

LEGAL NOTICE

Our legal notice applies to the page www.moniquemindearise.com as well as to the company pages on Facebook, Instagram, YouTube, LinkedIn and Twitter.

Information According to § 5 TMG

MONIQUE MINDE arise

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Editorially responsible

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Copyright Notice

The content published by the provider is subject to German copyright law and ancillary copyright law. It is not allowed on Instagram or on other of our social media channels to download photos in order to post them yourself. Only the production of copies and downloads for personal, private and non-commercial use is permitted.

PRIVACY POLICY SOCIAL MEDIA

INTERPRETATIONS AND DEFINITIONS

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

- **Cookies** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **Device** means any device that can access the Service such as a computer, a cellphone or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Website** refers to MONIQUE MINDE arise, accessible from <https://www.moniquemindearise.com>.
- **You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

NOTE REGARDING THE RESPONSIBLE ENTITY

The respective network operator mentioned below is jointly responsible for the operation of a social media page, as well as

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As operators of these pages, we are jointly responsible with the respective network operators within the meaning of Article 4, No. 7 of the General Data Protection Regulation (EU-GDPR). Details about the

collection and storage of Your Personal Data, as well as the nature, scope, and purpose of its use by the operator of the respective social network, can be found in the privacy policies of the respective operator.

- **Facebook:** Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, hereinafter referred to as Facebook. You can view the privacy policy for Facebook at <https://www.facebook.com/privacy/policy>.
- **Instagram:** Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, hereinafter referred to as Instagram. You can view the privacy policy for Instagram at <https://privacycenter.latest.instagram.com/policy>.
- **YouTube:** Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, hereinafter referred to as YouTube. You can view the privacy policy for YouTube at <https://policies.google.com/privacy?hl=en>.
- **LinkedIn:** LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, hereinafter referred to as LinkedIn. You can view the privacy policy for LinkedIn at <https://www.linkedin.com/legal/privacy-policy>.
- **Twitter:** Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland, hereinafter referred to as Twitter. You can view the privacy policy for Twitter at <https://twitter.com/en/privacy>.

As joint controllers of these pages, we have entered into agreements with the network operators that, among other things, govern the terms and conditions for the use of pages and similar appearances. The following agreements are each applicable

- **Facebook:** Facebook's Terms of Service at <https://www.facebook.com/legal/terms> and the agreement regarding page controller at https://www.facebook.com/legal/terms/page_controller_addendum.
- **Instagram:** Instagram's Terms of Use at <https://help.instagram.com/581066165581870> and Instagram privacy policy at <https://privacycenter.instagram.com/policy>. Since Instagram is a service provided by Facebook, the Facebook policies and agreements described above also apply.
- **YouTube:** Google's privacy policy at <https://policies.google.com/privacy?hl=en> and Google's Terms of Service at <https://www.youtube.com/static?gl=US&template=terms&hl=en>.
- **LinkedIn:** Data Processing Agreement at <https://www.linkedin.com/legal/dpa> and LinkedIn's Page Insights Joint Controller Addendum at <https://legal.linkedin.com/pages-joint-controller-addendum>.
- **Twitter:** Twitter's Terms of Service at <https://twitter.com/en/tos> and the referenced policies therein.

USE OF ANALYSES

In connection with the operation of our social media pages, we use the provided analysis features to obtain anonymized statistical data about the users of our social media pages. For this purpose, when visiting our pages, cookies and similar technologies such as pixels, web beacons, and local storage are employed by the network operators, each generating a unique user code. This user code can be associated with the data of users who are registered with the platform operators.

The information stored under the user code is received, recorded, and processed by the platform operators, especially when the user accesses these services. Additionally, other entities, such as partners or even third parties, may use cookies within these services to provide services to the companies advertising on the platforms.

Facebook: Facebook provides information about Page-Insights and Facebook Pages at https://www.facebook.com/legal/terms/information_about_page_insights_data and in its privacy policy at <https://www.facebook.com/privacy/policy>. For more details about the use of cookies by Facebook (including within Instagram), You can also refer to their cookie policy at <https://www.facebook.com/policies/cookies>.

Instagram: Information about Instagram-Insights can be found at <https://help.latest.instagram.com/788388387972460> and in the privacy policy at <https://privacycenter.latest.instagram.com/policy>.

YouTube: In connection with the operation of our YouTube account, we utilize YouTube's analytical features. Through these analytics, we can analyze and statistically evaluate the usage. You can find more information in Google's privacy policy at <https://policies.google.com/privacy?hl=en>.

LinkedIn: In connection with the operation of our LinkedIn profile, we use LinkedIn Page Analytics to gather information about the usage of our content. For more information about the privacy practices of the LinkedIn platform, please refer to their privacy policy at <https://www.linkedin.com/legal/privacy-policy>.

Twitter: In connection with the operation of our Twitter account, we utilize Twitter's analytical capabilities to statistically evaluate our channel and responses to our posts. For more information, please consult Twitter's privacy policy at <https://twitter.com/en/privacy>.

PURPOSE OF PROCESSING

The processing of this information serves two main purposes. Firstly, it enables the network operators, among other things, to improve their advertising systems that they distribute across their networks. Secondly, it allows us as the operators of the social media pages to obtain statistics generated based on visits to our social media pages. This is aimed at managing the marketing of our activities. For example, it enables us to understand trends in the profiles of visitors who value our social media sites or use applications of the sites to provide them with more relevant content and develop features that may be of greater interest to them.

