

## Privacy Statement for Social Media

This social media privacy statement informs you about the handling of your personal data in connection with our social media accounts on the following platforms:

- LinkedIn
- Xing
- YouTube
- Instagram

These social media presences of Exyte Group are managed by Exyte GmbH, Loewentorbogen 9b, 70376 Stuttgart, Germany („Exyte“, “we” or “us”) as data controller. More information is available in our [> website imprint](#).

This social media privacy statement is a supplement to the general [data](#) privacy statement on our website, where you can find additional information on our processing of personal data and the rights you have in this regard.

### 1. Joint control with the social media platforms

The social media platforms mentioned above are not operated by Exyte, but by their respective operating company. This company is the responsible data controller for its respective platform. The operating company's contact details and data protection information for its respective platform can be found in the data protection notices of the respective operating company:

- For LinkedIn: <https://legal.linkedin.com/pages-joint-controller-addendum>
- For Xing: <https://privacy.xing.com/en/privacy-policy>
- For YouTube: <https://policies.google.com/privacy>
- For Instagram: <https://privacycenter.instagram.com/policy/>

In this respect, Exyte and the respective operating company are joint controllers for data protection purposes. In accordance with the general terms and conditions of the respective platform operator, we have concluded agreements with these operating companies to determine our respective responsibilities under this joint responsibility. The essentials of these agreements can also be found on the respective platform website, please see the website footers under the links mentioned above.

### 2. Purpose of data processing, legal basis and legitimate interests

Our social media accounts and the processing of personal data associated with them have the following purposes:

- Presentation of the content published by Exyte on the respective platform.
- Communication between Exyte and the users of the respective platform, e.g. by "Liking", commenting or sharing the content
- Linking to other online content that may be of interest to the users of the respective platform.

The legal basis for this is Art. 6 para.1 f) GDPR (balancing of interests, based on the legitimate interest of Exyte to present various information to interested users of popular social media platforms and to communicate with such users).

### 3. Categories of personal data being processed

Exyte itself does not process personal data for the operation of its social media accounts on the above-mentioned platforms. This data processing is carried out exclusively by the respective platform operator. Information on this processing can be found in the data protection notices of the respective operating company:

- For LinkedIn: <https://linkedin.com/legal/privacy-policy>
- For Xing: <https://privacy.xing.com/en/privacy-policy>
- For YouTube: <https://policies.google.com/privacy>

- For Instagram: <https://privacycenter.instagram.com/policy/>

If users communicate directly with us via a social media platform, we receive the respective message of the user (including the user name at the respective platform). Other than this, we only receive anonymous statistics about the visitors to our social media accounts. These statistics do not contain personal data as they do not allow any conclusions about individual users.

#### 4. Categories of recipients, including recipients outside the EU

Exyte itself does not process any personal data for the operation of its social media accounts on the above-mentioned platforms and is thus unable to transmit any such data to other recipients.

If users communicate directly with us via a social media platform, we will deal with this communication in accordance with section 7 of the general data privacy statement on our website,

Information on data transfers by the respective platform operator can be found in the data protection notices of the respective operating company on the corresponding platform website:

- For LinkedIn: <https://linkedin.com/legal/privacy-policy>
- For Xing: <https://privacy.xing.com/en/privacy-policy>
- For YouTube: <https://policies.google.com/privacy>
- For Instagram: <https://privacycenter.instagram.com/policy/>

#### 5. Duration of data storage

If users communicate directly with us via a social media platform, we delete these messages (including any replies to them from Exyte) at the latest after a period of 6 years to comply with statutory retention obligations.

Information on data storage by the respective platform operator can be found in the data protection notices of the respective operating company on the corresponding platform website:

6. For LinkedIn: <https://linkedin.com/legal/privacy-policy>
7. For Xing: <https://privacy.xing.com/en/privacy-policy>
8. For YouTube: <https://policies.google.com/privacy>
9. For Instagram: <https://privacycenter.instagram.com/policy/>

#### 10. Your right to object

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on Art. 6 para. 1 f) GDPR. We will then no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or for the establishment, exercise or defence of legal claims.

#### 11. Your other rights

Upon request, Exyte will inform you if and which data Exyte has stored about you. If the legal requirements are met, you have the right to have us correct, block or delete these data.

You also have the right to receive from Exyte the personal data concerning you which you have provided to Exyte, in a structured, commonly used and machine-readable format. You have the right to transmit (or have transmitted) those data to another controller.

You also have the right to lodge a complaint with a supervisory authority for data protection matters.

#### 12. Data Protection Officer

For general questions or suggestions with regard to data protection, please contact the Exyte Data Protection Team at [privacy@exyte.net](mailto:privacy@exyte.net).

If you have any concerns, complaints or suggestions with regard to the processing of your personal data, please contact our Data Protection Officer at

Exyte Management GmbH  
Data Protection Officer  
Compliance  
Löwentorbogen 9B  
70376 Stuttgart  
Germany

Email: [privacy@exyte.net](mailto:privacy@exyte.net)