

Eberspächer Social Media Privacy Policy Notice

As of: September 2020

Eberspächer is delighted about your interest in our company, products and social media presence.

In the following, we would like to inform you about the processing of your data in connection with our social media presence as well as about your rights in this regard. We are represented with our own social media presence in various social networks where you can contact us:

- Facebook Eberspaecher Group: <https://www.facebook.com/eberspaecherGroup/>
- Facebook Eberspächer DACH: <https://www.facebook.com/eberspaecherDACH/>
- Twitter: <https://twitter.com/eberspaecher>
- LinkedIn: <https://www.linkedin.com/company/eberspaecher>
- Xing: <https://www.xing.com/companies/ebersp%C3%A4cherunternehmensgruppe>
(only available in german)
- YouTube: <https://www.youtube.com/channel/UC1HEd5HkpkGC6B1fU5rAzjw>
- Instagram: https://www.instagram.com/eberspaecher_group/

Facebook

We maintain our Facebook fan page on the Facebook platform operated by Facebook Ireland Ltd., 4 Grand Canal Square, D2 Dublin, Ireland ("Facebook"). On the fan page, we inform you about product innovations, our services and campaigns. We additionally like to use the Facebook capabilities to communicate directly there with members, our customers and prospective customers.

Please note, however, that we have only little influence on the data processing of the social network. When you visit the fan page, your data may also be processed in countries outside of the European Union where there is a lower level of data protection compared to that in the European Union (e.g., in the United States). However, if Facebook transfers data to the US company Facebook Inc. or other companies outside Europe, Facebook has undertaken contractual precautions to ensure compliance with the European data protection principles. However, when processing personal data outside of Europe, it may in individual cases be the case that the rights of EU citizens cannot or cannot fully be enforced, e.g. when US security authorities store and analyze data. Therefore, please check carefully what personal information and news you share via Facebook and, in the case of doubt, use other contact options that we provide.

We may also receive statistics from Facebook on the use of our social media presence (e.g., details on the number of views, interactions such as likes and comments as well as summarized demographic and other information or statistics).

The legal basis is Article 6 (1) (b) GDPR if we receive and process your data within the context of a specific request via our social media presence and is Article 6 (1) (f) GDPR based on our aforementioned legitimate interest if the processing concerns the creation of the statistics mentioned.

Further information on the type and scope of these statistics is also available in the [information on Facebook page statistics](#). Further information on the respective responsibilities is available in the [Facebook Controller Addendum](#).

Insofar as we receive your personal data within the framework of our social media offering, e.g., if you write messages to us on Facebook, you are entitled to the rights relating thereto as stated in this Privacy Policy Notice (see also the section below entitled “Consent and your rights regarding data protection”). If you also want to assert your rights against Facebook, the easiest way to do so is to contact Facebook directly. Facebook is familiar with the details of the technical operation of its own platform as well as with the specific purposes of the data processing and can implement corresponding measures upon request if you exercise your rights. The contact details are available in the [Facebook Data Policy](#). You can also safeguard your rights via an [online form from Facebook](#).

We would gladly support you in asserting your rights if we are able to do so, and will forward your inquiries to Facebook. You can use the contact details provided below for this at any time.

Instagram

Instagram is a networking service provided by Facebook Ireland Ltd., 4 Grand Canal Square, D2 Dublin, Ireland (“Facebook”). On our profile, we present content in relation to our product innovations, services and campaigns. We additionally use the Instagram functions to communicate with users there, e.g., when we share content or comment on it.

Please bear in mind that Instagram is closely associated with the Facebook social network and uses the same infrastructure and also uses information on the use of Instagram accounts or the interaction with content on Instagram to further develop other products and services of Facebook and to enable a seamless user experience on both platforms. The data is also used to personalize advertisements on Facebook and Instagram and to enable advertising clients to advertise to certain target groups.

We have only little influence on the data processing carried out by Facebook. We receive only the data that you send to us when using Instagram or that you share with us (e.g., your user name if you comment on our content). When you visit our profile or interact with our content, your data may also be processed in countries outside of the European Union where there is a lower level of data protection compared to that in the European Union (e.g., in the United States). However, if Facebook transfers data to the US company Facebook Inc. or other companies outside Europe, Facebook has undertaken contractual precautions to ensure compliance with the European data protection principles. However, when processing personal data outside of Europe, it may in individual cases be the case that the rights of EU citizens cannot or cannot fully be enforced, e.g. when US security authorities store and analyze data. Therefore, please check carefully what personal information and news you share via Instagram.