To better understand how we can promote our business goals through our social media pages, demographic and geographic analyses are also prepared based on the collected information and made available to us. We can use this information, for instance, to serve targeted interest-based advertisements. However, we do not gain direct knowledge of the visitor's identity. If visitors use social media services on several Devices, the collection and evaluation can also be carried out across Devices and platforms, if the visitors are registered and logged in to their own profile.

The visitor statistics created are provided to us solely in anonymized form, and we do not have access to the underlying data.

Furthermore, we use our social media pages to communicate with our customers, prospects, and users and inform them about our services. In this context, we may receive additional information, for example, due to user comments, private messages, or because You follow us or share our content. The processing is carried out solely for the purpose of communication and interaction with You.

LEGAL BASIS AND LEGITIMATE INTERESTS

We operate our social media pages to present ourselves to users of these platforms as well as other interested individuals who visit our social media pages and to communicate with them. The processing of Personal Data of users is based on our legitimate interests in optimizing our company and service representation (Art. 6(1) sentence 1 lit. f EU-GDPR).

TRANSFER OF DATA

There is a possibility that some of the collected information may be processed outside of the European Union in the United States on Facebook, Instagram, YouTube, LinkedIn, and Twitter.

The USA are so-called unsafe third countries. A third country is considered to be unsafe if the EU Commission has not issued an adequacy decision for this state in accordance with Art. 45(1) of the EU-GDPR, confirming that the country provides adequate protection for Personal Data.

With the judgment of the European Court of Justice on July 16, 2020 (C-311/18), the (partial) adequacy decision for the United States, known as the Privacy Shield, was declared void. The United States does not offer a level of data protection comparable to that in the EU. When transferring Personal Data to the United States, the following risks exist. There is a risk that U.S. authorities, based on surveillance programs such as PRISM and UPSTREAM supported by Section 702 of the Foreign Intelligence Surveillance Act (FISA), as well as on the basis of Executive Order 12333 or Presidential Policy Directive 28, may access the Personal Data. EU citizens do not have effective legal remedies against these accesses in the United States or the EU.

Facebook and Instagram: Facebook Ireland Ltd. transfers data to Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, based on Standard Contractual Clauses approved by the European Commission

(https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en). We have no influence on these processing operations.

YouTube: YouTube transfers data to Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, based on Standard Contractual Clauses approved by the European Commission (https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en). We have no influence on these processing operations.

LinkedIn: LinkedIn transfers data to LinkedIn Corporation, 1000 W Maude Ave, Sunnyvale, CA, USA, based on Standard Contractual Clauses approved by the European Commission (<https://www.linkedin.com/legal//dpa>). We have no influence on these processing operations.

Twitter: Twitter transfers data to Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, based on Standard Contractual Clauses approved by the European Commission (<https://help.twitter.com/en/rules-and-policies/global-operations-and-data-transfer>). We have no influence on these processing operations.

We do not share Personal Data ourselves.

ESSENCE OF COMMON RESPONSIBILITY / ASSERTION OF RIGHTS OF AFFECTED PERSONS

With the agreement we have with Facebook and Instagram for our Facebook and Instagram appearances, the operators acknowledge joint data protection responsibility concerning so-called Insights data and assume essential duties under data protection law to inform data subject, to ensure data security and to report data protection violations. Furthermore, the agreement with Facebook specifies that Facebook is the primary point of contact for exercising data subject rights (Art. 15 - 22 EU-GDPR). As the provider of the social network, Facebook alone has direct access to the necessary information and can take immediate necessary actions and provide information. However, if our assistance is still required, we can be contacted at any time.

The agreement we have with LinkedIn states that LinkedIn will inform us when a data subject exercises their data subject rights (Art. 15 - 22 EU-GDPR). LinkedIn assists in responding to requests for information. You can enforce Your data subject rights against us and LinkedIn.

The agreement we have with Google regarding our YouTube channel also allows You to exercise Your data subject rights against us and Google.

RIGHT TO OBJECT

Facebook and Instagram: Under the settings for advertising preferences, users of Facebook and Instagram can influence the extent to which their user behaviour may be recorded when visiting our Facebook page or Instagram profile.

Additional options for objection are available in Facebook settings (<https://www.facebook.com/settings>), Instagram settings (https://www.instagram.com/accounts/privacy_and_security), or the objection form provided by Facebook (<https://www.facebook.com/help/contact/367438723733209>).

YouTube: You can object to the processing of YouTube data through the settings in Your Google Account (<https://adssettings.google.com/authenticated>).

For more information on how to make adjustments in privacy settings, You can visit the following link: https://support.google.com/youtube/topic/9257518?hl=en&ref_topic=9257107.

LinkedIn: You can object to the processing of LinkedIn data at https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out?trk=microsites-frontend_legal_cookie-policy. Additional settings can be made through the objection form at <https://www.linkedin.com/help/linkedin/answer/93516/widerspruch-gegen-die-datenverarbeitung-einschränkung-der-datenverarbeitung?lang=en>.

Twitter: You can partially object to the processing of Twitter data through the settings in Your Twitter account. For more information, You can visit <https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads>.

FURTHER INFORMATION

Further information about our contact details, the rights of data subjects in relation to us, and how, in general, Personal Data is processed by us, can be found in the privacy policy on our website.

For more information on how Personal Data is handled, please refer to the privacy policies at

Facebook: <https://www.facebook.com/about/privacy>
Instagram: <https://privacycenter.latest.instagram.com/policy>
YouTube: <https://policies.google.com/privacy?hl=en>
LinkedIn: <https://de.linkedin.com/legal/privacy-policy>
Twitter: <https://twitter.com/en/privacy>