

Privacy notice for Deutsche Börse Group’s social media pages

With this privacy notice, Deutsche Börse Group and all its entities (hereinafter referred to as "we" or "us"), as the operators of the social media pages, inform you about how we process your personal data in connection with our social media pages. Personal data is all information concerning you (hereinafter: "personal data"), such as name or contact details. Social media pages are all our official pages on a platform that belongs to the category of social media.

We pay particular attention to the processing of personal data in accordance with the General Data Protection Regulation EU 2016/679 (GDPR) and applicable national data protection laws.

1. Controller

1.1 Our identity and contact details

This privacy notice applies to all Deutsche Börse Group companies, e.g. Deutsche Börse AG, that link to this privacy notice from one of its social media pages.

For more information about the company’s structure, please visit: <https://www.deutsche-boerse.com/dbg-en/about-us/deutsche-boerse-group/organisation/subsidiaries>.

The contact details of the responsible Deutsche Börse Group company are available in the imprint of the respective social media page and at: <https://www.deutsche-boerse.com/dbg-en/meta/imprint>.

1.2 Contact details of our data protection officers

Our data protection officers are:

For Deutsche Börse AG pages:	For Eurex Group pages:	For Clearstream pages:
Data Protection Officer Deutsche Börse AG 60485 Frankfurt am Main dataprotection@deutsche-boerse.com	Data Protection Officer Eurex Frankfurt AG 60485 Frankfurt am Main dataprotection@eurex.com	Data Protection Officer Clearstream Banking S.A. 42 Avenue JF Kennedy L-1855 Luxembourg dataprotection@clearstream.com

2. Purpose, categories of personal data, legal bases, and retention

We are represented on the following social media platforms (see 2.5) with our own pages. Social media is an important means for us to inform about our business, our employees, and our work culture, as well as to engage with our employees, clients, partners, potential candidates interested in joining the company, and the public. With this privacy notice, we want to inform you about the providers of the platforms, the collection of personal data and your rights regarding data protection. In the following sections you will find the purposes and categories of data processing in connection to our social media pages.

2.1 Contact

We collect your personal data when you contact us via our social media pages, for example via direct messages, or via contact details that we provide on our pages (e-mail address, telephone number etc.). In these cases, we process the information that you have provided to us as part of the contact process. This includes, in particular, names and contact details (address, telephone number, or e-mail address), date, and reason for contact. The personal data we collect will only be used to respond

to and fulfil your specific requests. The legal basis is Art. 6 (1) (f) of the GDPR, which permits the processing of personal data for the purpose of our legitimate interest in processing and responding to your request. Your personal data processed in this regard will be stored by us for as long as it is necessary to carry out our relationship (communication) with you and for as long as it is necessary in accordance with the applicable legal retention periods.

2.2 Other user activities

In accordance with the functionalities of social media platforms, as the operators of our social media pages, we process your actions and interactions with our social media pages (e.g. when you like, comment on or share our posts, follow or subscribe to our pages, or tag our pages in your own posts) as well as your publicly visible profile data (e.g. your name and profile picture). Which personal data from your profile is publicly visible depends on your profile settings, which you can adjust yourself in your settings on the social media platform. Data is also processed when we interact with posts from third parties (e.g. like, comment, share).

We analyse the information as mentioned above in aggregated form in order to provide users with content that may be of greater interest to them. However, the information obtained from this does not allow any conclusions to be drawn about a natural person. In your social media profile, you as a user can actively hide your profile information or stop following or subscribing to our social media pages. In this case, you will no longer appear in the list of followers or subscribers of this social media page.

2.3 Interest-based advertising measures

We may use demographic and geographic analyses of our audiences provided to us by the provider. This allows us to place interest-based advertisements on our social media pages or to highlight our posts. However, we do not receive any direct information about the identity of the user to whom the advertisement is displayed. The display of advertisements or the highlighting of posts is based on an analysis by the provider of previous usage behaviour. However, we only have anonymised or pseudonymised information, which usually does not allow us to identify you personally and is never merged with the personal data we may hold.

