



UNIVERSITÄT
HOHENHEIM

The University of Hohenheim provides information on the use of LinkedIn.

Privacy Policy for the LinkedIn profile of the University of Hohenheim

Responsible for the data processing

is

University of Hohenheim

represented by the President Prof. Dr. Stephan Dabbert

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The University of Hohenheim uses the information service offered on LinkedIn via the technical platform and services of LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

The controller for the data processing of persons living in the designated countries of the GDPR (European Union (EU), European Economic Area (EEA) and Switzerland) is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland:

<https://www.linkedin.com/legal/impressum>

In addition, personal data are processed in part under joint controllership with LinkedIn Ireland Unlimited Company (hereinafter: "LinkedIn"). Further information on joint controllership and data processing by LinkedIn can be found under the following links: <https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic-footer-privacy-policy> and <https://legal.linkedin.com/pages-joint-controller-addendum>.

LinkedIn may also process other personal data in connection with your visit to our corporate profile. In such cases, the processing is carried out solely under the responsibility of LinkedIn and without our knowledge. For further information, you can visit the following LinkedIn page: <https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic-footer-privacy-policy>.

Joint controller within the meaning of Art. 26 of the General Data Protection Regulation (GDPR), insofar as this is stated below:

LinkedIn Ireland Unlimited Company
Wilton Plaza, Wilton Place,
Dublin 2
Ireland

Data Protection Officer acc. to Art. 37 EU-GDPR for the University of Hohenheim is:

UIMC Dr. Voßbein GmbH & Co. KG
Dr. Heiko Haaz
Otto-Hausmann-Ring 113
42115 Wuppertal
datenschutz@uni-hohenheim.de

You can contact LinkedIn's data protection officer at
<https://www.linkedin.com/help/linkedin/ask/TSO-DPO>.

We would like to point out that you use the LinkedIn page offered here and its functions on your own responsibility. This applies in particular to the use of interactive functions (e.g. liking, rating, commenting). Alternatively, you can also access the study or work-related information offered on this site on our website at www.uni-hohenheim.de/. The LinkedIn page is merely an additional site for social media users for information and communication purposes.

Purposes of using the LinkedIn page

The University of Hohenheim uses the LinkedIn 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).

Legal basis of use

The use of the LinkedIn site 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 LinkedIn page, your data will be processed on the basis of your voluntary consent in accordance with Article 6(1)(a) GDPR.

Data processed by LinkedIn

The LinkedIn page is an online presence within the LinkedIn platform offered by LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland: (hereinafter "LinkedIn").

LinkedIn is therefore the controller under data protection law for the processing of personal data on the LinkedIn platform as described below.

Information about which data are processed by LinkedIn and for what purposes they are used can be found in [LinkedIn's Privacy Policy](#).

The University of Hohenheim has no influence on the type and scope of the data processed by LinkedIn, the type of processing, and use or the transfer of this data to third parties. It also has no effective control options in this respect.

Likewise, the University of Hohenheim has no knowledge of the content of your data transmitted to LinkedIn and cannot provide any information about what data are stored about you through the use of the LinkedIn service.

By using LinkedIn, your personal data will be collected, transferred, stored, disclosed, and used by LinkedIn Corporation. LinkedIn transfers your data from the countries designated in the GDPR to the United States of America (USA) and back. The LinkedIn data centers for storing member information are currently located in the USA and Singapore.

In addition to your voluntarily entered data such as profile, login, contact, and calendar data, LinkedIn also collects and processes location and device information, for example, as well as internet protocol addresses (IP addresses). LinkedIn can also use cookies or similar technologies to identify you outside of its own services and across different devices.

LinkedIn collects and analyzes data from the content, news, and messages you publish and upload, as well as data from partners and affiliates, such as information provided by your workplace / educational institution, websites, or third-party services.

More information at <https://www.linkedin.com/legal/privacy-policy>

LinkedIn states that it will use your personal data to provide you with additional services (including advertisements) and customize them to make them more relevant and useful to you and others, including through automated systems and its own inferences.

For this purpose, LinkedIn may also merge data internally via various services covered by its privacy policy (details at: <https://www.linkedin.com/legal/privacy-policy#use>).

How LinkedIn uses the data from visits to LinkedIn pages for its own purposes, to what extent activities on the LinkedIn page are assigned to individual users, how long LinkedIn stores these data, and whether data from a visit to the LinkedIn page are passed on to third parties is not conclusively and clearly stated by LinkedIn and is not known to the University of Hohenheim.

LinkedIn also states that it may use the services of third parties (partner companies and external service providers) to assist it in providing its services (e.g. maintenance, analysis, verification, payment, fraud detection, marketing, and development). These

third parties have access to your information to the extent reasonably necessary to perform the relevant tasks for LinkedIn, and are obligated not to disclose or use your information for any other purpose. More information is available online at <https://www.linkedin.com/legal/privacy-policy#share>

If third-party services are used by LinkedIn for the University of Hohenheim's LinkedIn page, the University of Hohenheim has neither commissioned nor approved this, nor supported it in any other way. The personal data obtained during the analysis are also not made available to LinkedIn. Only certain, non-personal, aggregated information about the activity, such as the number of profile or link clicks on a particular post or page, can be viewed by the University of Hohenheim via your account. Furthermore, the University of Hohenheim has no way of preventing or disabling the use of such services on its LinkedIn page.

Ultimately, LinkedIn also receives information when you view content, for example, even if you have not created an account (e.g. through a public LinkedIn profile). 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 LinkedIn buttons or widgets integrated into websites and the use of cookies, LinkedIn is able to record your visits to these websites and assign them to your LinkedIn profile. This data can be used to tailor content or advertising to you.

