

# Data Privacy Statement for ams-OSRAM on Social Media

Our business is founded on trust. Safeguarding personal data (data protection) is of great importance to **ams OSRAM**. That is why we comply with all applicable data protection legislation and also strive to keep on improving data protection. This is the data privacy statement for the following social media presences run by ams-OSRAM AG and its affiliated companies ("**ams Osram Group**").

## **Please note:**

Some of our websites contain buttons of social media networks. These buttons are not recommendation or referral links. The button in question merely refers to the social media network. User data is not transmitted when you click on these buttons.

## **Definitions:**

"Contact person" means: the contact person at customers, sales partners, suppliers and partners

"Business partner" means: customers, sales partners, suppliers and partners.

## **A. Name and address of the controller**

The controller within the meaning of the General Data Protection Regulation (GDPR), other national data protection laws of the Member States and other data protection regulations is:

**ams-OSRAM AG**

Tobelbader Strasse 30

8141 Premstaetten

AUSTRIA

**Email:** [sensors@ams-osram.com](mailto:sensors@ams-osram.com)

**Website:** <https://ams-osram.com>

Contact details of the Corporate Data Privacy Department: [privacy@ams-osram.com](mailto:privacy@ams-osram.com)

The controller is the Group company specified in the imprint of the respective online presence (social media account).

## **B. Facebook**

<https://www.facebook.com/amsOSRAM> ("ams OSRAM Facebook page")

The ams OSRAM Facebook page is operated by ams-OSRAM AG on the technical platform of Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 ("Facebook").

The following provides you with information on how data is processed on the ams OSRAM Facebook page and the information published by Facebook relating to processing of personal data by Facebook.

### **I. Processing of data on the ams OSRAM Facebook page**

If you are registered on Facebook, you can send us a message on Facebook by clicking on the "Send Message" button. These messages cannot be seen by other Facebook users. We use the personal data you disclose in such messages solely to reply to your message. The legal basis for processing this data is Article 6 (1) point (f) GDPR. The message is erased once your inquiry has been responded to. You can find more information on data protection at ams OSRAM in our [Privacy Policy](#). It also contains information on your rights as regards processing of your personal data and means of contacting us about matters related to data protection.

Ams OSRAM also uses the "Facebook Insights" function, which offers statistical information on use of the ams OSRAM Facebook page and is provided by Facebook (please refer to section B.II for more details).

Above and beyond the processing of personal data specified here, ams OSRAM does not have any influence on the processing of personal data in connection with your use of the ams OSRAM Facebook page. We point out that you use the ams OSRAM Facebook site and its functions under your own responsibility. That applies in particular to use of interactive functions (e.g. comment, share, like).

### **II. Information from Facebook on processing of personal data**

When you visit the ams OSRAM Facebook page, Facebook records details (in particular as part of the Insights function) collected in connection with a visit to, or interaction by persons on or with, the ams OSRAM Facebook page and its content. You can find details of the specific data collected at:

[https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data).

In order to comply with the requirements of the GDPR, Facebook has defined at [https://www.facebook.com/legal/terms/page\\_controller\\_addendum#](https://www.facebook.com/legal/terms/page_controller_addendum#) that the site operator, i.e. ams OSRAM in our case, is the joint controller together with Facebook Ireland. It is also

confirmed that Facebook Ireland takes primary responsibility under the GDPR for processing of the data and is responsible for fulfilling obligations relating to the rights of data subjects. ams OSRAM has taken note of the information on this agreement and made it part of the agreement between ams OSRAM and Facebook.

You can find Facebook's Cookies Policy at: <https://www.facebook.com/policies/cookies/>. Facebook's Data Policy can be called at: <https://www.facebook.com/privacy/explanation>.

## C. LinkedIn

- <https://www.linkedin.com/company/ams-osram/> ("ams OSRAM LinkedIn page")

### I. Processing of data on the ams OSRAM LinkedIn page

If you are registered on LinkedIn, you can send us a message on LinkedIn by clicking on the "Send Message" button. These messages cannot be seen by other LinkedIn users. We use the personal data you disclose in such messages solely to reply to your message. The legal basis for processing this data is Article 6 (1) point (f) GDPR. The message is erased once your inquiry has been responded to.

Above and beyond the processing of personal data specified here, ams OSRAM does not have any influence on the processing of personal data in connection with your use of the ams OSRAM LinkedIn page. We point out that you use the ams OSRAM LinkedIn site and its functions under your own responsibility. That applies in particular to use of interactive functions (e.g. comment, share, like).