2.4 Analysis

We use the statistics services of the relevant social media platforms to further develop and optimise our social media pages. The statistics services collect data about the usage of our social media pages and make it available to us as statistical information. This information includes, for example, figures on page views, the reach of our posts, the playback of multimedia content, and demographic data on users and followers of our social media pages.

Our ability to access profiles of specific users is limited by the privacy settings of the particular user on the relevant social media platform. We may use your profile information for internal reporting on certain campaigns. The use of your profile information is limited to the information you have made publicly available on your social media profile, such as: your name, username, gender, network of friends, age range, geostatistical information, and other information you post.

For more information about the analysis purposes of the individual social media providers, please see 2.5.

2.5 Specific information from social media providers

2.5.1 Instagram, Facebook, and Threads (Meta)

- If you visit one of our Instagram, Facebook and Threads pages, data about your visit will be collected by Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland
- Processed on the basis of an agreement on joint processing of personal data, available at: https://www.facebook.com/legal/terms/page_controller_addendum
- Facebook processes personal data in accordance with its privacy policy, available at: <https://www.facebook.com/privacy/explanation>
- Instagram processes personal data in accordance with its privacy policy; available at: <https://privacycenter.instagram.com/policy>
- It contains contact details for data protection enquiries and data subject enquiries at: <https://www.facebook.com/help/contact/540977946302970>
- Opt-out: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>
- EU-U.S. Privacy Framework: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnywAAC&status=Active>
- For our Instagram and Facebook pages, we use Facebook's "Page Insights" feature. This function provides us with anonymous statistical data on the use of our Facebook and Instagram pages. You can find more information about data processing in connection with the Page Insights feature here: https://de-de.facebook.com/legal/terms/information_about_page_insights_data.
- With respect to Page Insights data, we are joint controllers with Facebook for data processing. We have entered into an agreement between joint controllers that governs our respective obligations under the GDPR: https://de-de.facebook.com/legal/terms/page_controller_addendum
- In this agreement, we have established that we are joint controllers with Meta Platforms for the processing of Page Insights data and that Meta Platforms assumes primary responsibility.

2.5.2 X (formerly Twitter)

- If you follow one of our X pages within the European Union, the entity responsible for the processing of your personal data is: Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland
- Twitter processes personal data in accordance with its privacy policy; available at: <https://twitter.com/en/privacy>
- It contains contact details for data protection enquiries and data subject enquiries at: https://twitter.ethicspointvp.com/custom/twitter/forms/data/form_data.asp
- Opt-out: <https://twitter.com/personalization>
- We receive specifically aggregated data from Twitter in the areas of reach (e.g. active viewers, video thumbnail impressions), interactions (such as clicks, shares), and audience (such as demographic/geographic information, previously visited sites or videos, viewer retention).

2.5.3 Google and YouTube

- If you visit one of our YouTube or Google+ pages, data about your visit will be processed by: Google Ireland Limited, with registered office at Gordon House, Barrow Street, Dublin 4, Ireland
- Google processes personal data in accordance with its privacy policy; available at: <https://policies.google.com/privacy?hl=en>

- The privacy policy contains contact details for data protection enquiries and data subject enquiries available at:
https://support.google.com/policies/contact/general_privacy_form?hl=en&sjid=15276385727130734960-EU
- Opt-out: <https://adssettings.google.com/authenticated>
- EU-U.S. Privacy Framework: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active0000001L5AAI&status=Active>
- We receive specifically aggregated data from YouTube, including the number of impressions, profile visits, and followers, including growth and evolution over time.

2.5.4 LinkedIn

- If you use one of our LinkedIn pages, data about your visit will be processed by: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland
- The personal data is processed on the basis of an agreement on joint processing of personal data, available at: <https://legal.linkedin.com/pages-joint-controller-addendum>
- LinkedIn processes personal data in accordance with its privacy policy; available at: <https://www.linkedin.com/legal/privacy-policy>
- The privacy policy includes contact details for privacy inquiries: <https://www.linkedin.com/legal/privacy-policy>
- Data subject enquiries available at: <https://www.linkedin.com/help/linkedin/ask/TSO-DPO>
- Opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>
- LinkedIn provides us with aggregated data on reach, target group and interaction. With regards to analytics data, we are joint controllers for data processing with LinkedIn and have entered into an agreement to this effect. In this agreement, we have established that we are joint controllers with LinkedIn for the processing of analytics data and that LinkedIn declares primary responsibility: <https://legal.linkedin.com/pages-joint-controller-addendum>

2.5.5 XING

- If you visit one of our XING pages, data about your visit to the site will be processed by: XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany
- XING processes personal data in accordance with its privacy policy; available at: <https://privacy.xing.com/en>
- In particular, we receive aggregated data from Xing in the areas of reach (impressions), interactions ((link) clicks, likes, shares, comments) and target group (demographic/geographical information, previously visited websites).