We may also receive statistics from Facebook on the use of our Instagram profile (e.g., details on the number of views and interactions such as likes and comments as well as summarized demographic and other information or statistics).

The legal basis is article 6 (1) (f) GDPR based on our legitimate interest to present our company and our products and campaigns if the processing relates to the creation of the said statistics.

Further information on data processing by Facebook within the scope of using Instagram is available in the [Instagram Data Policy](#). The data protection obligations fulfilled by Facebook are set out there and in the [Instagram Terms of Use](#).

Insofar as we receive your personal data within the framework of our Instagram profile, you are entitled to the rights relating thereto as stated in this Privacy Policy Notice (see also the section below entitled “Consent and your rights regarding data protection”). If you also want to assert your rights against Facebook, the easiest way to do so is to contact Facebook directly. Facebook is familiar with the details of the technical operation of its own platform as well as with the specific purposes of the data processing and can implement corresponding measures upon request if you exercise your rights. The contact details are available in the [Instagram Data Policy](#). You can also safeguard your rights via an [online form from Facebook](#).

We would gladly support you in asserting your rights if we are able to do so, and will forward your inquiries to Facebook. You can use the contact details provided below for this at any time.

Twitter

We maintain a Twitter channel via which we inform people about our latest news, product innovations, our services and campaigns. We additionally use the capabilities of Twitter to communicate directly there with members, our customers and prospective customers, as well as to share content and to retweet. For users outside of the United States, Twitter is provided by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland (“Twitter”).

We are responsible for our tweets and for information shared by us. Twitter provides the technical platform and infrastructure for the exchange of messages. When you communicate with us via Twitter, your data may also be processed in countries outside of the European Union where there is a lower level of data protection compared to that in the European Union (e.g., in the United States). However, if Twitter transfers data to companies outside Europe, Twitter has undertaken contractual precautions to ensure compliance with the European data protection principles. However, when processing personal data outside of Europe, it may in individual cases be the case that the rights of EU citizens cannot or cannot fully be enforced, e.g. when US security authorities store and analyze data.

Therefore, please check carefully what personal information and news you share via Twitter and, in the case of doubt, use other contact options that we provide.

We may also receive statistics from Twitter on the reach of our social media activity (e.g., details on the number of views, interactions such as retweets as well as summarized demographic and other information or target group insights and other statistical information about followers).

The legal basis is Article 6 (1) (b) GDPR if we receive and process your data within the context of a specific request via our social media presence and is Article 6 (1) (f) GDPR based on our aforementioned legitimate interest if the processing concerns the creation of the statistics mentioned.

Further information on the type and scope of these statistics is also available in [Twitter's privacy policy](#) (there: section 3.5, "Non-Personal Information").

Insofar as we receive your personal data within the framework of our social media offering, e.g., if you write messages to us via Twitter (e.g., via Direct Messages), you are entitled to the rights relating thereto as stated in this Privacy Policy Notice (see also the section below entitled "Consent and your rights regarding data protection"). If you also want to assert your rights against Twitter, the easiest way to do so is to contact Twitter directly. Twitter is familiar with the details of the technical operation of its own platform as well as with the specific purposes of the data processing and can implement corresponding measures upon request if you exercise your rights. The contact details are available in [Twitter's privacy policy](#) (there: section 4.5, "Additional Information or Assistance"). You can [delete](#) your own tweets via your account, and Twitter also provides you with assistance on [how to deactivate your account](#).

We would gladly support you in asserting your rights if we are able to do so, and will forward inquiries that also concern us to Twitter. You can use the contact details provided below for this at any time.

LinkedIn

We maintain a company profile on LinkedIn via which we publish not only job vacancies but also articles on projects, product innovations, our services and campaigns. We additionally use the capabilities of LinkedIn to communicate directly there with members, our customers and prospective customers, as well as to share content. For users in the European Economic Area and Switzerland, LinkedIn is provided by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn").

