

## **Zeppelin data protection statement for social media channels**

These data protection statements serve to inform you about the processing of your personal data when you use informational and other content, as well as communication methods, which we share on a social media platform. The policies in particular provide information about controllers, how your data are used and on what legal basis, the rights you have with regard to the use of your data, and which contact methods are available to you.

### **1. Controller**

Controller for the processing of your personal data for and if informational and other content is provided on a social media platform pursuant to Article 4 (7) GDPR, the Zeppelin Power Systems GmbH, Ruhrstr. 158, 22761 Hamburg, Germany (hereinafter “Zeppelin” or “we”).

### **2. Contact method / Data Protection Officer**

If you have any questions about the processing of your personal data, please contact our Group Data Protection Officer using the following contact method:

Zeppelin GmbH  
Group Data Protection Officer  
Graf-Zeppelin-Platz 1  
85748 Garching near Munich  
Tel: +49 89 32 000-0  
Fax: +49 89 32 000-482  
Email: [dataprivacy@zeppelin.com](mailto:dataprivacy@zeppelin.com)

Please note that verification of your identity may be required in order to process an inquiry.

### **3. Processing of personal data and purposes of the processing**

#### **3.1 For what purposes and on what legal basis do we collect data?**

You can find our informational content on the internet including on various social media platforms (“social media channels”). We seek to showcase our products and services, as well as our company, by means of informational content and other content tailored to individual social media channels, while also giving you the opportunity to exchange opinions on various topics and to contact us. When you use social media channels, personal data is collected and processed by the respective provider of the social media network. We also aggregate data into anonymized statistics and use the statistics and reports provided by social media network operators to achieve a better understanding of our website visitors, and to gain insights into what informational content and other content are of interest to our audience. We can use this to improve the informational content and other content that we provide, and to tailor it to our visitors’ needs. To the extent that we process personal user data, we are the controller in accordance with legal requirements.

The legal basis for processing is point (f) of Article 6 (1) GDPR (advertising and corporate communication, in particular our interest in providing information about our company and our products, and in facilitating contact with us).

#### **3.2 Social media platforms**

Below you can find specific information about the social media platforms you use, with Facebook under (4.1), Instagram (4.2), Twitter (4.3), YouTube (4.4), TikTok (4.5), LinkedIn (4.6), XING (4.7) and kununu (4.8).

#### **3.3 Competitions**

Unless we refer you to separate competition conditions and data protection policies, the following information applies to competitions on social media channels.

If you participate in one of our competitions via a post, comment, or other interaction with Zeppelin, we will use your data to select the winner and contact them within the respective platform or via email. We will only use the data provided to us by the winners for delivery of the prize. All user-related data will be erased no later than four weeks after the end of the competition, with the exception of the winners’ data or if you have given us your consent for further use. The data are not forwarded to third parties or used

for advertising purposes. The legal basis for processing is performance of the contract (terms and conditions of participation) pursuant to point (b) of Article 6 (1) GDPR between them and us.

### **3.4 Customer service**

If you contact us with a request by directly commenting on informational content published by us on a social media platform (e.g. on our fan page or on one of our posts), we will use your data (e.g. the username of the social media account you provide) in order to respond to your request in the best way possible. If we need personal data to process your customer request, we will always ask you to send it to us outside the social media platform, e.g. via email, in order to protect your personal data. If you do post personal data on the social media platform, we will hide the comment for your own protection. To ensure protection of your personal data, we have chosen not to use Direct Messaging and similar functions. This is because the “private” nature of direct messages may mean that they are used for transferring personal data to us, such as customer numbers. However, any information shared in this way is not only transferred to us, but also inevitably to the social media platform operator (for Facebook, for example, this is Meta; cf. 4.1 below). The legal basis for processing is our legitimate interest pursuant to point (f) of Article 6 (1) GDPR in responding to customer requests.

## **4. Specific statements for the various social media platforms**

### **4.1 Facebook**

Not in use at Zeppelin Power Systems GmbH, Ruhrstr. 158, 22761 Hamburg, Germany

### **4.2. Instagram**

Instagram is a product of Meta Platforms Ireland Ltd. (hereinafter also referred to as “Meta”). If you visit our company page on Instagram, personal data will be stored and processed by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, D2 Dublin, Ireland, as an Instagram provider in accordance with Instagram's privacy policy. Meta's privacy policy can be found [here](#).

As a fan page operator, we only process personal data to a limited extent and without becoming aware of the identity of the users. We use the Instagram Insights statistics service for the purpose of designing our pages in line with requirements and for continuous optimization. This service records your activity on our page and makes it available to us in the form of anonymized statistics. These provide us with insights into the interactions of our fan page visitors, visits to our site, post reach, information about the activity of our subscribers, as well as information on the countries and cities that our visitors come from, and statistics concerning the gender ratio of our visitors. The administrator cannot draw conclusions about individual users or access individual user profiles.

