

## Data protection information on the YouTube 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>	Your Helaba operates a “YouTube channel” in order to draw attention to the services it offers and to interact with its customers and visitors to the YouTube channel (hereinafter referred to as “users”). Personal data are processed when your Helaba’s YouTube channel 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. 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.
<b>Who is responsible for processing data on your Helaba’s YouTube channel and whom can I contact?</b>	You can access your Helaba’s YouTube channel on the YouTube platform (www.youtube.com), which is operated in the European Union by: Google Ireland Limited (“Google”) Gordon House Barrow Street Dublin 4 Ireland
	Your Helaba itself is the controller, i.e. the party responsible under data protection law, for some of the data processing activities on its YouTube account: 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
	You can contact your Helaba’s Data Protection Officer at: Landesbank Hessen-Thüringen Girozentrale Public-Law Institution (Anstalt des Öffentlichen Rechts) Data Protection Officer Kaiserleistraße 29-35 63067 Offenbach E-mail: datenschutz@helaba.de
<b>For what purpose are your data processed when you visit your Helaba’s YouTube account and what is the legal basis for that?</b>	<b>Processing of usage data by Google itself</b> Google collects usage data when you visit your Helaba’s YouTube account or other pages of the YouTube platform.  As part of that, Google also uses certain data it has collected from users of the YouTube platform (such as which videos users watch) to create aggregated usage statistics (termed “YouTube Analytics”) and make them available to the YouTube profile’s operator. Your Helaba also receives such aggregated usage statistics. The information your Helaba receives using YouTube Analytics does not permit identification of individual users. Your Helaba itself does not have access to personal data that Google processes for YouTube Analytics. Google alone defines what data is processed for YouTube Analytics and in what way. Your Helaba cannot influence processing of the data by Google legally or de facto. Google alone is responsible for such data processing activities. Google provides information on that the <a href="#">Google Privacy Policy</a> .
	<b>Processing of your data as part of communication with Helaba using the YouTube account</b>

	<p>When you contact your Helaba using the YouTube account, such as by commenting on a video from your Helaba, 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><b>For how long are my personal data stored?</b></p>	<p>Your Helaba does not store personal data relating to your use of the YouTube account.</p> <p>Information you post on your Helaba's YouTube account (such as comments on videos) or are stored by Google pursuant to your relationship as a user and can be erased there by you yourself.</p>
<p><b>Who receives your data?</b></p>	<p>When your Helaba communicates with you using its YouTube account, it sends the personal data required for that to Google.</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 Sparkasse 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 YouTube account 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 Google processes personal data in its sphere of responsibility in third countries and, for example, transfers them to Google LLC 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>          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>b. Objection to processing of your data for direct marketing by your Helaba</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.          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>

**Kommentiert [A1]:** Ist Sparkasse hier richtig oder sollte es Helaba sein?

	<p><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 Google Takeout form to request information from Google, for example, and exercise your rights as a data subject towards Google in relation to processing of usage data on your Helaba's YouTube profile. Only Google has access to users' data and can thus take measures and provide information directly.          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 YouTube account, 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 YouTube account, your Helaba does not process your data for automated decision-making, including profiling, within the meaning of Article 22 GDPR.</p>