

## Data Protection Notice for Social Media Presence on LinkedIn

The protection of personal data ("data") is very important to voestalpine BÖHLER Profil GmbH (hereinafter "we", "us"). We comply with the applicable legal provisions on the protection, lawful handling and confidentiality of your data, in particular the EU General Data Protection Regulation ("GDPR") and the applicable national data protection regulations.

This data protection notice informs you about the nature, scope and purpose of the collection and use of your personal data by us in connection with our social media presence on LinkedIn.

### 1 Who is the controller of data processing?

If you visit our LinkedIn page <https://www.linkedin.com/company/voestalpine-b%C3%B6hler-profil-gmbh/>, your data will be processed regardless of whether you are registered or logged in on LinkedIn or not. In this case, we are joint controllers with the operator of the social network for these data processing operations.

The following entities are thus responsible for the operation of our LinkedIn page as joint controllers pursuant to Article 26 GDPR:

**voestalpine BÖHLER Profil GmbH (hereinafter „we“, „us“)**  
Waidhofner Straße 8, 3333 Bruckbach, Austria

und

**LinkedIn Ireland Unlimited Company (hereinafter “LinkedIn”)**  
Wilton Plaza, Wilton Place, Dublin 2, Ireland

In order to regulate and divide the tasks and duties, LinkedIn has concluded an agreement on joint controllership pursuant to Article 26 of the GDPR with each site operator, including us. The wording of this agreement is available at <https://legal.linkedin.com/pages-joint-controller-addendum?form=MY01SV&OCID=MY01SV>.

### 2 What is personal data?

Personal data is information that relates to an identified or identifiable natural person ("data subject"). This includes, for example, profile data such as name, username, profile picture, page content visited, user interactions (e.g. comments, likes, shares, etc.) on LinkedIn, etc.

### 3 Processing of personal data in the context of the use of our social media presence on LinkedIn

#### 3.1 Purpose of the processing

Our social media presence serves to provide up-to-date information about the offers and services of our company and to communicate with our employees, business partners and other interested parties.

### 3.2 Data categories

When you visit our LinkedIn page, we process your LinkedIn username, your interactive actions such as "Like" votes, comments, shared content, and the corresponding date and time information.

When subscribing to or follow us on LinkedIn, LinkedIn adds your profile to its subscriber list. This list is shared with us, which gives us access to your publicly available personal data, i. e., only information that you disclose about yourself in the public area of your profile. This may include, but is not limited to, your first and last name or username, email address, company, profile picture or posts.

When you visit our page, LinkedIn also collects your IP address and your behavior on our LinkedIn page. LinkedIn usually uses cookies for this purpose. These are small text files that are stored by LinkedIn via the browser on a storage medium of the end device used by the LinkedIn page visitor (PC, notebook, tablet, smartphone, etc.). These cookies contain characteristic character strings that enable unique identification of the browser when the LinkedIn page is called up again.

Cookies enable an evaluation of user data for statistical purposes, which can be very useful for us, the site operator. The statistics and evaluations provided to us by LinkedIn help us to control and improve the marketing of our activities. Such evaluation with data on range (e.g. number of visits to our LinkedIn page, volume of interactions), on visits (e.g. number of visits), on videos (e.g. average duration of video playbacks), on visitors (e.g. information on which countries and cities our visitors come from, statistics on the gender ratios of our visitors) etc., is provided to us by LinkedIn by means of the "LinkedIn Analytics" respectively "Page Insights" function in aggregated, anonymized form. In this context, we do not receive or process any data from users who visit our LinkedIn page. LinkedIn describes in general terms what information it receives and processes about you in its privacy policy at <https://www.linkedin.com/legal/privacy-policy>.

### 3.3 Legal basis

We process the above-mentioned data on the basis of our legitimate interest (Article 6, (1) (f) GDPR), which consists in particular in drawing conclusions about our social media presence and optimizing the content we offer there from the comments and likes submitted.

Your data will be processed by LinkedIn in accordance with the legal basis as set out in LinkedIn's Terms of Use and Privacy and Cookie Policy. Please note that despite the joint controllership pursuant to Article 26 GDPR with the operator of a social network, we have no comprehensive influence on the data processing by LinkedIn as the operator of the social network LinkedIn. In addition, we would like to explicitly point out that, with exception of the above-mentioned data, we cannot view any other of your data processed by LinkedIn.

### 3.4 Retention periods

We will delete or anonymize your data once it is no longer required to fulfill the purpose for which it was stored and there are no statutory retention obligations to the contrary.

The data collected by LinkedIn on the basis of the cookies set will be stored for up to two years in accordance with the current cookie provisions of LinkedIn. For details on how we handle cookies, please refer to the LinkedIn Cookie Policy at <https://de.linkedin.com/legal/cookie-policy>. However, you can delete stored cookies at any time in your browser settings. Likewise, you can generally prevent the setting of cookies that are not technically necessary in advance in your browser settings.

### 3.5 Transfer and disclosure of personal data

We will not disclose or otherwise distribute your personal data to third parties unless this is necessary for the provision and use of our social media channel.

Please refer to (<https://www.linkedin.com/legal/privacy-policy>) LinkedIn's data protection information and (<https://de.linkedin.com/legal/cookie-policy>) its cookie policy as to how LinkedIn uses data from visits to LinkedIn pages for its own purposes, to what extent activities on the pages are assigned to individual users, how long LinkedIn stores this data and whether data from a visit to the LinkedIn page is passed on to third parties.

We cannot rule out the possibility that your data collected by LinkedIn may be transferred to countries outside the European Union where it is subject to a lower level of data protection than in the European Union. What information LinkedIn receives, how it is used and in which cases the data is transferred to countries outside the European Union is described by LinkedIn in its data usage guidelines (<https://www.linkedin.com/legal/privacy-policy>).

## 4 Rights of the data subject

- » In accordance with Article 15 GDPR, you have the right to request confirmation as to whether personal data is being processed by the controller and the right to obtain information about such data.
- » In accordance with Article 16 GDPR, you have the right to request the correction of inaccurate data concerning you and/or the completion of incomplete personal data without undue delay.
- » In accordance with Article 17 GDPR you have the right to have your personal data deleted.
- » In accordance with Article 18 GDPR, you have the right to restriction of processing.
- » In accordance with Article 20 GDPR, you have a right to data portability.
- » In accordance with Article 21 GDPR, you have the right to object to the processing of personal data
- » If processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.
- » Finally, you are entitled to file a complaint with the supervisory authority.

However, we ask you to note that the processing of data on LinkedIn takes place under the primary responsibility of LinkedIn and that we receive evaluations from LinkedIn about your visit to our LinkedIn page only in anonymized form. If your request concerns the processing of your data by LinkedIn, we will therefore forward your request to LinkedIn for further processing. Of course, you also have the option of contacting LinkedIn directly regarding the exercise of your rights. The contact details for such a case can be found at <https://www.linkedin.com/help/linkedin/ask/TSO-DPO>.

## 5 Contact

You can get in touch with our data protection organization by e-mail at [datenschutz.bohler.profil@voestalpine.com](mailto:datenschutz.bohler.profil@voestalpine.com) or by mail at voestalpine BÖHLER Profil GmbH, Waidhofner

Straße 8, 3333 Bruckbach, Austria. For questions on the subject of data protection as well as to assert your aforementioned rights please use the reference/subject "Data Protection".

This Data Protection Notice will be revised from time to time. The date of the last revision is in the footer.