

## Data protection information on Helaba's LinkedIn profile

Information pursuant to Articles 13, 14 and 21 of the General Data Protection Regulation ("GDPR").	
<b>What is the purpose of this information?</b>	<p>Your Helaba operates a "LinkedIn page" in order to draw attention to the services it offers and to interact with its customers and visitors to the LinkedIn page (hereinafter referred to as "users").</p> <p>Personal data are processed when your Helaba's LinkedIn page 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 <a href="#">your Helaba's data protection information</a>.</p>
<b>Who is responsible for processing data on your Helaba's LinkedIn page and whom can I contact?</b>	<p>You can access your Helaba's LinkedIn page on the LinkedIn platform (<a href="http://www.linkedin.com">www.linkedin.com</a>), which is operated in the European Union by: LinkedIn Ireland Unlimited Company ("LinkedIn")</p> <p>Wilton Place 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 LinkedIn 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 <a href="http://www.helaba.com">www.helaba.com</a></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: <a href="mailto:datenschutz@helaba.de">datenschutz@helaba.de</a></p>
<b>For what purpose are your data processed when you visit your Helaba's LinkedIn page and what is the legal basis for that?</b>	<p><b>Processing of usage data by LinkedIn itself</b></p> <p>LinkedIn collects usage data when you visit your Helaba's LinkedIn page or other sub-pages of <a href="http://www.linkedin.com">www.linkedin.com</a>. In principle, LinkedIn alone is responsible for such data processing activities under data protection law. LinkedIn provides information on that in its <a href="#">Privacy Policy</a> and <a href="#">Cookie Policy</a>.</p>
	<p><b>Joint responsibility of LinkedIn and your Helaba for processing usage data</b></p> <p>When you visit your Helaba's LinkedIn page, LinkedIn also uses certain usage data (such as whether you have "liked" or commented on certain posts from your Helaba) to make aggregated usage statistics (termed "page insights") available to your Helaba. Usage statistics do not allow conclusions to be drawn about the behaviour of individual users, but merely give your Helaba an overview of use of its LinkedIn page (such as what posts were clicked on particularly often). Your Helaba itself does not have access to the personal data processed to create the statistics. LinkedIn alone defines what types of usage are recorded by LinkedIn; that cannot be configured, changed or otherwise influenced by your Helaba.</p> <p>Your Helaba asks LinkedIn to provide it with usage statistics relating to its LinkedIn page so that it can improve the posts published on it</p>

	<p>and make them as interesting as possible for users. 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. If you are logged on to LinkedIn, the data are also processed in accordance with Article 6 (1) sentence 1 (b) GDPR in compliance with the User Agreement between you and LinkedIn.</p> <p>LinkedIn and your Helaba are joint controllers in accordance with Article 26 GDPR and so are jointly responsible for processing personal data used to create these usage statistics.</p> <p>In the Page Insights Joint Controller Addendum, LinkedIn and your Helaba have contractually defined who of them must fulfil which obligations under the GDPR. It also defines what data are processed as part of this joint responsibility.</p> <p><b>Processing of your data as part of communication with Helaba using the LinkedIn page</b></p> <p>When you contact your Helaba using the LinkedIn page, such as by commenting on a post or writing a message to your Helaba with LinkedIn 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>Please note that your Helaba can see the names of logged-on LinkedIn users who have visited its LinkedIn page. If you do not want to share this information, you can activate “Private Mode” in your profile settings on LinkedIn.</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><b>For how long are my personal data stored?</b></p>	<p>Your Helaba itself does not store personal data relating to your use of the LinkedIn page.</p> <p>Information you post on your Helaba’s LinkedIn page (such as comments) or send using LinkedIn messages are stored by LinkedIn pursuant to your relationship as a user and can be removed there by yourself.</p>
<p><b>Who receives your data?</b></p>	<p>When your Helaba communicates with you using its LinkedIn page, it sends the personal data required for that to LinkedIn.</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><b>Are your data transferred to a third country or an international organisation?</b></p>	<p>Your Helaba does not transfer personal data collected by means of its LinkedIn page to third countries (i.e. countries outside the European Union and the European Economic Area).</p> <p>Your Helaba has no influence on whether LinkedIn processes personal data in its sphere of responsibility in third countries and, for example, transfers them to LinkedIn Inc. in the USA.</p>
<p><b>What are your rights in respect of processing of your data?</b></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><b>Information on your right to object pursuant to Article 21 GDPR</b></p> <p><b>a. Right to object in an individual case</b></p> <p><b>You have the right to object at any time, on grounds relating to</b></p>

	<p><b>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.</b>  <b>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.</b></p> <p><b>b. Objection to processing of your data for direct marketing by your Helaba</b>  <b>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.</b>  <b>If you object to processing of your personal data for direct marketing purposes, the data are no longer processed for those purposes.</b></p> <p><b>You can lodge an objection without the need for any special form; where possible, please send your objection to:</b>  <b>Landesbank Hessen-Thüringen Girozentrale</b>  <b>Public-Law Institution (Anstalt des Öffentlichen Rechts)</b>  <b>Data Protection Officer</b>  <b>Kaiserleistraße 29-35</b>  <b>63067 Offenbach</b>  <b>E-mail: <a href="mailto:datenschutz@helaba.de">datenschutz@helaba.de</a></b></p> <p>You can use the LinkedIn form, for example, to request information from LinkedIn and exercise your rights as a data subject towards LinkedIn in relation to processing of usage data on your Helaba's LinkedIn page. Only LinkedIn has access to users' data and can thus take measures and provide information directly. If you are logged on to LinkedIn, you yourself can also define how your data is processed by LinkedIn in the LinkedIn settings.          If you nevertheless need help, please do not hesitate to contact your Helaba at any time.</p>
<p><b>Are you obligated to provide data?</b></p>	<p>When you use your Helaba's LinkedIn page, you are under no statutory or contractual obligation to provide your personal data to Helaba.</p>
<p><b>Are your data used for automated decision-making, including profiling?</b></p>	<p>When you use the LinkedIn page, your Helaba does not process your data for automated decision-making, including profiling, within the meaning of Article 22 GDPR.</p>