

Data protection information on the Twitter 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 a “Twitter profile” in order to draw attention to the services it offers and to interact with its customers and visitors to the Twitter profile (hereinafter referred to as “users”).</p> <p>Personal data are processed when your Helaba’s Twitter 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 Twitter profile and whom can I contact?	<p>You can access your Helaba’s Twitter profile on the Twitter platform (www.twitter.com), which is operated in the European Union by: Twitter International Company (“Twitter”)</p> <p>One Cumberland Place Fenian Street Dublin 2, D02 AX07 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 Twitter 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 E-mail: datenschutz@helaba.de</p>
For what purpose are your data processed when you visit your Helaba’s Twitter profile and what is the legal basis for that?	<p>Processing of usage data by Twitter itself</p> <p>Twitter collects usage data when you visit your Helaba’s Twitter profile or profiles within the Twitter platform.</p> <p>As part of that, Twitter also uses certain data it has collected from users of the Twitter platform (such as retweets) to create aggregated usage statistics (termed “Twitter Analytics”) and make them available to the Twitter profile’s operator. Your Helaba also receives such aggregated usage statistics. The information your Helaba receives using Twitter Analytics does not permit identification of individual users. Your Helaba itself does not have access to personal data that Twitter processes for Twitter Analytics. Twitter alone defines what data is processed for Twitter Analytics and in what way. Your Helaba cannot influence processing of the data by Twitter legally or de facto. Twitter alone is responsible for such data processing activities. Twitter provides information on that in the Twitter Privacy Policy.</p>
	<p>Processing of your data as part of communication with Helaba using the Twitter profile</p> <p>When you contact your Helaba using the Twitter profile, such as by commenting on a tweet or writing a message to your Helaba using</p>

	<p>Twitter direct messages, 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 Twitter profile.</p> <p>Information you post on your Helaba's Twitter profile (such as comments) or send using Twitter direct messages are stored by Twitter pursuant to your relationship as a user and can be removed there by yourself.</p>
<p>Who receives your data?</p>	<p>When your Helaba communicates with you using its Twitter profile, it sends the personal data required for that to Twitter.</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 Twitter 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 Twitter processes personal data in its sphere of responsibility in third countries and, for example, transfers them to Twitter 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 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. 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 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. 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; where possible, please send your objection to: Landesbank Hessen-Thüringen Girozentrale Public-Law Institution (Anstalt des Öffentlichen Rechts)</p>

	<p>Data Protection Officer Kaiserleistraße 29-35 63067 Offenbach E-mail: datenschutz@helaba.de</p> <p>You can use the Twitter form to request information from Twitter and exercise your rights as a data subject towards Twitter in relation to processing of usage data on your Helaba's Twitter profile. Only Twitter 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 Twitter 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 Twitter profile, your Helaba does not process your data for automated decision-making, including profiling, within the meaning of Article 22 GDPR.</p>