



*The University of Hohenheim provides information on the use of Instagram.*

## **Privacy Policy for the Instagram site of the University of Hohenheim**

With the help of the Instagram online platform, the University of Hohenheim operates the site <https://www.instagram.com/unihohenheim/>. Instagram is a service of Meta Platforms Ireland Limited (Merrion Road, Dublin 4, D04 X2K5, Ireland).

### **Responsible for the data processing**

is

University of Hohenheim  
represented by the President Prof. Dr. Stephan Dabbert  
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[post@uni-hohenheim.de](mailto:post@uni-hohenheim.de)

### **Data Protection Officer acc. to Art. 37 EU-GDPR is:**

UIMC Dr. Voßbein GmbH & Co. KG  
Dr. Heiko Haaz  
Otto-Hausmann-Ring 113  
42115 Wuppertal  
[datenschutz@uni-hohenheim.de](mailto:datenschutz@uni-hohenheim.de)

## **Purposes of using the Instagram page**

The University of Hohenheim uses the Instagram page to make this online offering available to you, enabling us to perform our tasks in the public interest (public relations work of the University of Hohenheim).

Alternatively, you can also access the study or work-related information offered on this site on our website at [www.uni-hohenheim.de/](http://www.uni-hohenheim.de/). The Instagram account is merely an additional site for social media users for information and communication purposes.

## **Legal basis of use**

The use of the Instagram page and the associated processing of personal data by the University of Hohenheim is based on Section 4 of the Baden-Württemberg State Data Protection Act (LDSG BW) (as a provision envisaged by Article 6(1) sentence 1(e) of

the General Data Protection Regulation (GDPR)) and serves the performance of necessary tasks in the public interest (public relations work of the University of Hohenheim). If you interact with us voluntarily via our Instagram page, your data will be processed on the basis of your voluntary consent in accordance with Article 6(1)(a) GDPR.

## Data processed by Instagram / Meta

The Instagram account is an online presence within the Instagram platform offered by Meta Platforms Ireland Ltd, (Merrion Road, Dublin 4, D04 X2K5, Ireland) (hereinafter "Instagram").

We would like to point out that you use the Instagram page offered here and its functions on your own responsibility. This applies in particular to the use of interactive functions (e.g. liking, commenting).

By using Instagram, your personal data will be collected, transferred, stored, disclosed, and used by Meta Platforms Ireland Limited.

Meta processes your voluntarily entered data such as name and user name, email address, and telephone number, or the contacts of your address book if you upload or synch such.

Moreover, Meta also analyzes the content you share to determine which topics you are interested in, stores and processes confidential messages that you send directly to other users, and can determine your location based on GPS data, information about wireless networks or your IP address in order to send you advertising or other content.

Meta Platforms Ireland Limited may use analysis tools such as Instagram Analytics or Google Analytics for evaluation purposes. The University of Hohenheim has no influence on the use of such tools by Meta Platforms Ireland Limited and has not been informed of any such potential use.

Ultimately, Meta also receives information when you view content, for example, even if you have not created an account. These so-called "log data" may include the IP address, the browser type, the operating system, information about the previously accessed website and the pages you have accessed, your location, your mobile phone provider, the terminal device you are using (including device ID and application ID), the search terms you have used, and cookie information.

Through Instagram buttons or widgets integrated into websites and the use of cookies, Meta is able to record your visits to these websites and assign them to your Instagram profile. This data can be used to tailor content or advertising to you.

You have options for restricting the processing of your data in the general settings of your Instagram account and as described under "Privacy settings" in the [Help section](#)

[of Instagram](#). Furthermore, you can restrict Meta’s access to contact and calendar data, photos, location data, etc. on mobile devices (smartphones, tablet computers) in the settings options there. However, this depends on the operating system you use.

Further information on data processing by Meta can be found in [Meta’s Privacy Policy](#) and in [Meta’s Cookie Policy](#).