Even if the LinkedIn Corporation is a non-European provider, it is bound by the GDPR in the designated countries. This concerns, for example, your right of access as well as your right to have your data blocked or erased. You can restrict the processing and visibility of your data in your account navigation under "Settings and data protection" in the various menu items listed there.

Please also note that all information you provide in your profile is publicly visible by default, i.e., members who log into the network and customers of LinkedIn services can view it. This also applies to your activities within the service, such as comments on posts, "Likes," or the "Follow" function. Group memberships are also publicly visible.

If you share posts, the default setting is that this is done publicly. You can restrict the visibility of these posts to your contacts in the options. You can also specify in the LinkedIn settings whether you want to share your contact list with all your contacts. With a so-called public profile, your content can also be found outside LinkedIn and in search engines.

Further information on these points is available on the following LinkedIn help pages: <https://www.linkedin.com/help/linkedin>

- The option to view and download your own data from LinkedIn can be found in your account navigation under “Settings and data protection” in the “Data protection” tab under “How LinkedIn uses your data” or at <https://www.linkedin.com/psettings/member-data>
- For information about LinkedIn’s comprehensive data collection and further data protection settings, please refer to <http://www.linkedin.com/legal/privacypolicy>
- The option to turn off interest-based advertising (not advertising in general) can be found here: opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-optout>

You also have the option of contacting LinkedIn via the LinkedIn contact form or via the LinkedIn office in Ireland responsible for the designated countries if you have any questions about the privacy policy or user agreement:

Online contact form: <https://www.linkedin.com/help/linkedin/ask/PPQ>

Mailing address:

LinkedIn Ireland Unlimited Company
Attn: Legal Dept. (Privacy Policy and User Agreement)
Wilton Plaza
Wilton Place, Dublin 2
Ireland

You can request LinkedIn to erase some of your personal data (for example, if the provision of services to you is no longer necessary) using the contact details above.

However, there are also data uses that you cannot influence via the settings. If you do not agree to such use, your only option is to close your account:

<https://www.linkedin.com/settings/account-management/close-submit>

If you are located in one of the designated countries of the GDPR, you also have the right to lodge a complaint with the Irish Data Protection Commissioner:

<https://www.dataprotection.ie/en/contact/how-contact-us>

Data processed by the University of Hohenheim

The University of Hohenheim also processes your data. Admittedly, the University of Hohenheim does not collect any data itself via its LinkedIn account. However, the data you enter on LinkedIn, in particular your user name and the content published under your account, will be processed by us to the extent that we may share or comment on your postings or compile our own posts which reference your account. The data you freely publish and disseminate on LinkedIn will be included in the University of Hohenheim’s site and made available to its fans and subscribers.

Furthermore, as the provider of our LinkedIn page, we do not collect and process any personal data from your use of our service. This page is for information and communication purposes only.

Joint controllership and rights of data subjects

The University of Hohenheim is jointly responsible with LinkedIn for certain processing of personal data of users of the LinkedIn page in accordance with Article 4(7) [GDPR](#) and has concluded a special agreement (Page Insights Addendum) for this purpose with LinkedIn in accordance with [Article 26\(1\)](#) sentence 2 GDPR. This involves the use of data collected by LinkedIn to provide the operators of LinkedIn pages with anonymized statistics. Further information on which data are included in the statistics can be found in the above-mentioned agreement.

This agreement also stipulates that LinkedIn is primarily responsible for data processing and that the University of Hohenheim does not have access to individual user data, but can only retrieve aggregated statistics, such as gender or age distribution. Furthermore, LinkedIn undertakes to respect the rights of data subjects and, for example, to respond to requests for information, objections, or erasure.

To assert your rights as a data subject (see below), please contact LinkedIn directly regarding the processing of your data by LinkedIn. The University of Hohenheim could only forward requests for information to LinkedIn. The [Agreement concluded with LinkedIn on joint controllership](#) stipulates that the Irish Data Protection Commission is the authority responsible for supervising processing under joint controllership. Visitors to the [LinkedIn page](#) have the right to lodge a complaint not only to the [local supervisory body responsible for you](#), but also to the [Irish Data Protection Commission](#).

Transfer of personal data to third parties / third country transfer

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

Personal data may also be transferred to the USA or other third countries for this purpose. According to LinkedIn, these data transfers are necessary in order to fulfill the described conditions and to operate globally.

LinkedIn 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.linkedin.com/legal/privacy-policy?trk=homepage-basic footer-privacy-policy](https://de.linkedin.com/legal/privacy-policy?trk=homepage-basic-footer-privacy-policy)

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. 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.

According to the agreement with LinkedIn, the Irish Data Protection Commission is the authority responsible for the supervision of processing under joint controllership. Therefore, the University of Hohenheim would like to point out to users of its LinkedIn page that you also have the right to lodge a complaint with the [Irish Data Protection Commission](#).

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.

Data forwarding

Personal data will not be shared to third parties without your express consent unless we are legally obliged to do so (e.g. sharing to authorities for the investigation of criminal offenses).

Documentation, evaluation

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

The concept on which the site is based can be found at the following internet address: [https://www.uni-hohenheim.de/fileadmin/uni_hohenheim/Datenschutz/LinkedIn/LinkedIn Nutzungskonzept-Uni-Hohenheim.pdf](https://www.uni-hohenheim.de/fileadmin/uni_hohenheim/Datenschutz/LinkedIn/LinkedIn_Nutzungskonzept-Uni-Hohenheim.pdf) 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/

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