

Privacy Policy for our social media presence

In the following, we would like to take the opportunity to inform you how we handle your data in accordance with Art. 13 General Data Protection Regulation (GDPR).

Responsible body

We, ACO Nordic AB, operate the following social media sites:

- Facebook: <https://www.facebook.com/aconordic>
- YouTube: <https://www.youtube.com/channel/UCBYb04S6N8bK7JDS29akQsA>
- Instagram: <https://www.instagram.com/acosweden>

You can find our contact details on our legal information page at: <http://www.aco-nordic.se/kontakt>

As well as us, there is also the operator of the social media platform itself. The operator is also considered a responsible body in this respect, and carries out its own data processing (separately to us), over which we have no influence.

Data processing by us

Data that you input when interacting with our social media sites, such as comments, videos, images, Likes, Tweets etc., is published through the social media platform and is not used or processed by us for other purposes at any point. We reserve the right to delete content only in the event that this should become necessary. Where appropriate, we will share your content on our page, if this is a function of the social media platform, and will communicate with you via the social media platform. The legal basis is Art. 6 para. 1 sentence 1 letter f GDPR. We tailor Facebook and Instagram advertising to selected target groups (e.g. Sponsored Posts, competitions) so that our content is visible to people for whom this content is relevant. We use the anonymised target groups that are available via Facebook Ads Manager in order to do this. Unfortunately, we have no influence over data processing carried out by Facebook Ads Manager. We are unable to identify individual persons at any time. We do not use Facebook Pixel, lead ads, chat bots or similar advertising aids that require surfing behaviour to be tracked.

Data processing is carried out in the interests of our public relations activities and communication.

If you would like to object to specific data processing procedures, please use the contact details stated on our legal information page to get in touch. We will then review your objection.

If you make enquiries via our social media platforms, depending on the answer required, we may refer you to other, more secure communication channels in order to guarantee confidentiality. You can always send us confidential enquiries at the postal address stated in our legal information.

Data processing by the operator of the social media platform

We cannot guarantee that the operator of the social media platform will not use web tracking methods. Web activity may be tracked irrespective of whether you are logged into or registered with the social media platform. Unfortunately, we have no influence over the web tracking methods of the social media platform.

Please be aware: We cannot guarantee that the social media platform provider will not use your profile and behavioural data, for example to evaluate your habits, personal relationships,

preferences etc. We have no influence of any kind over the processing of your data by the social media platform provider.

Further information on data processing by the social media platform provider can be found in the provider's Privacy Policy:

- Facebook: <https://www.facebook.com/privacy/explanation>
- YouTube: <https://policies.google.com/privacy?hl=de&gl=de>
- Instagram: <https://help.instagram.com/519522125107875>

Your rights as a user

In relation to the processing of your personal data, the GDPR grants certain rights for you as a website user:

1.) Right of access (Art. 15 GDPR):

You have the right to obtain information as to whether your personal data has been processed; if this is the case, you have the right to access this personal data and the information specifically listed in Art. 15 GDPR.

2.) Right to rectification and erasure (Art. 16 and 17 GDPR):

You have the right to obtain the immediate rectification of incorrect personal data concerning you, and where necessary to request the completion of incomplete personal data.

You also have the right to obtain the immediate erasure of personal data concerning you, provided one of the reasons specifically listed in Art. 17 GDPR applies, e.g. when data is no longer required for the purpose pursued.

3.) Right to restriction of processing (Art. 18 GDPR):

You have the right to obtain the restriction of processing if one of the conditions listed in Art. 18 GDPR is met, such as for the duration of a potential evaluation if you have lodged an objection against processing.

4.) Right to data portability (Art. 20 GDPR)

In certain cases, which are listed specifically in Art. 20 GDPR, you have the right to receive your personal data in a structured, common and machine-readable format, and/or request transmission of this data to a third party.

5.) Right to object (Art. 21 GDPR):

If data is collected on the basis of Art. 6 para. 1 letter f (data processing for the protection of legitimate interests), you have the right to lodge an objection against this processing at any time, for reasons arising from your specific situation. We will then no longer process the personal data, unless there are demonstrable and compelling legitimate grounds for processing that outweigh the interests, rights and freedoms of the person concerned, or processing is carried out in order to assert, exercise or defend legal claims.

Right to lodge a complaint with a supervisory authority

You have the right to lodge a complaint with a supervisory authority in accordance with Art. 77 GDPR, if you believe the processing of your data violates data protection regulations. The right to lodge a complaint can be asserted in particular with a supervisory authority in the Member State in which you are habitually resident, in which you work, or in which the alleged violation took place.

Contact details for the Data Protection Officer

For information or suggestions relating to the topic of data protection, please do not hesitate to contact our Data Protection Officer:

Jan Holmgren
jan.holmgren@aco-nordic.se