Information about the conclusions Twitter has drawn about you is available here:

https://twitter.com/settings/your_twitter_data

Information on available personalization and privacy settings is available here (with further links): <https://twitter.com/personalization>

You also have the option to request information via the Twitter data privacy form or the archive request form. <https://support.twitter.com/forms/privacy> and <https://support.twitter.com/articles/20170320#>

We also process your data. While we do not collect any data directly from your “X” account, the data you enter on “X,” particularly your username and the content you publish, will be processed by us insofar as we may retweet or reply to your tweets, or if we create tweets that reference your account. The data you freely publish and share on “X” can thus be incorporated into our services and made accessible to our followers.

3.4. YouTube page

We operate this page as a communication and information channel to provide information about our offers. Personal data is processed in accordance with point (f) of Art. 6(1) of the General Data Protection Regulation on the basis of our legitimate interest in the use of this contemporary possibility for providing information and interaction with the users and visitors to the page.

We kindly point out that your use of the YouTube channel made available here and its features is carried out at your own risk. This applies in particular to the use of the “Discussion” feature. Information about what manner of data is processed by Google and for what purposes is available in the privacy policy of Google:

<https://policies.google.com/privacy?hl=de&gl=de#infocollect>.

We have no influence on the type and scope of data processed by Google, the manner in which it is processed and used, or its disclosure to third parties. We also have no effective means of control in this context. By using Google, your personal data will be collected, transferred, stored, disclosed and used by Google. Furthermore, your data will be transferred to, stored and used in the United States, Ireland and any other country where Google LLC does business, regardless of where you live. Data is transferred to companies affiliated with Google, as well as to other trusted companies or individuals who process it on Google’s behalf. On the one hand, Google processes the data you voluntarily enter, such as your name and username, email address, telephone number. Google also processes the content that you create, upload or receive from others when using the services. This includes, for example, photos and videos you save, documents and

spreadsheets you create, and comments you post on YouTube videos. On the other hand, Google also analyzes the content you share to determine your interests, stores and processes confidential messages you send directly to other users and is able to determine your location using GPS data, information about wireless networks or your IP address so as to send you advertising or other content.

Google may use analytics tools such as Google Analytics for such analysis. We have no control over the use of such tools by Google and have not been informed of any such potential use. Should Google use such tools for our YouTube channel, we have neither initiated this nor supported it in any way. Furthermore, the data obtained through this analysis is not made available to us. Only the profiles of subscribers are visible to us via their account. Moreover, we have no way to prevent or disable the use of such tools on their YouTube channel.

Finally, Google also receives information when you view content, even if you haven't created an account. This "log data" can include your IP address, browser type, operating system, information about the previously visited website and the pages you accessed, your location, your mobile provider, the device you are using (including device ID and application ID), the search terms you used and cookie information.

You can restrict the processing of your data in the general settings of your Google account. In addition to these tools, Google also offers specific privacy settings for YouTube. You can learn more in Google's product privacy guide:

<https://policies.google.com/technologies/product-privacy?hl=de&gl=de>.

Further information on these points can be found in Google's privacy policy under the term "Privacy settings": <https://policies.google.com/privacy?hl=de&gl=de#infochoices>.

We also process your data if you communicate with us via YouTube. While we do not collect any data directly from your YouTube account, the data you enter on YouTube, particularly your username and the content you publish, will be processed by us insofar as we may respond to your comments or anything you may publish under "Discussions." The data you freely publish and share on YouTube can thus be incorporated into our services and made accessible to our followers.

3.5. LinkedIn page

We operate this page as a communication and information channel to provide information about our offers. Personal data is processed in accordance with point (f) of Art. 6(1) of the General Data Protection Regulation on the basis of our legitimate interest in the use of this

contemporary possibility for providing information and interaction with the users and visitors to the page.

We kindly point out that your use of this LinkedIn page and its features is carried out at your own risk. This applies in particular to the use of interactive features (for example, when you leave a comment, click on a “like” button, share a post, send us a message, visit our page or perform any other possible interaction on our LinkedIn page).

We have no influence on the type and scope of data processed by LinkedIn, the manner in which it is processed and used, or its disclosure to third parties. We also have no effective means of control in this context. By using LinkedIn, your personal data will be collected, transferred, stored, disclosed and used by LinkedIn.

You can restrict the processing of your data in the general settings of your LinkedIn account. Additionally, you have the option on mobile devices (smartphones, tablets) to restrict the ability of LinkedIn to access contact and calendar data, photos, location data, etc. by changing the device settings. However, this depends on the operating system used.

As personal data is transferred to the US, further safeguards are necessary to ensure the level of data protection provided by the GDPR. To ensure that this is the case, we have agreed on standard data protection clauses with the provider in accordance with point (c) of Art. 46(2) GDPR. These require the recipient of the data in the US to process the data in accordance with the level of protection provided in Europe. In cases where this cannot be ensured by this contractual extension, we shall endeavor to agree on further regulations and obtain commitments from the recipient in the USA.

Further information on these points can be found in the privacy policy of LinkedIn:

https://www.linkedin.com/legal/privacy-policy?_l=de_DE

Information on available personalization and privacy settings is available here:

<https://www.linkedin.com/help/linkedin/answer/66?lang=de>

We also process your data if you communicate with us via LinkedIn. By analyzing the visits to and interactions on our LinkedIn page, we can obtain information on user profiles and statistics. The generated visitor statistics are provided to us exclusively in anonymized form. We have no access to the underlying data. This information that is collected by LinkedIn also enables the creation and provision of demographic and geographic analyses. All this information allows companies to gain a better understanding of which

posts interest users, thereby improving their interaction with their target audience and enabling more effective advertising.

