

## Privacy Notice for the Social Media Channels of Deutsche Börse Group

Under this privacy notice (hereinafter the “**Notice**”), Deutsche Börse Group and all its entities (hereinafter “**We**” or “**Us**”) informs you how We process your personal data in our Social Media channels. Your personal data means any information relating to you (hereinafter the “**Personal Data**”), such as name or contact details. Social Media channels mean any public activity of Us on a platform that is considered to belong to the category of Social Media.

We pay special attention on 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 Notice applies worldwide to all companies of the Deutsche Börse Group, i.e. Deutsche Börse AG, all of its dependent Group companies, affiliated companies and their employees. (For further information please visit: <http://deutsche-boerse.com/dbg-en/about-us/deutsche-boerse-group/company-structure>). This Notice is based on globally accepted principles on data protection. “Dependent” in this instance means that Deutsche Börse AG may enforce the adoption of this Privacy Notice directly or indirectly. This Notice extend to all processing of personal data via Social Media Channels. In countries where the data of legal entities is protected to the same extent as personal data, this Notice applies equally to data of legal entities. Additional Privacy Notice for the Social Media Channels may be created in agreement with the Data Protection Officer only if required by applicable national laws. The contact details of the responsible Deutsche Börse Group entity in individual cases are available in the imprint of the respective Social Media Channel and under: <http://deutsche-boerse.com/dbg-en/media-relations/presse-sm>.

#### 1.2 Contact details of Our data protection officer

Our data protection officer is

Data Protection Officer

Deutsche Börse AG

60485 Frankfurt am Main

[dataprotection@deutsche-boerse.com](mailto:dataprotection@deutsche-boerse.com)

### 2 Purpose, Categories of Personal Data, Legal Basis and Retention

You will find Us on the following social media platforms with our own channels. By using social media, we would like to inform you about topics relevant for our business activity and the market. With this Privacy Notice we would like to inform you about the platform providers, the collection of personal data and your rights regarding data protection. Please find the purposes of data processing and the categories of data in following listing of our social media channels.

## 2.1 Categories of your Personal Data, responsibilities and purposes of data processing

We use the statistic services of the respective social media platforms (as listed below) to develop and optimize our social media channels according to its use. The statistic services retrieves information about the usage of our social media channels and provides it to us as statistical information. By this means we get insights about activities and amount of our social media channel visitors, reach of our postings on the respective social media platform, usage and duration of usage of multimedia content on our website, geostatistics about our social media channel visitors and percentage of gender of our visitors.

Our option to access profiles of specific users is limited by the privacy settings of the respective social media platform of each user following one of our social media channels. We may use your profile information for internal report on certain campaigns. Usage of your profile information is limited to the information you have set to be publicly available on the social media site, such as your name, username, gender, friends network, age range, locale and any other information you have made public. Furthermore, we store your username as personal data every time you send us a direct message.

### 2.1.1 Facebook

When you visit one of our Facebook Fanpages, data about your visit will be processed by

*Facebook Ltd., 4. Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland*

based on an agreement on joint processing of personal data you find here:

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)

Facebook processes personal data according to its Data Policy you find here:

<https://www.facebook.com/privacy/explanation>

It includes contact details for data protection queries and data subject's right requests here:

<https://www.facebook.com/help/contact/540977946302970>

Opt-out:

<https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>

Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

### 2.1.2 Twitter

When you follow one of our Twitter channels from the European Union, the responsible Twitter entity for processing of your personal data is:

*Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland*

Twitter processes personal data according to its Data Policy you find here:

<https://twitter.com/en/privacy>

It includes contact details for data protection queries and data subject's right requests here:

Twitter International Company, Attn: Data Protection Officer, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 Ireland

Opt-Out: <https://twitter.com/personalization>

Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>

### 2.1.3 Google and YouTube

When you visit one of our YouTube channels or Google+ pages, data about your visit will be processed by

*Google LLC, Amphitheatre Parkway, Mountain View, CA 94043, USA*

Google processes personal data according to its Data Policy you find here:

<https://policies.google.com/privacy>

It includes contact details for data protection queries and data subject's right requests here:

<https://support.google.com/policies/troubleshooter/7575787>

### 2.1.4 LinkedIn

When you visit one of our LinkedIn channels, data about your visit will be processed by

*LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland*

LinkedIn processes personal data according to its Data Policy you find here:

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

It includes contact details for data protection queries and data subject's right requests here:

<https://www.linkedin.com/help/linkedin/ask/TSO-DPO>

### 2.1.5 Instagram

When you visit one of our Instagram channels, data about your visit will be processed by

*Facebook Ltd., 4. Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland*

Instagram processes personal data according to its Data Policy you find here:

[https://help.instagram.com/519522125107875?helpref=page\\_content](https://help.instagram.com/519522125107875?helpref=page_content)

It includes contact details for data protection queries and data subject's right requests here:

<https://www.facebook.com/help/contact/540977946302970>

### 2.1.6 XING

When you visit one of our XING pages, data about your visit will be processed by

*XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany*

XING processes personal data according to its Data Policy you find here:

<https://privacy.xing.com/en/privacy-policy>

## 2.2 Legal basis for Our processing of your Personal Data

Our processing of your Personal Data is allowed by law. If not stated differently above, the legal basis is a weighing of interests according to Article 6 lit. f of the General Data Protection Regulation (GDPR). If the users are asked by the respective providers of the platforms for a consent to the above-described data processing, the legal basis of the processing is Article 6 (1) lit. a., Article 7 GDPR.

## 2.3 Retention periods

The period for which your Personal Data will be stored by Us is shown in the table below:

Personal Data	Retention Period
Username (Direct messages)	As long as necessary to carry out Our relationship with you and to fulfil retention obligations.
Publicly available information for marketing purposes	As long as information is publicly available at the platform and to fulfil retention obligations.

## 3 Transfer of Personal Data to Third Parties

We will not transfer your Personal Data to third parties except such transfer is permitted by law or you have explicitly consented to the transfer.

We inform you that with the data processing by the social media platforms, personal data of its users will be processed by them outside of the European Union. Details you will find in the data protection policies of the service providers as mentioned above. Regarding US-service providers certified under the EU-US-privacy shield agreement, we inform you, that the respective service providers have agreed to be compliant with European Data Protection requirements.

We do not transfer any personal data in countries outside of the European Union without sufficient safeguards, preferable an adequacy decision or a signed contract based on the EU model clauses.

## 4 Inactivation of cookies

Social platform providers may use cookies in order to adjust advertising for products and services based on your individual interests. Please find an information how to in-activate cookies e.g. here:

<http://www.youronlinechoices.com>

## 5 Your Rights

Under applicable data protection laws, 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.

To the extent Our processing of your Personal Data is based on your consent, you also have the right to withdraw your consent, without affecting the lawfulness of Our processing based on your consent before its withdrawal.

To exercise your rights regarding data processing of the social platform, you may contact them using their aforementioned contact details or lodge a complaint with its competent data protection authority as referred to in their above linked data protection policy. Regarding Our data processing, you may contact Us as set out in Section 1.1 above. You can also lodge a complaint about Our processing of your Personal Data with a data protection authority.

## 6 Adjustments

We amend or change this data protection notice regularly because of changed functionality or legal opinion. Please check regularly for updates.

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