

LinkedIn privacy statement

We (Sto SE & Co. KGaA, Ehrenbachstraße 1, 79780 Stühlingen, Germany) operate a company profile involving the processing of personal data on the online platform provided by the social media network LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn").

A. Joint responsibility

Together with LinkedIn we are jointly responsible for data processing in connection with our company profile, and in particular in association with the Page Insights function, in accordance with the regulations set out in Article 4, point 7 of the General Data Protection Regulation (GDPR). When you visit our company profile, your personal data is processed by LinkedIn and by us (the data controllers). This data protection information will explain the extent to which we process your personal data (hereinafter simply "data") in this context.

B. LinkedIn user agreement

The use of our company profile is based on the LinkedIn user agreement and in particular on the Page Insights Joint Controller Addendum. This user agreement (including other conditions and directives listed therein) alone contains the relevant provisions regulating how data is processed. The Page Insights Joint Controller Addendum is published here: <https://legal.linkedin.com/pages-joint-controller-addendum>. LinkedIn's privacy policy is published here: <https://www.linkedin.com/legal/privacy-policy>.

C. Purposes of data processing: Operation of our company profile

I.) Dialogue and communication

We operate our company profile on LinkedIn as a means of making contact and engaging in dialogue with users of and visitors to the LinkedIn social network. We use our profile page to provide information about our company and its products and services. This might include information about past or current events, promotional campaigns and special offers, for example, as well as job advertisements.

If you make contact with us, we can retrieve the information you have published on LinkedIn as a LinkedIn member. This might include your name, current job, qualifications, country of residence, industrial sector or even your employment status.

If you share data on the LinkedIn platform (your user name, for example, or any content published under your own account) or if you follow our LinkedIn account, your data may be processed by us. This will be the case in particular if you share, like, or comment on our content or if you mention our company profile on LinkedIn.

II.) User analysis

LinkedIn uses its Page Insights service to provide us with various items of information about visitors to our company page. These statistics are created by LinkedIn and the information they provide enables us to improve and personalise how we target our marketing activities. The statistical data is aggregated and cannot be used to identify you personally. Responsibility for data processing in the context of the Page Insights service lies solely with LinkedIn. We have no way of accessing your personal data other than in aggregated format.

D. Legal basis and legitimate interests in relation to our data processing activities

We process personal data on the basis of a legitimate interest in effective dialogue and exchange with LinkedIn users and visitors to our profile, as well as in relation to communication with LinkedIn users, including representing our company, in accordance with **Article 6 Paragraph 1 f) GDPR**.

If direct communication via LinkedIn is in relation to the performance of a contract, the legal basis for data processing is **Article 6 Paragraph 1 b) GDPR**.

The primary legal basis for data processing in relation to job advertisements and applications is **Section 26 of the BDSG** (German Federal Data Protection Act), which states that data that is required in order to make a decision about entering into an employment relationship may be processed.

Should this be necessary on completion of the application process (as part of legal proceedings, for example), data processing to safeguard our legitimate interests is permitted according to **Article 6 Paragraph 1 f) GDPR**, specifically to pursue or defend a claim.

E. Sharing of data

Data captured when visiting our company profile may be forwarded to the LinkedIn Corporation, which is headquartered in the USA, and processed there.

Otherwise we do not share data with third parties in the context of operating our company page.

F. Submitting objections for your LinkedIn account

As a LinkedIn user, you have the possibility to set ad preferences in your LinkedIn account determining the extent to which your user activity is recorded when you visit our company profile. LinkedIn also has an opt-out form enabling users to unsubscribe from ads here: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.