So as to comply with the requirements of the GDPR, LinkedIn has defined at <https://legal.linkedin.com/pages-joint-controller-addendum> that the site Operator, i.e. ams OSRAM in our case, is the joint controller together with LinkedIn Ireland. It is also confirmed that LinkedIn Ireland takes primary responsibility under the GDPR for processing of the data and is responsible for fulfilling obligations relating to the rights of data subjects. ams OSRAM has taken note of the information on this agreement and made it a part of the agreement between ams OSRAM and LinkedIn.

ams OSRAM also uses the "LinkedIn Insights" function, which offers statistical information on use of the ams OSRAM LinkedIn page and is provided by LinkedIn.

Additionally, on our main webpage we use "LinkedIn Insight Tag" tool which allows us to receive aggregated reports on targeted website audience and display performance. This data may be used by ams OSRAM to display targeted advertising outside of our webpage without identifying you as a website visitor. More information on the use of "LinkedIn Insight Tag" is available under: <https://ams-osram.com/privacy-policy>

General information on data processing carried out by LinkedIn may be found at: <https://www.linkedin.com/legal/privacy-policy>

## D. Twitter/Instagram/Youtube

**The official ams OSRAM Twitter accounts are:**

- <https://twitter.com/amsOSRAM>

**The official ams OSRAM Instagram account is:**

- <https://www.instagram.com/amsosram/>

**The official ams OSRAM YouTube accounts are:**

- <https://www.youtube.com/c/amsOSRAMofficial>

Any content or opinions of accounts other than those specified above are the responsibility of the individual author in question and do not reflect the opinion of ams OSRAM. ams OSRAM is not liable for such third-party content. Since social media posts may contain links, please note that ams OSRAM is not responsible for the content of websites our organisation does not operate. Moreover, ams OSRAM cannot be held liable for all information provided on ams OSRAM's social media channels not being correct and complete.

Our social media activities are geared toward our working hours.

### **I. Processing of personal data by ams OSRAM on the social media platform**

The data you enter on the social media platforms, such as comments, videos, photos, likes, public messages etc., are published by the social media platform and are never used or processed by us for other purposes. We merely reserve the right to delete content where that should be necessary. If applicable, we share your content on our site, if such a function is offered by the social media platform and communicate with you over the platform. The legal basis for that is Article 6 (1) sentence 1 point (f) GDPR. The data is processed in the interest of our public relations work and communication.

If you wish to object to a specific type of data processing we can influence, please get in touch with us under the contact data specified in the imprint. We will then examine your objection.

If you send us an inquiry on the social media platform, we may refer you to other, secure communication channels that ensure confidentiality, depending on the required response. You can always submit confidential inquiries to us by sending them to the address stated in the imprint.

We have limited means of influencing, and cannot disable, statistics the provider of the social media platform makes available to us. However, we do not request them from the platform.

### **II. Processing of personal data by social media providers on the social media platforms**

Social media platforms use web tracking methods. Web tracking can be carried out regardless of whether you are logged on to or registered with the social media platform. We cannot influence the web tracking methods of the social media platforms and we cannot disable them,

We point out that it is not possible to rule out that the provider of the social media platform uses your profile and behaviour data to analyze your habits, personal relationships, preferences etc. You can find more details on processing of data by the provider of the social media platform and other means of objecting to it in the privacy policies of the respective provider:

- Twitter: <https://twitter.com/en/privacy>
- Instagram: <https://help.instagram.com/519522125107875>
- Youtube: <https://www.youtube.com/howyoutubeworks/our-commitments/protecting-user-data/>

## E. TikTok

**The ams OSRAM Career TikTok channel:** [amsosramcareer \(@amsosram\\_career\) | TikTok](https://www.tiktok.com/@amsosram_career)

The ams OSRAM Career TikTok channel is operated by ams OSRAM on the technical platform of TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380 (“TikTok”).

The following provides you with information on how data is processed by ams OSRAM on its TikTok channel (also the “Channel”), as well as the information published by TikTok in relation to its processing of personal data on the platform:

### 1. Data processing by ams OSRAM on the ams OSRAM TikTok channel

The Channel is used exclusively by ams OSRAM HR Talent Acquisition to provide insights about daily work at the company to further promote ams OSRAM as an attractive employer and increase its recognisability among potential employees by means of targeting specific user groups on TikTok. The Channel is not utilised to advertise or promote ams OSRAM goods/services or for any other commercial purposes.

Creation and presentation of video contents on the Channel may involve processing of personal information of employees of ams OSRAM (first name, job title, department, and location). In this case, the processing in question would be based on an informed and specific consent in accordance with Article 6 (1) point (a) GDPR. The personal data in question is stored on the Channel for the duration of the availability of the video contents on the Channel unless employee withdraws its consent to the processing in question.

