

## Online presence in social media

I maintain online presences within social networks and platforms in order to communicate with active customers, interested parties, and users and to inform them about my services.

I would like to point out that your user data may be processed outside the European Union when you visit my profiles on those social media platforms. This may pose risks for users because, for example, the enforcement of users' rights could be more difficult. With regard to US providers certified under the Privacy Shield, I would like to point out that they commit to comply with EU data protection standards.

Furthermore, user data is usually processed for market research and advertising purposes. This means that these companies can create profiles based on your browsing behavior and your assumed interests. In turn, these profiles can be used, for example, to place advertisements inside and outside the platforms that presumably correspond to your interests. For these purposes, cookies are usually stored on your computer, in which you browsing behavior and interests are stored. Data can also be stored independently of the devices used by you (especially if you are a member of the respective platforms and are logged in there).

The processing of your personal data is based on my legitimate interests in effective user information and communication with users in accordance with Art. 6 para. 1 lit. f. GDPR. If you are asked by the respective providers for your consent to data processing (i.e. to consent by ticking a checkbox or confirming by clicking a button), the legal basis of the processing is Art. 6 para. 1 lit. a., Art. 7 GDPR.

For detailed information regarding the respective processing and the possibility of opting out, I suggest you visit the following links and read the information published by the respective providers.

Also, if you plan to request any information or wish to carry out your user rights, I'd like to point out that these can be asserted most effectively with the providers. Only the providers have access to your data and can directly take appropriate measures and provide the information you need. If you still need help, you may contact me.

**Facebook** (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) – [Privacy policy](#), [Opt-Out](#) and <http://www.youronlinechoices.com>. [Privacy Shield](#).

**Google/ YouTube** (Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) – [Privacy policy](#), [Opt-Out](#), [Privacy Shield](#).

**Instagram** (Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA) – [Privacy policy/ Opt-Out](#).

**LinkedIn** (LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland) – [Privacy policy](#), [Opt-Out](#), [Privacy Shield](#).

**Pinterest** (Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA) – [Privacy policy/ Opt-Out](#).

**ProZ** (ProZ.com Headquarters, P.O. Box 903, Syracuse, NY 13201, USA) – [Privacy policy](#), [Opt-Out](#), [Privacy Shield](#).

**Twitter** (Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA) – [Privacy policy](#), [Opt-Out](#), [Privacy Shield](#).

**XING** (XING AG, Dammtorstr. 29-32, 20354 Hamburg, Germany) – [Privacy Policy/ Opt-Out](#).