2.5.6 Vimeo

- If you visit one of our Vimeo pages, data about your visit to the site will be processed by: Vimeo.com, Inc., 330 West 34th Street, 5th Floor, New York, New York 10001
- Vimeo processes personal data in accordance with its privacy policy; available at: <https://vimeo.com/privacy>

2.6 Legal bases

The processing of your personal data by us is permitted by law. Unless otherwise stated above, the legal basis is a balancing of interests in accordance with Article 6 (1) (f) of the General Data Protection Regulation (GDPR). If you are asked by the respective providers of the platforms for your consent to the data processing described above, the legal basis for the processing is Art. 6 (1) (a) and Art. 7 GDPR.

2.7 Retention periods

The periods for which your personal data will be stored by us are set out in the table below:

Personal data	Retention period
Username (direct messages)	For as long as necessary to maintain our relationship with you and to comply with legal retention periods.
Publicly available information for marketing purposes	As long as the information is publicly available and for as long as legal retention periods require it.

3. Transfer of personal data to third parties

We would like to point out that when personal data is processed by social media platforms, the processing of personal user data takes place outside the European Union. Further details can be found in the above-mentioned privacy policies of the service providers. With regard to U.S. service providers operating under the EU-U. S. Privacy Framework, we inform you that the service providers concerned have agreed to comply with European data protection requirements.

Any transfer of personal data that we transfer to EU service providers (e.g. for the purposes of IT hosting, operation and support) is based on previously signed data processing agreements in accordance with the requirements of the GDPR.

When we transfer personal data that you provide to us to third parties outside the European Union (e.g. in the United States), we will use so-called EU Standard Contractual Clauses or take other appropriate safeguards if the European Commission has not made an adequacy decision for that country.

We may disclose your personal data to public authorities if this is required by applicable law (e.g. Stock Exchange Act or Securities Trading Act). The disclosure of your personal data is also permitted if there is a suspicion of a criminal offence or misuse of our services. In this case, we are entitled to disclose your personal data to law enforcement.

Under these conditions, recipients of your personal data can be for example:

- public bodies and institutions in the presence of a legal or regulatory obligation (e.g. financial authorities)
- other companies and service providers (processors)/vicarious agents in the following areas:
 - Consulting services
 - Marketing activities
 - Data analysis

4. Disabling cookies

Social media platform providers may use cookies to adjust product advertising to your personal preferences. Information on how to disable cookies can be found here, for example:

<https://www.youronlinechoices.com/uk/>

5. Your rights

Under the applicable data protection law, you have rights:

- of access to, rectification of, and/or erasure of your personal data;
- to restrict or object to its processing;
- to tell us that you do not wish to receive marketing information; and
- (in some circumstances) to require certain of your personal data to be transferred to you or a third party, which you can exercise by contacting us at the details set out at the beginning of this notice.

You have the right at any time to object to the processing of your personal data for the purposes of our legitimate interests. These legitimate interests can be found in section 2.

Insofar as the processing of personal data is based on your consent, you are able to withdraw consent, without this affecting the lawfulness of our previously supported processing. In order to exercise the rights of data subjects, you can contact us as set out in section 1 above.

You have the right to lodge a complaint about our processing of your personal data or a possible breach of applicable data protection laws by a data protection authority in particular in the EU Member State in which you have your regular residence or workplace or in which data protection law has been violated.

A list and contact details of local data protection authorities can be found here:
<https://ec.europa.eu/newsroom/article29/items/612080/en>.

6. Topicality

Due to the further development of our offers or due to changed legal or official requirements, it may become necessary to change this privacy notice. Please check back regularly for updates.

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