

# Template for a privacy policy for your Facebook page

## Privacy Policy (Information as of June 15, 2018)

### Welcome to **our/my** Facebook page!

#### Name and address of the parties responsible:

Entities jointly responsible for the operation of this Facebook page in the sense of the EU GDPR as well as other data protection regulations:

Facebook Ireland Ltd. (hereinafter "Facebook")  
4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2  
Ireland

and

Company name or name  
Street address  
Postcode and city  
Country

#### Information about **our/my** Facebook page

**We/I** operate this page to draw attention to **our/my** services/products and to interact with you as a visitor and user of this Facebook page and **our/my** website(s). You can find further information about **us/me** and **our/my** activities, company etc. at <https://enteryourdomain.here>.

As the operator of this Facebook page, **we are/I am** not interested in the collection and further processing of your individual personal data for analysis or marketing purposes. Further information on how **we/I** handle personal data can be found in **our/my** privacy policy on **my/our** website at <https://enteryourdomain.here/yourprivacypolicy>.

The operation of this Facebook page, including the processing of a user's personal data, is based on **our/my** legitimate interest in a modern and supportive mean to inform and interact with **our/my** users and visitors in accordance with Art. 6 para. 1 lit. f. GDPR.

#### Facebook's processing of personal data

In its **ruling on June 5, 2018, the European Court of Justice** (link to <https://curia.europa.eu/jcms/upload/docs/application/pdf/2018-06/cp180081en.pdf>) decided that the operator of a Facebook page is responsible for the processing of personal data together with Facebook.

**We are/I am** aware that Facebook processes user data for the following purposes:

- advertising (analysis, provision of personalized advertising)
- creation of user profiles
- market research

Facebook uses cookies to store and further process this information. Cookies are small text files that are stored on a user's various end devices. If the user has a Facebook profile and is logged in on Facebook, storage and analysis is done across devices.

Facebook's privacy policy (<https://www.facebook.com/about/privacy>) contains further information on data processing.

It is possible to opt out here (<https://www.facebook.com/settings?tab=ads>) and at <http://www.youronlinechoices.com>.

Facebook Inc., the US parent company of Facebook Ireland Ltd., is certified under the EU-US Privacy Shield and thus promises to comply with European data protection guidelines. For more information on Facebook's Privacy Shield status, click here: <https://www.privacyshield.gov/Facebook>.

The transfer and further processing of users' personal data in third countries, e. g. the United States of America, as well as the associated possible risks for users cannot be excluded by **us/me** as the operator of this page.

### Statistical data

Facebook's "Page Insights" feature provides statistical data of different categories for this page and can be accessed by **us/me**. These statistics are generated and provided by Facebook. As the operator of this site, **we/I** have no influence on the generation and presentation of this data. **We/I** cannot disable this function or prevent the generation and processing of data. It is possible for **us/me** to select a certain time range to display statistics for the categories of likes, subscribers, reached persons, and interacting persons to receive the following data from Facebook in relation to **our/my** Facebook page:

Total number of page views, likes, page activities, reactions to posts, reach, video views, post reach, comments, shares, responses, ratio male/female, origin in terms of country and city, language, visits and clicks in the shop, clicks on a route planner, clicks on phone numbers.

In the same manner, Facebook provides information about Facebook groups connected to **our/my** Facebook page. Due to the constant development of Facebook, the availability and processing of the data changes all the time, so that **we/I** once again would advise you to visit the link already posted above to learn more about Facebook's privacy policy.

**We/I** use this aggregated data to make **our/my** contributions and activities on **our/my** Facebook page more attractive to users. For example, **we/I** use the ratios regarding age and gender to appropriately address **our/my** visitors, as well as stats on when the most interactions take place in order to post at the most suitable time. Information about the type of devices used by visitors helps **us/me** to create the most suitable visuals. In accordance with the Facebook ToC, which each user has agreed to when creating their Facebook profile, **we/I** may identify the subscribers and likers of this page and view their profiles and other shared information about them.

### User rights

Since only Facebook has full access to your user data, **we/I** recommend that you contact Facebook directly if you wish to request information or ask any other questions about your rights as a user (e. g. right of deletion). If you need support or have any other questions, please contact **us/me** by sending an email to [enter@youreemailaddress.com](mailto:enter@youreemailaddress.com).

If you wish that your personal data no longer be processed through this page as described here, please remove the link between your user profile and **our/my** page by selecting "Unlike this page" and/or "Unfollow this page" at the top of this page in the menu under the cover image.