These data are collected using cookies which are set by Meta, each containing a unique user ID. Meta collects information about the following actions, for example:

- Viewing a page, post, video, story, or other content relating to a page.
- Interacting with a story
- Subscribing or unsubscribing to a page
- “Liking” or “unliking” a page or post.
- Recommending a page in a post or comment
- Commenting, sharing or responding to a page post (including the type of response)
- Hiding a page post or reporting spam
- Hovering your mouse over a link to a page or the name or profile picture of a page to preview the page content
- Clicking the website, phone number, “Directions” button or another button on a page
- Viewing an event on a page, responding to an event (including the type of response), clicking an event ticket link
- Starting a Messenger chat with the page
- View or click on items in a page shop

In addition to the actions themselves, Meta also collects the following additional information concerning the action, you, and the browser used:

- Date and time of action
- Country/city (approximate location by IP address or from the user profile for logged-in users)
- Language code (from the HTTP header of the browser and/or language setting)
- Age/gender group (from the user profile, only for logged-in users)
- Previously visited websites (from the browser's HTTP header)

- Whether the action was performed on a computer or on a mobile device (from the browser user agent or from app attributes)
- Instagram user ID (only for logged-in users)

We do not have access to this information collected by Meta. As a fan page operator, we are provided by Meta only with anonymized statistical analyses and reports on the information collected.

As the fan page operator, we are jointly responsible, with Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland, for collation of the displayed information about Events and aggregation of this information into the anonymized page insights provided to us by Meta, and as such we have concluded a joint controller agreement with Meta. If the following links contain the name “facebook”, this is due to historical reasons relating to the renaming of the Facebook Group.

You can access this at [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum). You can view the main content of the agreement here: [https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data)

If you have any questions about the use of your data with regard to Instagram Insights and/or would like to establish your rights as a data subject in this regard, please contact the Meta Data Protection Officer directly: <https://www.facebook.com/help/contact/540977946302970>

In addition, we store usernames and comments that are erased due to breaches of netiquette. These are only held for the purpose of providing evidence in the event of legal disputes within the limitation period.

We publicly ask users for permission to repost their images on the Instagram channel Name after we have approached them publicly and without obligation. We save the confirmation of consent as a screenshot, and store the image as a file with the user’s information. The photos and confirmation of consent are stored for as long as the photo is posted on the channel or until consent is withdrawn. For technical reasons, the reposted photo will be stored on the Instagram server [Facebook Ltd., 4 Grand Canal Square, Grand Canal Harbor, D2 Dublin, Ireland. You can withdraw your consent at any time (see below for more details). In the event of withdrawal, the user’s image and information will be erased without undue delay.

#### **4.3. Twitter**

Not in use at Zeppelin Power Systems GmbH, Ruhrstr. 158, 22761 Hamburg, Germany

#### **4.4 YouTube**

The YouTube channel [“https://www.youtube.com/zeppelinpowersystems”](https://www.youtube.com/zeppelinpowersystems) makes it possible to showcase videos in the context of a customized corporate design. The videos are tailored to the target group and report on the latest developments at Zeppelin Power Systems GmbH, explain complex ideas, and help illustrate the diversity of the Group. The Zeppelin team also professionally responds to users’ questions and comments on YouTube.

When you visit YouTube, Google LLC (“Google”), Amphitheatre Parkway, Mountain View, CA 94043, USA, stores and processes personal data in accordance with Google’s privacy policy in its capacity as the operator of YouTube. You can find the privacy policy [here](#).

Furthermore, we only process data to a very limited extent:

In addition, we store usernames and comments that are erased due to breaches of netiquette. These are only held for the purpose of providing evidence in the event of legal disputes within the limitation period.

#### **4.5 TikTok**

Our TikTok channel enables us to present videos with a customized corporate design and content tailored to the target group. The videos report on the latest developments both at and concerning Zeppelin and help illustrate the diversity of the Group.

When you visit our TikTok channel, TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland, collects, stores and processes your personal data in accordance with its privacy policy. You can find the privacy policy [here](#). In addition, we store usernames and comments that are erased due to breaches of netiquette. These are only held for the purpose of providing evidence in the event of legal disputes within the limitation period.

#### **4.6 LinkedIn**

LinkedIn is a social media channel for job seeking and work placements. We use this platform to present ourselves as an employer and to give interested parties or applicants the opportunity to contact us. LinkedIn processes your personal data when you visit our presentation on LinkedIn. Please refer to the following link to the corresponding privacy policy.

[https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic\\_footer-privacy-policy](https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic_footer-privacy-policy)

Job applications and inquiries are not processed via LinkedIn or other social platforms. We kindly ask that you send these types of inquiry via the designated contact methods specified in the posts [e.g., link to the Zeppelin Careers page].

In addition, we store usernames and comments that are erased due to breaches of netiquette. These are only held for the purpose of providing evidence in the event of legal disputes within the limitation period.