3.6. Xing page

We operate this page as a communication and information channel to provide information about our offers. Personal data is processed in accordance with point (f) of Art. 6(1) of the General Data Protection Regulation on the basis of our legitimate interest in the use of this contemporary possibility for providing information and interaction with the users and visitors to the page.

XING is a social network operated by XING SE, based in Hamburg. Members can manage their professional but also personal contacts and add new ones. Organizations can create a page with their logo and a brief profile, post news and initiate discussion groups. To use the network's features, users need to be registered. The network offers a basic membership, which is free of charge, and a paid version with additional features. Unlike other social networks, XING relies more heavily on a combination of personal and electronic contact, is less commercially oriented and less visually focused. Its primary focus is on professional exchange surrounding specialist topics with individuals who share similar professional interests. In addition, XING is frequently used by companies and other organizations for recruitment purposes and to present themselves as attractive employers. For this purpose, XING is linked to the employer review platform kununu.

We kindly point out that your use of this Xing page and its features is carried out at your own risk. This applies in particular to the use of interactive features (for example, when you leave a comment, click on a "like" button, share a post, send us a message, visit our page, or perform any other possible interaction on our Xing page).

We have no influence on the type and scope of data processed by Xing, the manner in which it is processed and used, or its disclosure to third parties. We also have no effective means of control in this context. By using Xing, your personal data will be collected, transferred, stored, disclosed and used by Xing.

You can restrict the processing of your data in the general settings of your Xing account. Additionally, you have the option on mobile devices (smartphones, tablets) to restrict the ability of Xing to access contact and calendar data, photos, location data, etc. by changing the device settings. However, this depends on the operating system used.

Further information on these points can be found in the privacy policy of Xing:

<https://privacy.xing.com/de/datenschutzerklaerung/druckversion>

We also process your data if you communicate with us via Xing. By analyzing the visits to and interactions on our Xing page, we can obtain information on user profiles and statistics. The generated visitor statistics are provided to us exclusively in anonymized form. We have no access to the underlying data. This information that is collected by Xing also enables the creation and provision of demographic and geographic analyses. All this information allows companies to gain a better understanding of which posts interest users, thereby improving their interaction with their target audience and enabling more effective advertising.

3.7 Use of Meta Pixel, LinkedIn Insight Tag and comparable tracking technologies

We use tracking technologies in connection with our social media activities, such as the Meta Pixel (formerly Facebook Pixel) as well as the LinkedIn Insight Tag and server-side tracking methods (e.g. Meta Conversions API or LinkedIn Server Events), to measure the effectiveness of our advertising campaigns and to optimize our social media activities.

In this respect, the following data is processed in particular:

- IP address
- Device and browser information
- Cookie information and/or similar identifiers
- Pages visited and interactions
- Hashed contact information (e.g. email address) in cases of server-side tracking

This data may be transferred to the respective platform operators (Meta Platforms Ireland Limited or LinkedIn Ireland Unlimited Company).

Legal basis

Insofar as the technologies store or read information on your end device, data is processed on the basis of your consent in accordance with point (a) of Art. 6(1) GDPR in conjunction with Section 25 (1) of the Telecommunications Digital Services Data Protection Act (TDDDG).

Joint controllership

Insofar as the integration of the tracking technologies results in processing for the platform operators' own purposes (e.g. creation of user profiles, display of personalized advertising), this constitutes a case of joint controllership in accordance with Art. 26 GDPR.

Transfer of data to third countries

We are unable to exclude the possibility that personal data may be transferred to the USA in connection with the use of the services.

Any such transfer is based on the EU-US Data Privacy Framework (Art. 45 GDPR) or, if necessary, on standard data protection clauses in accordance with point (c) of Art. 46(2) GDPR.

Withdrawal of consent

You can withdraw your consent at any time with future effect using our Consent Management Tool.

4. Contacting us via a social media channel

If you use our social networking profiles to contact us (for example, by creating your own posts, responding to one of our posts, or sending us private messages), the data you provide to us will be processed by us solely for the purpose of being able to contact you. The legal basis for data collection is therefore provided by points (a) and (b) of Art. 6(1) GDPR. We erase stored data as soon as it is no longer necessary to store it or you request its erasure; in the case of legal storage obligations, we will restrict the processing of the stored data accordingly.

5. Your rights as a data subject

As a data subject, you have the following rights:

- Within the scope of Art. 15 GDPR, you have the right of access to information from us about the processing of your personal data.
- Within the scope of Art. 16 GDPR, you have the right to request from us without delay the rectification of inaccurate personal data concerning you and/or the completion of incomplete personal data.
- Within the scope of Art. 17 GDPR, you have the right to request the immediate erasure of the personal data concerning you.
- Within the scope of Art. 18 GDPR, you have the right to request the restriction of data processing that concerns you.
- Within the scope of Art. 20 GDPR, you have the right to receive the personal data concerning you that you have provided to us in a structured and machine-readable format and to transfer this data to another controller.
- Within the scope of Art. 21 GDPR, you have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you, where the processing is based on an overriding legitimate interest or where your data is used for direct marketing purposes.

- You have the right to withdraw your consent to data processing at any time, without affecting the lawfulness of the data processing carried out on the basis of the consent until the withdrawal of the consent.
- You have the right to lodge a complaint with a supervisory authority about our processing of your data.