



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

Privacy Policy for the TikTok site of the University of Hohenheim

With the help of the TikTok online platform, the University of Hohenheim operates the site <https://www.tiktok.com/@uni.hohenheim>. TikTok is a service of TikTok Technology Limited (10 Earlsfort Terrace, Dublin, D02 T380, Ireland).

Responsible for the data processing

is

University of Hohenheim
represented by the President
70593 Stuttgart
Tel. +49 711 459 0
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

We and TikTok Technology Limited (10 Earlsfort Terrace, Dublin, D02 T380, Ireland) have partial joint controllership for data processing in the context of evaluating "TikTok Analytics." To this end, the University of Hohenheim has signed an agreement with TikTok on [joint controllership](#). You can find additional information on this hereinafter.

Purposes of using the TikTok page

The University of Hohenheim uses the TikTok 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/. The TikTok account is merely an additional site for social media users for information and communication purposes.

Legal basis of use

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

Data processed by TikTok

The TikTok account is an online presence within the TikTok platform offered by TikTok Technology Limited (10 Earlsfort Terrace, Dublin, D02 T380, Ireland) (hereinafter "TikTok").

We would like to point out that you use the TikTok site 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 TikTok, your personal data will be collected, transferred, stored, disclosed, and used by TikTok Technology Limited.

TikTok processes your voluntarily entered data such as name and user name, profile image, email address, and telephone number, or the contacts of your submitted comments if you upload them.

Moreover, TikTok processes further data from you under its own responsibility. Further information about data processing by TikTok can be found at:

<https://www.tiktok.com/legal/page/eea/privacy-policy/en>

Ultimately, TikTok 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 TikTok buttons or widgets integrated into websites and the use of cookies, TikTok is able to record your visits to these websites and assign them to your TikTok 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 TikTok account and as described in the data protection settings for your account under <https://support.tiktok.com/de/account-and-privacy/account-privacy-settings>

Furthermore, you can restrict TikTok'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 TikTok can be found in the Privacy Policy, as well as in the TikTok cookie guidelines at <https://www.tiktok.com/legal/page/eea/privacy-policy/en> and <https://www.tiktok.com/legal/page/global/tiktok-website-cookies-policy/en>.

You can contact TikTok in the following ways:

Web form at <https://www.tiktok.com/legal/report/privacy>

Contact the TikTok data protection officer:

<https://www.tiktok.com/legal/report/DPO/en>

By mail to:

TikTok Technology Limited

The Sorting Office

Ropemaker Place

Dublin 2, Dublin, D02 HD23

Ireland

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.

TikTok provides the University of Hohenheim with anonymized statistical data on visitors to the TikTok account via the "Insights" service. For this purpose, TikTok stores cookies on the visitor's terminal device. If they are logged in as a TikTok user, this cookie can be linked to the respective user account. If TikTok is used on several terminal devices as a user, the recording and analysis can also be carried out across devices. TikTok provides the information collected by TikTok in the form of summarized, anonymized data, which the University of Hohenheim can use to evaluate how users interact with the TikTok account. The University of Hohenheim does not have access to the data on which the evaluations are based. You can find more information on data processing as part of TikTok Analytics at <https://www.tiktok.com/legal/page/global/information-about-tiktok-analytics/en>.

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

Joint controllership and rights of data subjects

We hold joint controllership with TikTok for certain processing of personal data on the TikTok page and have entered into a special [agreement](#) with TikTok for this

purpose (Joint Controller Addendum). This involves the use of data collected by TikTok to provide the operators of TikTok pages with anonymized statistics.

This agreement also stipulates that TikTok serves as a point of contact for the fulfillment of data subject rights and implements them. TikTok can be contacted to assert your rights as a data subject using the contact details provided above.

To assert your rights as a data subject (see below), please contact TikTok directly regarding the processing of your data by TikTok, as the agreement states that we need to forward such requests to TikTok. However, you still have the right to contact us directly.

Further details on the agreement can be viewed at any time under the link to the Joint Controller Addendum above.

Transfer of personal data to third parties / third country transfer

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

TikTok may share your data with other partners and service providers, advertising partners, measurement and analysis services, and others. You can find details on this in the TikTok Privacy Policy.

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

TikTok transfers European data on the basis of adequacy decisions, derogations in certain cases, and standard data protection clauses. For more information on standard data protection clauses, please visit:

<https://www.tiktok.com/legal/page/eea/privacy-policy/de> in the point "Our global activities and data transfers"

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.

You can assert your data subject rights against TikTok in the ways described in the Privacy Policy under "Your rights and choices." If the assertion of your data subject rights concerns joint controllership with TikTok, you can also contact TikTok directly,

as we are otherwise obliged to forward the request to TikTok (see information on joint controllership).

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. You can exercise your rights to information, blocking, or erasure of data by contacting our data protection team at datenschutz@uni-hohenheim.de.

You can find the underlying concept in our **TikTok 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 TikTok and other social networks and how you can protect your data can also be found at www.youngdata.de/

Last updated: December 2024