We are responsible for our own content in our company profile and for information shared by us. LinkedIn provides the technical platform and infrastructure for the social network. When you communicate with us on LinkedIn, your data may also be processed in countries outside of the European Union where there is a lower level of data protection compared to that in the European Union (e.g., in the United States). However, if LinkedIn transfers data to companies outside Europe, LinkedIn has undertaken contractual precautions to ensure compliance with the European data protection principles. However, when processing personal data outside of Europe, it may in individual cases be the case that the rights of EU citizens cannot or cannot fully be enforced, e.g. when US security authorities store and analyze data. Therefore, please check carefully what personal information and news you share via LinkedIn and, in the case of doubt, use other contact options that we provide.

We may also receive statistics from LinkedIn on the use of our social media presence (e.g., details on the number of views of articles and posts, interactions such as likes and comments as well as summarized demographic and other information such as aggregated information on the positions and locations of the followers and group members or other statistics).

The legal basis is Article 6 (1) (b) GDPR if we receive and process your data within the context of a specific request via our social media presence and is Article 6 (1) (f) GDPR based on our aforementioned legitimate interest if the processing concerns the creation of the statistics mentioned.

Further information on the type and scope of these statistics is also available in [LinkedIn's privacy policy](#) (there: section 2.8: "Aggregate Insights") and in the associated [LinkedIn Help](#).

Insofar as we receive your personal data within the framework of our social media offering, e.g., if you write messages to us via LinkedIn (e.g., via the Messaging function), you are entitled to the rights relating thereto as stated in this Privacy Policy Notice (see also the section below entitled "Consent and your rights regarding data protection"). If you also want to assert your rights against LinkedIn, the easiest way to do so is to contact LinkedIn directly. LinkedIn is familiar with the details of the technical operation of its own platform as well as with the specific purposes of the data processing and can implement corresponding measures upon request if you exercise your rights. The LinkedIn contact details are available in [LinkedIn's privacy policy](#) (there: section 5.5, "Contact Information").

We would gladly support you in asserting your rights if we are able to do so, and will forward inquiries that also concern us to LinkedIn. You can use the contact details provided below for this at any time.

XING (Germany only)

We maintain a company profile on XING via which we publish not only job vacancies but also articles and group posts on projects, product innovations, our services and campaigns. We additionally use the capabilities of XING to communicate directly there with members, our customers and prospective customers, as well as to share content. XING is provided by XING SE, Dammtorstraße 30, 20354 Hamburg, Germany ("XING").

We are responsible for our own content in our company profile and for information shared by us. XING provides the technical platform and infrastructure for the social network. When you communicate with us on XING, your data may also be processed in countries outside of the European Union where there is a lower level of data protection compared to that in the European Union (e.g., in the United States). However, XING ensures that appropriate guarantees exist for all third-country transfers and that European data protection principles are complied with.

We may also receive statistics from XING on the use of our social media presence (e.g., details on the number of views of articles and posts, interactions such as shared posts, "agrees," "thumbs-up," recommendations, comments and events, as well as summarized demographic and other information such as aggregated information on the locations and position of profile visitors and group members or other statistics). The basis for this information is data collection by XING that you as a XING member can adjust in your settings: [XING settings](#) (only available in german).

The legal basis is Article 6 (1) (b) GDPR if we receive and process your data within the context of a specific request via our social media presence and is Article 6 (1) (f) GDPR based on our aforementioned legitimate interest if the processing concerns the creation of the statistics mentioned.

Further information on the type and scope of data processing by XING is also available in [XING's privacy policy](#) (there: section 2, "Information you provide to use," and section 5, "Who may receive information about you?").

Insofar as we receive your personal data within the framework of our social media offering, e.g., if you write messages to us via XING (e.g., via the Messaging function), you are entitled to the rights relating thereto as stated in this Privacy Policy Notice (see also the section below entitled “Consent and your rights regarding data protection”). If you also want to assert your rights against XING, the easiest way to do so is to contact XING directly. XING is familiar with the details of the technical operation of its own platform as well as with the specific purposes of the data processing and can implement corresponding measures upon request if you exercise your rights. The XING contact details are available in XING’s privacy policy (in the [“General information”](#) there), or you can use the [XING contact form](#) (only available in German).

We would gladly support you in asserting your rights if we are able to do so, and will forward inquiries that also concern us to XING. You can use the contact details provided below for this at any time.

YouTube Channel

We maintain a YouTube channel via which we inform people about our latest news, product innovations, our services and campaigns. We additionally use the capabilities of YouTube to communicate directly there with members, our customers and prospective customers via comments. For users outside of the United States, YouTube is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (“Google”).