## Data processed by the University of Hohenheim

The University of Hohenheim also processes your data for the purpose of communication, in particular to respond to user comments on our website, but also to write personal messages and to share, like, or mark third-party content.

Meta provides the University of Hohenheim with anonymized statistical data on visitors to the Instagram account via the “Insights” service. For this purpose, Meta stores cookies on the visitor’s terminal device. If they are logged in as an Instagram user, this cookie can be linked to the respective user account. If Instagram is used on several terminal devices as a user, the recording and analysis can also be carried out across devices. Meta provides the information collected by Meta in the form of summarized, anonymized data, which the University of Hohenheim can use to evaluate how users interact with the Instagram account. The University of Hohenheim does not have access to the data on which the evaluations are based.

The University of Hohenheim does not store personal data outside of Instagram.

## Transfer of personal data to third parties / third country transfer

The University of Hohenheim does not pass on your personal data to third parties.

According to Instagram, it shares its infrastructure, systems, and technologies with other Meta companies. This may also include the parent company Meta Platforms, Inc., Menlo Park, California, United States (USA). Instagram also shares information worldwide, both internally between Meta companies and externally with partners and third parties with whom you connect via Meta services and with whom you share content. You can find details on this in the Instagram Privacy Policy.

Personal data may also be transferred to the USA or other third countries for this purpose. According to Instagram, these data transfers are necessary in order to fulfill the conditions set out in the Instagram Terms of Use and to operate globally.

Meta transfers European data on the basis of standard data protection clauses, but reserves the right to use alternative transfer options recognized by the GDPR (e.g. adequacy decisions). For more information on standard data protection clauses, please visit: <https://de-de.facebook.com/help/instagram/272603474673152>

## Rights regarding your data

You have the right at any time and free of charge to receive information about the origin, recipient, and purpose of your stored personal data. You also have the right to demand the correction, blocking, or erasure of this data. You can contact us at any time at the address given in the legal notice for this and other questions on the subject of data protection. Furthermore, you have the right of complaint to the competent supervisory authority.

### Right of revocation

Many data processing operations are possible only with your express consent, e.g. when we publish pictures which are subject to your copyright or on which you are depicted. You have the right to revoke consent granted in accordance with Art. 7(3) GDPR with effect for the future. For this purpose, an informal email to us is sufficient.

### Right of objection

You may object to the future processing of data concerning you at any time in accordance with Art. 21 GDPR. The objection may be made in particular against processing for the purposes of direct marketing.

### Right of complaint to the competent supervisory authority

If there are data protection violations, you as the data subject have the right to lodge a complaint to the competent supervisory authority acc. to Art. 77 GDPR. The competent supervisory authority for data protection issues is the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg, Lautenschlagerstraße 20, 70173 Stuttgart.

### Right to data portability

You have the right to have data that we process automatically on the basis of your consent or in fulfillment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another controller, this will take place only as far as it is technically feasible.

### Information, blocking, erasure

Within the framework of the applicable legal provisions, you have the right to obtain information free of charge at any time about your stored personal data, their origin and recipients, and the purpose of the data processing and, if applicable, a right to rectify, block, or erase this data. You can contact us at any time at the address given in the legal notice for this and other questions on the subject of personal data.

## Documentation, evaluation

If you have any questions about our information, you can contact us at [post@uni-hohenheim.de](mailto:post@uni-hohenheim.de). You can exercise your rights to information, blocking, or erasure of data by contacting our data protection team at [datenschutz@uni-hohenheim.de](mailto:datenschutz@uni-hohenheim.de).

You can find the underlying concept behind our Instagram page in our [Instagram Use Concept](#). We evaluate this use concept once a year with regard to whether and how it is used. This evaluation of the use concept takes into account the use figures and reach, as well as the target group structure of the networks.

Further information on Instagram and other social networks and how you can protect your data can also be found at [www.youngdata.de/](http://www.youngdata.de/)

*Last updated: October 2024*