

Data protection information on Helaba’s Instagram profile

Information pursuant to Articles 13, 14 and 21 of the General Data Protection Regulation (“GDPR”)	
What is the purpose of this information?	<p>Your Helaba operates an “Instagram profile” in order to draw attention to the services it offers and to interact with its customers and visitors to the Instagram profile (hereinafter referred to as “users”).</p> <p>Personal data are processed when the Instagram profile is used. The following provides you with information about the nature and scope of the data processing activities for which your Helaba is responsible in this connection under data protection law.</p> <p>If you are already a customer of Helaba, your data are also processed as part of your business relationship with Helaba. You can find information on that in your Helaba’s data protection information.</p>
Who is responsible for processing data on your Helaba’s Instagram profile and whom can I contact?	<p>You can access your Helaba’s Instagram profile on the Instagram platform (www.instagram.com), which is operated in the European Union by:</p> <p>Meta Platforms Ireland Ltd. (“Meta”) 4 Grand Canal Square Grand Canal Harbour Dublin 2, Ireland</p>
	<p>Your Helaba itself is the controller, i.e. the party responsible under data protection law, for some of the data processing activities on its Instagram profile:</p> <p>Landesbank Hessen-Thüringen Girozentrale Public-Law Institution (Anstalt des Öffentlichen Rechts) Neue Mainzer Straße 52-58 60311 Frankfurt am Main, Germany Tel.: +49 (0)69/9132-01 www.helaba.com</p>
	<p>You can contact your Helaba’s Data Protection Officer at:</p> <p>Landesbank Hessen-Thüringen Girozentrale Public-Law Institution (Anstalt des Öffentlichen Rechts) Data Protection Officer Kaiserleistraße 29-35 63067 Offenbach, Germany E-mail: datenschutz@helaba.de</p>
For what purpose are your data processed when you visit your Helaba’s Instagram profile and what is the legal basis for that?	<p>Processing of usage data by Meta itself</p> <p>Meta collects usage data when you visit your Helaba’s Instagram profile or profiles within the Instagram platform.</p> <p>As part of that, Meta also uses certain data it has collected from users of the Instagram platform (such as whether a photo on an Instagram profile has been “liked” or commented on) to create aggregated usage statistics (termed “Instagram Insights”) and make them available to the Instagram profile’s operator. Your Helaba also receives such Instagram Insights. The information your Helaba receives from the Instagram Insights does not permit identification of individual users. Your Helaba itself does not have access to personal data that Meta processes for Instagram insights. Meta alone defines what data is processed for Instagram Insights and in what way. Your Helaba cannot influence processing of the data by Meta legally or de facto.</p> <p>Meta alone is responsible for such data processing activities. Meta provides information on that in Instagram’s Data Policy and Instagram’s Cookies Policy.</p>
	<p>Processing of your data as part of communication with Helaba using</p>

	<p>the Instagram profile</p> <p>When you contact your Helaba using the Instagram profile, such as by commenting on a post or writing a message to your Helaba with Instagram Direct Messenger, your Helaba processes your data (such as your name and the content of the communication) in order to deal with your request.</p> <p>Where necessary, your Helaba also processes your data to establish legal claims and defend itself in legal disputes, as well as to prevent and investigate criminal acts.</p> <p>The data are processed on the basis of a weighing of interests that always takes your interests into account in accordance with Article 6 (1) sentence 1 (f) GDPR.</p>
<p>For how long are my personal data stored?</p>	<p>Your Helaba does not store personal data relating to your use of the Instagram profile.</p> <p>Information you post on your Helaba’s Instagram profile (such as comments) or send using Instagram Direct Messenger are stored by Meta pursuant to your relationship as a user and can be erased on Instagram by you yourself.</p>
<p>Who receives your data?</p>	<p>When your Helaba communicates with you using its Instagram page, it sends the personal data required for that to Meta.</p> <p>Otherwise, your Helaba discloses your personal data to third parties only if you have given your consent to that, there is a legal basis for doing so or that is necessary for your Helaba to enforce its rights, in particular to assert or defend claims.</p>
<p>Are your data transferred to a third country or an international organisation?</p>	<p>Your Helaba does not transfer personal data collected by means of its Instagram profile to third countries (i.e. countries outside the European Union and the European Economic Area).</p> <p>Your Helaba has no influence on whether Meta processes personal data in its sphere of responsibility in third countries and, for example, transfers them to Meta Inc. in the USA.</p>
<p>What are your rights in respect of processing of your data?</p>	<p>You have various rights under the law as regards processing of your personal data. You have the right of access, the right to rectification, the right to erasure, the right to restriction of processing, and the right to data portability. You also have the right to lodge a complaint with a data protection supervisory authority.</p> <p>Information on your right to object pursuant to Article 21 GDPR</p> <p>a. Right to object in an individual case</p> <p>You have the right to object at any time, on grounds relating to your particular situation, to processing of personal data concerning you which is based on Article 6 (1) sentence 1 (e) or (f) GDPR, including profiling based on those provisions.</p> <p>If you object, Helaba will no longer process your personal data, unless it is able to demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or processing of the data is required for the establishment, exercise or defence of legal claims.</p> <p>b. Objection to processing of your data for direct marketing by your Helaba</p> <p>If your Helaba processes your personal data for direct marketing purposes, you have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing.</p> <p>If you object to processing of your personal data for direct marketing purposes, the data are no longer processed for those purposes.</p> <p>You can lodge an objection without the need for any special form;</p>

	<p>where possible, please send your objection to: Landesbank Hessen-Thüringen Girozentrale Public-Law Institution (Anstalt des Öffentlichen Rechts) Data Protection Officer Kaiserleistraße 29-35 63067 Offenbach, Germany E-mail: datenschutz@helaba.de</p> <p>You can use the Facebook form to request information from Meta and exercise your rights as a data subject towards Meta in relation to processing of usage data on your Helaba's Instagram. Only Meta has access to users' data and can thus take measures and provide information directly.</p> <p>If you nevertheless need help, please do not hesitate to contact your Helaba at any time.</p>
<p>Are you obligated to provide data?</p>	<p>When you use your Helaba's Instagram profile, you are under no statutory or contractual obligation to provide your personal data to Helaba.</p>
<p>Are your data used for automated decision-making, including profiling?</p>	<p>When you use the Instagram profile, your Helaba does not process your data for automated decision-making, including profiling, within the meaning of Article 22 GDPR.</p>