



UNIVERSITÄT
HOHENHEIM

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

Privacy Policy for the YouTube channel of the University of Hohenheim

The University of Hohenheim operates and administers the channel offered here https://www.youtube.com/@unihohenheim_channel on the technical platform and with the help of YouTube services.

Responsible for the data processing

is

University of Hohenheim
represented by the President Prof. Dr. Stephan Dabbert
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

Purposes of using the YouTube channel

The University of Hohenheim uses the YouTube channel to make this online site 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 YouTube channel is merely an additional site for social media users for information and communication purposes.

Legal basis of use

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

Data processed by YouTube

The YouTube video platform is part of Google LLC and operated in the EU by Google Ireland Limited. The University of Hohenheim uses the technical platform and services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA and Google Ireland Ltd. for the video function offered here.

Responsible for data processing for persons living outside of the United States is

Google Ireland Limited
Gordon House, Barrow Street
Dublin 4
Ireland

Tel: +353 1 543 1000

Fax: +353 1 686 5660

email: support-deutschland@google.com

You can find information about which data is processed by YouTube and for what purposes it is used in YouTube's Privacy Policy:

<https://policies.google.com/privacy?hl=en>

The University of Hohenheim has no influence on the type and scope of the data processed by YouTube, 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.

By using YouTube, your personal data will be collected, transferred, stored, disclosed, and used by Google Ireland Limited and may be transferred to, stored, and used in the United States and any other country in which Google does business, regardless of your place of residence.

YouTube processes your voluntarily entered data such as name and user name, email address, and telephone number.

Moreover, YouTube 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.

The platform may use analysis tools such as Google Analytics. The University of Hohenheim has no influence on the use of such tools by Google and has not been informed of any such potential use. If tools of this kind are used by YouTube for the University of Hohenheim's account, the University of Hohenheim has neither commissioned, approved, nor supported this in any other way. The data obtained during the analysis are also not made available. Only certain non-personal information about YouTube activity, such as the reach of a video, can be viewed by the University of Hohenheim via its account. Furthermore, the University of Hohenheim has no way of preventing or disabling the use of such tools on its YouTube account.

Ultimately, YouTube 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 YouTube buttons or widgets integrated into websites and the use of cookies, YouTube is able to record your visits to these websites and potentially assign them to your YouTube 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 Google account, in the privacy check, and in the data protection settings. Furthermore, you can restrict the access by YouTube 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 these points is available on the following YouTube support page: <https://support.google.com/youtube/answer/2801895?hl=de>
- Information about the conclusions drawn by YouTube and/or Google about you can be found here: https://myactivity.google.com/?utm_source=myaccount&utm_medium=&utm_campaign=my-acct-promo
- Information on the available personalization and data protection setting options can be found here (with further links): <https://support.google.com/youtube/answer/2801895?hl=de>

You also have the option of retrieving the information stored about you by Google services such as YouTube:

<https://support.google.com/accounts/answer/162744?hl=de>

Transfer of personal data to third parties | Third country transfer

Google reserves the right to pass on data to affiliated companies and other trustworthy persons who process data on behalf of Google. Google also reserves the right to pass on data due to legal obligations and to process data on its own servers worldwide. Google states that it complies with the legal framework for data transmission in this respect and bases [data transfers on standard data protection clauses](#).

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 YouTube account or through your YouTube use pattern. However, the data you enter into YouTube, in particular your user name and the content published under your account, will be processed by us to the extent that we may share your videos on our own channel after consultation or respond to your posts.

This may be the case, for example, if you work as a scientist or employee at the University of Hohenheim or external scientific institutions and have produced a thematically relevant video as part of your work. The data you freely publish and disseminate on YouTube will be included in the University of Hohenheim's site and made available to its subscribers.

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.

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 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/YouTube/YouTube_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 is carried out annually and takes into account the use figures and reach, as well as the target group structure and use patterns of the networks.

Further information on YouTube and other social networks and how you can protect your data can also be found at www.youngdata.de.

Last updated: October 2024