#### **4.7 XING**

XING is a social media network of the operator XING SE headquartered in Hamburg. It is primarily designed to enable members to manage their professional as well as private contacts, and to make new contacts. Organizations can set up a page with a logo and short profile, post news, and create discussion groups.

The company profile must be assigned to a personal profile with administrator rights. Group discussions can only take place via the personal profile of a natural person.

You must be registered as a user to use the networking functions. There is a free basic version and a paid version with additional functions. Unlike other social media networks, XING is based more on a combination of personal and electronic contact, is less commercial, and less visually oriented. The emphasis is on professional exchanges regarding specialist topics with people who share the same professional interests. In addition, XING is frequently used by companies and other organizations to recruit staff and to showcase themselves as an attractive employer. For this purpose, XING is linked to the employer review platform kununu (see 4.8).

Further information from XING: <https://www.new-work.se/en/about-new-work-se>

In addition to the presentation of our company (e.g., posts on current business updates), we use XING mainly to further publicize “open vacancies” displayed on our company site. Interested parties can directly access our careers website via the “To the employer website” link on XING.

You can find up-to-date information about data protection at <https://privacy.xing.com/en/privacy-policy>.

We do not collect or process personal data from visitors to our company presentation and posts published on XING. XING generally sends key indicators and anonymized statistics regarding the performance of our presentation, as well as anonymized analysis of user profiles, and of visits by members and/or followers.

For example, as soon as you access the job vacancies we post via XING Jobs and select “To the employer website”, you will be informed separately via our careers page about data processing of applications.

In addition, we store usernames and comments that are erased due to breaches of netiquette. These are only held for the purpose of providing evidence in the event of legal disputes within the limitation period.

## 4.8 kununu

Our website uses the “kununu” button of the kununu social media network, which is operated by kununu GmbH, Fischhof 3 Top 7, A – 1010 Vienna, Austria. When you visit a page on our website that displays this button, your browser will establish a direct connection with the kununu servers. kununu sends the content of the button directly to your browser, which embeds the content into the website.

Please be aware that as the page provider, we have no knowledge of the data content transmitted or its use by kununu. We have no influence on the scope of data that kununu collects via the button. The purpose and scope of data collection, and the further processing and use of the data by kununu, as well as your related rights and settings options concerning the protection of your privacy, are explained in the kununu privacy policies:

<http://www.kununu.com/info/agb>

If you do not want kununu to be able to attribute the visit to our website to your user account, please log out of your kununu user account beforehand.

In addition, we store usernames and comments that are erased due to breaches of netiquette. These are only held for the purpose of providing evidence in the event of legal disputes within the limitation period.

We do not process any data beyond this.

## 5. Are data forwarded?

Please be aware that when data is processed by the Facebook or Instagram (with product provider Meta) social media channels, user data may be processed outside the European Union. This may entail risks for users, for example because it could make it more difficult to enforce users' rights. For details, please refer to Facebook's/Meta's privacy policy (cf. 3.3).

We do not transfer data to third countries outside the EU/EEA, nor to international organizations unless there are adequate safeguards applied. These could include EU standard contractual clauses or an adequacy decision by the EU Commission.

## 6. When will your data be erased?

If we have collected personal data from you, we will only store them for as long as is necessary to fulfill the purpose for which they were collected (e.g., in the context of a contractual relationship), are required, or is provided for by law. Therefore, we store your data in the context of a contractual relationship at least until complete termination of the contract. The data will then be stored for the duration of the statutory retention period.

## 7. What rights do users have?

As a data subject pursuant to the GDPR, you have the rights set out below. If you wish to assert these rights, please contact us using the contact methods below.

The provider of the social media network in question usually has direct access to the necessary information and can also take any necessary measures and provide information immediately. However, as the operator of the respective website, we do not have access to the data collected about you as part of the statistics. Please do not hesitate to contact us should you require any further assistance.

- Right to access pursuant to Article 15 GDPR
- Right to rectification of inaccurate data or to completion pursuant to Article 16 GDPR
- Right to erasure pursuant to Article 17 GDPR
- Right to restriction pursuant to Article 18 GDPR
- Right to data portability pursuant to Article 20 GDPR
- Right to object/withdraw consent pursuant to Article 21 GDPR

You have the right to lodge a complaint with a supervisory authority. The competent supervisory authority for the Zeppelin Group is:

Data Protection Authority of Bavaria for the Private Sector

Postal address  
Postfach 1349  
91504 Ansbach, Germany  
Email: [poststelle@lda.bayern.de](mailto:poststelle@lda.bayern.de)

**You can object to data processing on grounds relating to your particular situation if the data processing is based on our legitimate interests.**

**You can object to advertising at any time with effect for the future (objection to data processing for direct marketing).**

You can assert your rights by sending a communication by mail to  
Zeppelin Power Systems GmbH, Ruhrstr. 158, 22761 Hamburg, Germany  
or via email to [dataprivacy@zeppelin.com](mailto:dataprivacy@zeppelin.com).

Hamburg, November 2022