
Template for a Privacy Policy for a Facebook Page

Privacy Policy

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 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 or name of entrepreneur
Address
Postcode and city
Country

The agreement on joint responsibility according to GDPR Art. 26 can be found at https://www.facebook.com/legal/terms/page_controller_addendum.

This agreement was provided in this form by Facebook Ireland Ltd. and **we/I** as **user/s** of this Facebook pages accept it by using Facebook.

We/I cannot assess whether this agreement meets the requirements of the GRDPR Art. 26 in a sufficient manner.

Information about **our/my** Facebook page

We/I operate this page to draw attention to **our/my services/products** and to contact 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://.....>

As the operator of the 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 **our/my** website at [\[enter the link to your privacy policy on your own website here\]](#).

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

Consent according to GDPR Art. 6 Para. 1 S.1 lit. (b) for the processing of personal data can only be technically obtained by Facebook. Currently, Facebook does not offer such a consent option.

Data processing through Facebook

In its ruling on June 5, 2018, the European Court of Justice (<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, and
- market research.

Facebook uses cookies to store and further process this information, i.e. small text files that are stored on the user's various end devices. If the user has a Facebook profile and is logged in to it, it is also stored and analyzed across devices.

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

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

Facebook Inc., the US parent company of Facebook Ireland Ltd., is certified under the EU-U.S. 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/participant?id=a2zt0000000GnywAAC&status=Active>.

The transfer and further processing of users' personal data in third countries, e. g. the USA, 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 so-called "Insights" provides statistical data of different categories for this page and these statistics can be accessed by us/me. They are generated and provided by Facebook. As the operator of this page, we/I have no influence on their generation and presentation. We/I cannot disable this function or prevent the generation and processing of data. It is possible 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 activity, post interactions, reach, video views, post reach, comments, shared content, answers, proportion of men and women, origin by country and city, language, visits to and clicks in the shop, clicks on route planners, clicks on telephone

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 refer to the link to Facebook's privacy policy already mentioned above for further details.

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, and stats on when the most interactions take place 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 ToU, which each user has agreed to when creating their Facebook profile, **we/I** may identify the subscribers and likers of the page and view their profiles and other shared information about them.

User rights

If you have any questions about your rights, please contact Facebook directly.

You have a right to free information about your personal data stored on Facebook and, if necessary, a right to correction, restriction of processing or deletion of this data. You also have the right to data transfer. Finally, you also have the right to complain about Facebook's processing of your personal data to the data protection supervisory authority.

If information questions are submitted to **us/me** as the site operator, the additional agreement with Facebook obliges us to forward these questions — whether from private individuals or authorities — to Facebook within 7 days.

This is also a result of the above-mentioned Controller Addendum: https://www.facebook.com/legal/terms/page_controller_addendum.

If you need support or have any other questions, please contact **us/me** by email at **this email address**. If you no longer wish to have your data processed in the future as described here, please cancel the connection of your user profile to **my/our** page by using the function "Unlike this Page".

Information as of December 13, 2018

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Optional: www.lawlikes.de

Sample privacy policy for a Facebook group

Privacy Policy

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

Name and address of the parties responsible:

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

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

Company or name of entrepreneur
Address
Postcode and city
Country

The agreement on joint responsibility according to GDPR Art. 26 can be found at https://www.facebook.com/legal/terms/page_controller_addendum.

This agreement was provided in this form by Facebook Ireland Ltd. and **we/I** as **user/s** of this Facebook group accept it by using Facebook.

We/I cannot assess whether this agreement meets the requirements of the GRDPR Art. 26 in a sufficient manner.

Information about our/my Facebook group

We/I operate this group to draw attention to **our/my services/products** and to contact 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://...>

As the operator of this Facebook group, 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 our/my website at [\[enter the link to your privacy policy on your own website here\]](#).

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

Consent according to GDPR Art. 6 Para. 1 S.1 lit. (b) GDPR for the processing of personal data can only be technically obtained by Facebook. Currently, Facebook does not offer such a consent option.

Data processing through Facebook

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- Advertising (analysis, provision of personalized advertising),
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- market research.

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

Statistical data

Facebook's so-called "Group Insights" provides statistical data of different categories for this group and these statistics can be accessed by **us/me**. They are generated and provided by Facebook. As the operator of this group, **we/I** have no influence on their generation and presentation. **We/I** cannot disable this function or prevent the generation and processing of data. It is possible to select a certain time range to display statistics for the categories of members, 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 each member **and those requesting to join**, number of posts and other interactions, popular days and times for interactions, number of membership requests, number of active members, most active contributing members, most popular contributions, distribution 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 refer to the link to Facebook's privacy policy already mentioned above for further details.

We/I use this aggregated data to make **our/my** contributions and activities in **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, and stats on when the most interactions take place 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 ToU, which each user has agreed to when creating their Facebook profile, **we/I** may identify the members of this group and view their profiles and other shared information about them. **I/we** use the information about the most active participants in the group to address them in a targeted way on the topics dealt with in the group.

User rights

If you have any questions about your rights, please contact Facebook directly.

You have a right to free information about your personal data stored on Facebook and, if necessary, a right to correction, restriction of processing or deletion of this data. You also have the right to data transfer. Finally, you also have the right to complain about Facebook's processing of your personal data to the data protection supervisory authority.

If information questions are submitted to **us/me** as the group operator, the additional agreement with Facebook obliges us to forward these questions — whether from private individuals or authorities — to Facebook within 7 days.

This is also a result of the above-mentioned Controller Addendum: https://www.facebook.com/legal/terms/page_controller_addendum.

If you need support or have any other questions, please contact **us/me** by email at **this email address**. If you no longer wish to have your data processed in the future as described here, please leave the group.

Information as of December 13, 2018

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