Personal data of TikTok users accessing the Channel, whether they are registered with the platform or not, is only processed by ams OSRAM in anonymised/aggregated form as provided by TikTok that does not allow identification of single individuals. This data processing is aimed at determining the success of the Channel and assessing information about Channel visitors (gender, age and location) to further improve its targeting.

ams OSRAM may be occasionally processing personal data of identifiable registered users, if it is necessary to respond to direct messages, comments or in any other way to interact with TikTok users visiting the Channel. This information is stored for as long as it is necessary for interaction with users and is deleted once interaction is over (in case of direct messages) or comments or likes are removed by a user. The processing of the data in question takes place exclusively within the platform, excludes processing of sensitive

personal data and is based on the legitimate interest of ams OSRAM in accordance with Article 6 (1) point (f) GDPR. Users are entitled to object to such processing based on the grounds established in Article 21 GDPR.

ams OSRAM may also employ third parties (service providers) to maintain the Channel and improve its functioning. In this case, appropriate contractual arrangements are established between ams OSRAM and the service provider to guarantee security and integrity of the data processed, including, where necessary Data Processing Agreements under Article 28 GDPR.

In the event of data transfers outside of the European Union involving personal information as described above ams OSRAM will rely on the following instruments according to Article 46 GDPR to guarantee its appropriate protection:

- ams OSRAM Binding Corporate Rules for data transfer among ams OSRAM entities;
- EU Standard Contractual Clauses, as adopted by the European Commission on 04 June 2021.

### **Information on Joint Controllership with TikTok**

ams OSRAM and TikTok are joint controllers in relation to the data processing taking place on the Channel within the meaning of Article 26 GDPR. ams OSRAM and TikTok entered into the Joint Controller Terms to determine the respective responsibilities for compliance with the obligations under the GDPR with regard to the Joint Processing (as specified in the Applicable Product Terms).

ams OSRAM is responsible for correct technical implementation and configuration of the Channel. ams OSRAM shall comply with its obligations under the GDPR in respect of the personal data breaches involving personal information as indicated above insofar as any personal data breach concerns ams OSRAM security obligations under the Joint Controller Terms.

TikTok is designated responsible entity for enabling data subjects' rights under Articles 15-20 GDPR with regard to the personal stored or otherwise processed on the platform. This, however, does not prevent users from making respective requests directly to ams OSRAM.

Above and beyond the processing of personal data specified here, ams OSRAM does not have any influence on the processing of personal data in connection with your use of the Channel. We point out that you use the Channel and its functions under your own responsibility. That applies inter alia to use of interactive functions (e.g., comment, share, like).

## **2. Information on data processing by TikTok**

TikTok collects a variety of personal data which is used for a variety of purposes. It also carries out web tracking regardless of whether or not you are logged in to or registered with the platform. We cannot influence the web tracking methods of the platform and we cannot disable them. We also cannot influence data processing by TikTok as well as data sharing between TikTok and its business partners and have no control over where your personal data is sent to and how it is utilised.

Complete information on data processing within the platform carried out by TikTok is available at the following link: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>

## F. Rights of data subjects

You have the following rights in relation to processing of personal data by ams OSRAM:

- Right to access and obtain information under Article 15 GDPR;
- Right to rectification of data under Article 16 GDPR;
- Right to erasure of personal data under Article 17 GDPR;
- Right to restrict processing under Article 18 GDPR;
- Right to data portability under Article 20 GDPR;
- Right to object to processing under Article 21 GDPR;
- Right to withdraw a consent at any time, if the data processing is based on a consent.

### **Right to object in accordance with Article 21 GDPR:**

If we process your data to safeguard legitimate interests (Article 6(1) point (f) GDPR) or to perform a task carried out in the public interest (Article 6 (1) point (e) GDPR) and there are grounds to object against such processing relating to the particular situation of the contact person, you can object to such processing in accordance with Article 21(1) GDPR.

The rights of the contact persons as data subjects are applicable only insofar as they are consistent with the underlying business relationship with our business partner.

Rights of data subject as regards processing of personal data by a social media provider must be asserted against the social media provider in question.

### **Right to lodge a complaint with a supervisory authority:**

In addition to the abovementioned right that can be exercised at ams-OSRAM, you also have the option to contacting the responsible data protection authorities at any time.

### **Responsible authority for ams OSRAM:**

Bavarian State Office for Data Protection Supervision  
Postbox 1349  
91504 Ansbach  
Germany

You can find an overview of all national data protection authorities in the EU at:

[https://edpb.europa.eu/about-edpb/about-edpb/members\\_en](https://edpb.europa.eu/about-edpb/about-edpb/members_en)