We are responsible for our videos and for information shared by us. YouTube provides the technical platform and infrastructure for the exchange of comments. When you communicate with us via YouTube, your data may also be processed in countries outside of the European Union where there is a lower level of data protection compared to that in the European Union (e.g., in the United States). However, if Google transfers data to companies outside Europe, Google has undertaken contractual precautions to ensure compliance with the European data protection principles. However, when processing personal data outside of Europe, it may in individual cases be the case that the rights of EU citizens cannot or cannot fully be enforced, e.g. when US security authorities store and analyze data. Therefore, please check carefully what personal information you share via YouTube and, in the case of doubt, use other contact options that we provide.

We may also receive statistics from YouTube on the reach of our social media activity (e.g., details on the number of views, interactions such as Likes and Dislikes as well as summarized demographic and other information or target group insights and other statistical information about subscribers).

The legal basis is Article 6 (1) (b) GDPR if we receive and process your data within the context of a specific request via our social media presence and is Article 6 (1) (f) GDPR based on our aforementioned legitimate interest if the processing concerns the creation of the statistics mentioned. Further information is also available in [Google’s privacy policy](#).

Insofar as we receive your personal data within the framework of our social media offering, e.g., if you write messages (in the form of comments) to us via YouTube (e.g., via Direct Messages), you are entitled to the rights relating thereto as stated in this Privacy Policy Notice (see also the section below entitled “Consent and your rights regarding data protection”). If you also want to assert your rights against Youtube, the easiest way to do so is to [contact YouTube directly](#). YouTube is familiar with the

details of the technical operation of its own platform as well as with the specific purposes of the data processing and can implement corresponding measures upon request if you exercise your rights. You can [delete your own comments](#) via your account, and YouTube also provides you with [assistance on how to deactivate your account](#).

We would gladly support you in asserting your rights if we are able to do so, and will forward inquiries that also concern us to YouTube/Google. You can use the contact details provided below for this at any time.

Consent and your rights regarding data protection

Without your separate **consent**, all of the personal data that you supply on Eberspächer's social media presence will be used only for the purpose for which you provided it (e.g., for answering queries), as well as for technical administration. If you are asked to consent to an additional use, this consent is always voluntary and you can withdraw it again at any time will effect for the future. In these cases, the legal basis for data processing is the consent pursuant to Article 6 (1) (a) GDPR.

Furthermore, even if you consented, you may, at any time, **object** to your personal data being used for advertising or for market research and surveys, or request **information** about this stored data. You also have the option of having your personal data that you have stored with us **corrected, blocked or deleted** at any time. Please write to or send an e-mail to the contact details provided below. Please note that we exclude data from deletion that we require for processing outstanding services or enforcing our rights and claims. This also applies to data we must keep in accordance with legal requirements. Such data is initially locked.

If the service providers named in this Privacy Policy Notice process your data outside the European Union, we will ensure that these providers guarantee contractually or otherwise an equivalent level of data protection to that of the European Union. You can request a copy of these guarantees via the contact details provided below.

Finally, you are also entitled to request an electronic copy of the information that we process under a contract or on the basis of your consent (known as the right to data portability). You also have the right to contact a data protection authority to lodge a complaint there.

Amendments to this Privacy Policy Notice

Eberspächer reserves the right to change this Privacy Policy Notice at any time without prior notice. We therefore recommend that you regularly keep up to date with any potential changes.

Contact details and Controller

Unless other contact details are provided in the respective social media presence, please do not hesitate to contact us using the below contact details if you have any queries:

- a. General questions:
Eberspächer Climate Control Systems GmbH
Eberspächerstrasse 24
73730 Esslingen, Germany
global-socialmedia@eberspaecher.com

- b. Queries in relation to an objection to advertising or in relation to the deletion of data:
privacy-CCES@eberspaecher.com

For other questions in relation to data protection at Eberspächer, please do not hesitate to email our Data Protection Officer at datenschutz@eberspaecher.com.

Unless another Eberspächer company is specified in the respective social media profile, Eberspächer Climate Control Systems GmbH, Eberspächerstrasse 24, 73730 Esslingen, Germany, is the Controller within the meaning of data protection law. The measures set out above apply, as appropriate, to joint responsibility with the operators of social media platforms and networks.