

Privacy Notice

Welcome to our Facebook page.

Name and Address of the Data Controller:

Jointly responsible for the operation of this Facebook page in the sense of the EU General Data Protection Regulation and other data protection regulations are:

Facebook Ireland Ltd. (hereafter "Facebook")
4 Grand Canal Square
Grand Canal Harbour
Dublin
Ireland

and

Waldhotel Stuttgart GmbH
Guts-Muths-Weg 18
D-70597 Stuttgart-Degerloch

Information about our Facebook page.

We operate this page to draw attention to our services and products and to communicate with you as a visitor to and user of our Facebook page and our website. You can find additional information about us and our activities, companies etc. on our website under <https://www.waldhotel-stuttgart.de/>.

As the operator of the Facebook page, we have no interest in the collection and further processing of your individual personal data for analysis or marketing purposes. Further information on how we use personal data can be found in our privacy policy on our website under [Datenschutz \[data protection\]](#).

We operate this Facebook page, including the processing of the personal data of the users, on the basis of our legitimate interests in an up-to-date and supportive way of informing and interacting with our users and visitors pursuant to Art. 6 (1) point (f) GDPR.

The Processing of Personal Data by Facebook

The European Court of Justice (ECJ) decreed in its judgment of 5th June 2018 that the operator of a Facebook page is jointly responsible with Facebook for the processing of personal data.

We are aware that Facebook processes the data of its users for the following purposes:

- Advertising (analysis, creation of personalised advertising)
- Generating user profiles
- Market research

Facebook uses cookies for the storage and further processing of this information, i.e. small text files which are stored on the various devices of its users. Insofar as the user has a Facebook profile and is logged in to it, storage and analysis also occurs across multiple devices.

The Privacy Policy of Facebook includes further information on data processing:

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

The possibilities for objecting to this (so-called opt-out) can be found here:

<https://www.facebook.com/settings?tab=ads> and here:

<http://www.youronlinechoices.com>.

Facebook Inc, the US parent company of Facebook Ireland Ltd. is certified under the EU-US Privacy Shield and thus agrees to comply with European data protection regulations.

Additional information on the Privacy Shield status of Facebook can be found here:

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

The transfer to and further processing of the user's personal data in third countries, such as the USA, and the potential risks involved to the users cannot be excluded by us as the operator of the page.

Statistical Data

Various categories of statistical data can be retrieved by us via so-called "insights" on the Facebook page. These statistics are generated and provided by Facebook. As the operator of the page we have no influence on the generation and display of the data. We cannot switch this function off or prevent the generation and processing of the data. For a selected period, and for the respective categories: fans, subscribers, persons reached, and interactive persons, Facebook provides us, with regard to our Facebook page, with the following data:

Total number of page views, "likes", page activities, post interactions, reach, video views, reach of posts, comments, shared content, answers, number of males and females, origin related to country and place, language, views and clicks in the shop, clicks in the route planner, clicks on telephone numbers. In this fashion, data regarding the Facebook groups which are linked to our Facebook page is also provided. As Facebook continually develops, the availability and processing of the data changes; we thus refer you to the aforementioned privacy policy of Facebook for further information.

We use this pooled data to make our articles and activities on our Facebook page more attractive to the users. We thus use, for example, the categories age and gender for an adapted form of address and the preferred visiting times of the users for an optimal planning of the timing of our posts. Information on the type of devices used by visitors helps us to adapt the visual design of our posts. In accordance with the Facebook terms of use, which every user agreed to within the framework of the creation of a Facebook profile, we can identify the subscribers and fans of the page and their profiles, as well as view further information shared by them.

User Rights

As only Facebook has complete access to the user data, we recommend that you contact Facebook directly if you have enquiries regarding access to information or other issues pertaining to your rights as a user (e.g. right to erasure). Should you require support for this

or have other questions, please contact us by email under info@waldhotel-stuttgart.de. If in future you no longer wish for your data to be processed as described here, then please disconnect the link of your user profile to our site by using the function “*Diese Seite gefällt mir nicht mehr*” [“I no longer like this page”].

Information as of: 17th September 2018