# Template for a privacy policy for your Facebook group

## Privacy Policy (Information as of June 15, 2018)

### Welcome to **our/my** Facebook group!

#### Name and address of the parties responsible:

According to the current ruling of the European Court of Justice of June 5, 2018, in terms of the EU GDPR and other data protection regulations

Facebook Ireland Ltd. (hereinafter "Facebook")  
4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2  
Ireland

and

**Company name or name**  
**Street address**  
**Postcode and city**  
**Country**

are "jointly responsible" for the operation of this Facebook group.

#### Information about **our/my** Facebook group

**We/I** operate this group to draw attention to **our/my services/products** and to interact with you as a member and user of this Facebook group, as well as **our/my** Facebook page and **our/my** website(s). You can find further information about **us/me** and **our/my** activities, company etc. at <https://enteryourdomain.here>.

As the operator of this Facebook group, **we are/I am** not interested in the collection and further processing of your individual personal data for analysis or marketing purposes. Further information on how **we/I** handle personal data can be found in **our/my** privacy policy on **my/our** website at <https://enteryourdomain.here/yourprivacypolicy>.

The operation of this Facebook group, including the processing of a user's personal data, is based on **our/my** legitimate interest in a modern and supportive mean to inform and interact with **our/my** members, users and visitors in accordance with Art. 6 para. 1 lit. f. GDPR.

#### Facebook's processing of personal data

In its **ruling on June 5, 2018, the European Court of Justice** (link to <https://curia.europa.eu/jcms/upload/docs/application/pdf/2018-06/cp180081en.pdf>) decided that the operator of a Facebook page is responsible for the processing of personal data together with Facebook. **We/I** assume that this view also applies to Facebook groups.

**We are/I am** aware that Facebook processes user data for the following purposes:

- advertising (analysis, provision of personalized advertising)
- creation of user profiles
- market research

Facebook uses cookies to store and further process this information. Cookies are small text files that are stored on a user's various end devices. If the user has a Facebook profile and is logged in on Facebook, storage and analysis is done across devices.

Facebook's privacy policy (<https://www.facebook.com/about/privacy>) contains further information on data processing.

It is possible to opt out here (<https://www.facebook.com/settings?tab=ads>) and at <http://www.youronlinechoices.com>.

Facebook Inc., the US parent company of Facebook Ireland Ltd., is certified under the EU-US Privacy Shield and thus promises to comply with European data protection guidelines. For more information on Facebook's Privacy Shield status, click here: <https://www.privacyshield.gov/Facebook>.

The transfer and further processing of users' personal data in third countries, e. g. the United States of America, as well as the associated possible risks for users cannot be excluded by **us/me** as the operator of this page.

### **Statistical data**

Facebook's "Group Insights" feature provides statistical data of different categories for this group and can be accessed by **us/me**. These statistics are generated and provided by Facebook. As the operator of this group, **we/I** have no influence on the generation and presentation of this data. **We/I** cannot disable this function or prevent the generation and processing of data. It is possible for **us/me** to select a certain time range to display statistics for the categories of likes, subscribers, reached persons, and interacting persons to receive the following data from Facebook in relation to **our/my** Facebook group:

Total number of members, number of new members, name and profile information of members, number of posts and other interactions, popular days and times of interactions, number of membership requests, number of active members, most active participating members, most popular posts, ratios of members by gender and age and by country and location.

Due to the constant development of Facebook, the availability and processing of the data changes all the time, so that **we/I** once again would advise you to visit the link already posted above to learn more about Facebook's privacy policy.

**We/I** use this aggregated data to make **our/my** contributions and activities on **our/my** Facebook group more attractive to users. For example, **we/I** use the ratios regarding age and gender to appropriately address **our/my** visitors, as well as stats on when the most interactions take place in order to post at the most suitable time.

Information about the type of devices used by visitors helps **us/me** to create the most suitable visuals. In accordance with the Facebook ToC, which each user has agreed to when creating their Facebook profile, **we/I** may identify members of this group **and those who wish to join**, and **we/I** can view their profiles and other shared information about them.

## User rights

Since only Facebook has full access to your user data, we/I recommend that you contact Facebook directly if you wish to request information or ask any other questions about your rights as a user (e. g. right of deletion). If you need support or have any other questions, please contact us/me by sending an email to [enter@youremailaddress.com](mailto:enter@youremailaddress.com).

If you no longer wish for your data to be processed as described here, please remove yourself from this group.

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## Important

This document serves as general information and does not constitute legal advice in individual cases.

Before applying the information provided, individual adjustments are necessary. The passages marked in yellow must always be personalized/updated.

In addition, before publication, you must ensure that all links are fully functional.

Furthermore, no guarantee and no liability for topicality and completeness can be accepted.

The templates were provided by Attorney at Law Sabrina Keese-Hauf's at lawlikes. They were translated by Tanya Quintieri at Mrs. Divi. You may download the German original at <https://lawlikes.de/fbdse/>.

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