



## Privacy policy of the Facebook pages of the FHWien der WKW

The safeguarding of your personal data is very important to us. We comply strictly with the legal requirements when collecting and processing your personal data.

Personal data is processed in connection with your visit to our Facebook page, regardless of whether you have a Facebook profile or not. In its ruling on 05.06.2018, C-210/16, the European Court of Justice (ECJ) has ruled that the operator of a Facebook page and Facebook Ireland Ltd. are jointly responsible within the meaning of Art 26 of the EU's General Data Protection Regulation (GDPR) for the processing of personal data.

In accordance with this decision, we will inform you about this joint processing of personal data.

### Joint controllership

The entities sharing joint controllership within the meaning of the GDPR for the operation of this Facebook page are

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

and

FHW Fachhochschul-Studiengänge Betriebs- und Forschungseinrichtungen der Wiener Wirtschaft GmbH (hereinafter called the "FHWien der WKW")

Währinger Gürtel 97  
1180 Vienna, Austria

For information provided by Facebook on joint controllership, please visit:

[https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data)

The agreement on joint controllership between Facebook and the FHWien der WKW is available at

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)

### Collection and processing of data by the FHWien der WKW

We operate this website to bring you news and updates about our educational offerings and activities and to contact you as a visitor and user of this Facebook page and our website.

The processing of data by the FHWien der WKW in connection with the operation of this Facebook page is based on our legitimate interests pursuant to Art 6 para 1 lit f of the GDPR and the opportunity to participate in an internationally popular social media platform to inform and interact with the visitors and users of our Facebook page.

The provision of personal data is not required by law or contract.

For more information about who we are, please visit our website at <https://en.fh-wien.ac.at/home/>

For more information about how we handle personal data, please visit: <https://www.fh-wien.ac.at/ueber-uns/datenschutz/>

## Collection and processing of data by Facebook

To the best of our knowledge, Facebook processes personal data for the following purposes:

- Advertising (analysis, and the creation of personalized ads)
- Creation of user profiles
- Market research

Facebook uses small text files (so-called cookies) for the storage and further processing of data, which are stored on the various end devices (e.g. PC, notebook, smartphone) of the visitors and users of the Facebook page. On subsequent visits to the Facebook page, this information is recalled, allowing the Facebook page to recognize the device. If you have a Facebook profile and are logged in to it, the storage and analysis take place across multiple devices.

For more information about the processing of personal data by Facebook, please read Facebook's data policy at <https://www.facebook.com/policies/cookies/>

## Statistical data

Facebook, as the operator of the Facebook page, provides us with a function called "Facebook Insight", which allows us to receive anonymous statistical data about the visitors and users of our Facebook page. We have no control over the collection, provision, and processing of this data and cannot cancel this function either. For a selectable time period, Facebook will provide us for the "persons categories": fans, people reached and the interacting persons with certain data such as information about page likes, post coverage, interactions, page views, and video views.

More information about the anonymous site statistics can be found by visiting: <https://www.facebook.com/business/a/page/page-insights>

## Recipients and data transmission to a third country

We use the anonymous site statistics only via our employees internally for the purposes described above and will not transmit them to a third country. The transmission of data to any data processors who maintain our IT systems and to our providers as part of the internet connection to facebook.com takes place only when absolutely necessary as part of the provision of services.

Facebook Ireland Ltd. shares data with the parent company Facebook Inc. in the United States. Facebook Inc. is certified under the EU-US Privacy Shield and undertakes to comply with European data protection regulations. More information about the Privacy Shield can be found by visiting:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

For more information about the processing of personal data by Facebook, please read Facebook's data policy at

<https://www.facebook.com/about/privacy>

## Retention period

We do not store any personal data, and will only use the anonymous page statistics.

Facebook stores the data until it is no longer needed for the provision of its services and products, or until your account is deleted, whichever comes first. For more information about the retention period, please read Facebook's data policy at

<https://www.facebook.com/about/privacy>

## Your legal rights

Under the GDPR, you are entitled to the following rights under the conditions set out therein:

- Right to obtain information
- Right to rectification or erasure
- Right to restrict processing
- Right to data portability
- Right to revoke your consent

Since only Facebook has access to the data of visitors and users, you will need to contact Facebook directly to exercise your rights. For more information, please read the FFA data directive at

<https://www.facebook.com/about/privacy>

and

<https://www.facebook.com/help/contact/1994830130782319>

If you require assistance, please contact us via email at [datenschutz@fh-wien.ac.at](mailto:datenschutz@fh-wien.ac.at)

You have the option of unlinking your user profile from our Facebook page by using the features "Unlike this page" and/or "Unfollow this page".



## Legal support

As the data subject, you are entitled to file a complaint with the supervisory authority if you believe that the processing of your personal data violates European or national data protection laws. In Austria, the handling of complaints lies with the data protection authority.

As of 01/2019

This document is a translation of the German original. In case of discrepancy between the English and German versions, the German version shall apply.

**Date:** 1<sup>st</sup> April 2019