

## PRIVACY NOTICE FACEBOOK FANPAGES

**Allianz Partners SAS** ("we", "us", "our"), a Company authorized under French regulation is the operator of this Facebook fan page. This privacy notice explains what type of personal data we process by mean of this social media, and how we use it.

### 1. What is a data controller?

A data controller is the individual or legal person who controls or defines the purposes (the "why") and the means (the "how") of the processing of personal data. **Allianz Partners SAS** operating this fan page is, as defined by relevant data protection laws and regulation, the controller of your personal jointly with Facebook for the processing activities here defined.

### 2. What data will be collected?

When you decide to follow this fan page or you interact with us (e.g. when you "Like" a post, you share or comment it) we have access to your

- Name
- Age
- Gender

### 3. How will we use your personal data?

We don't store your personal information, nor extract it to be incorporated in any separate database. We only use the above information to be able to interact with you in this social media. We can delete some of your comments if they are not compliant with our policies on the use of social media (e.g., if comments provided are offensive, unlawful, or do not observe good faith principles), but we cannot modify them, not operate your data in any other way. However we also use Facebook Insight, a native analytics application provided by Facebook which, by the installation of Cookies in the devices of users visiting this site, collects some information and provides statistics according to some pre-defined criteria.

Cookies are small pieces of information sent by a website or application (Facebook in this case) that are stored in your device (laptop, smartphone, tablet...). This information can be subsequently read by the installer of the Cookie with different purposes, like getting information on the browsing behavior of a user or device (*please read Facebook's Terms and Conditions and Privacy Policy for further information about Facebook Insight, the Cookies that Facebook installs and administers, the information they collect and share, and for how long they are they kept in your device*).

**Allianz Partners SAS does not administer nor control the cookies installed by Facebook**, but by using Facebook Insight, Facebook provides us some reports like ones listed below. These reports are provided on the basis of aggregated data, i.e., we receive statistics and analysis (e.g. number of users liking a post, number of users coming back to our fan page,.. etc.), but **we cannot know who are the specific users to whom those statistics or analysis refer.**

Some examples of reports we receive are:

- Total number of people who have liked our Page
- Daily Number of new people who have liked and unliked our Page
- Daily, Weekly and 28 days number of people who engaged (engagement includes any click or story created) with our Page.
- Daily, Weekly and 28 days number of people for whom any content from our Page or about our Page entered their screen. This includes posts, check-ins, ads, social information from people who interact with our Page and more.
- Daily, Weekly and 28 days number of people for whom any content from our Page or about our Page entered their screen *through unpaid distribution*. This includes posts, check-ins, social information from people who interact with our Page and more
- Daily, Weekly and 28 days number of people for whom any content from our Page or about our Page entered their screen *through paid distribution such as an ad*.
- Daily, Weekly and 28 days number of people for whom any content from our Page or about our Page entered their screen with social information attached. As a form of organic distribution, social information is shown when a person's friend interacts with our Page or post. This includes when someone's friend likes or follows our Page, engages with a post, shares a photo of our Page and checks in to our Page
- Daily, Weekly and 28 days number of times that any content from our Page or about our Page entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with our Page and more (total count)
- Daily, Weekly and 28 days number of times that any content from our Page or about our Page entered a person's screen through unpaid distribution. This includes posts, check-ins, social information from people who interact with our Page and more (total count)
- Daily, Weekly and 28 days number of times that any content from our Page or about our Page entered a person's screen through paid distribution such as an ad (total count)

- Daily, Weekly and 28 days number of times that any content from our Page or about our Page entered a person's screen with social information attached. Social information is shown when a person's friend interacts with our Page or post. This includes when someone's friend likes or follows our Page, engages with a post, shares a photo of our Page and checks in to our Page (total count).
- Daily, Weekly number of Page Views from users logged in to Facebook (total count and unique users)
- Daily, Weekly and 28 days number of people for whom any of our Page's posts entered their screen. Posts include statuses, photos, links, videos and more (unique users)
- Daily, Weekly and 28 days number of people for whom any of our Page's posts entered their screen through unpaid distribution (unique users).
- Daily, Weekly and 28 days number of people for whom any of our Page's posts entered their screen through paid distribution such as an ad (unique users).
- Daily, Weekly and 28 days number of people for whom any of our Page's posts entered their screen with social information attached. As a form of organic distribution, social information is shown when a person's friend interacts with our Page or post. This includes when someone's friend likes or follows our Page, engages with a post, shares a photo of our Page and checks in to our Page (unique users).
- Daily, Weekly and 28 days number of times that our Page's posts entered a person's screen. Posts include statuses, photos, links, videos and more (total count).
- Daily, Weekly and 28 days number of times that our Page's posts entered a person's screen through unpaid distribution (total count).
- Daily, Weekly and 28 days number of times that our Page's posts entered a person's screen through paid distribution such as an ad (total count).
- Daily, Weekly and 28 days number of times that our Page's posts entered a person's screen with social information attached. Social information is shown when a person's friend interacts with our Page or post. This includes when someone's friend likes or follows our Page, engages with a post, shares a photo of our Page and checks in to our Page (total count).
- Daily, Weekly and 28 days number of people who clicked on any of our content. Stories that are created without clicking on Page content (e.g. liking the Page from Timeline) are not included. (unique users)

- Daily, Weekly and 28 days number of clicks on any of our content. Stories generated without clicks on Page content (e.g. liking the Page in Timeline) are not included. (total count)
- Daily, Weekly and 28 days number of people who have given negative feedback on our Page (unique users)
- Daily, Weekly and 28 days number of times people have given negative feedback on our Page (total count)
- Daily, Weekly and 28 days total check-ins at our place (total count and unique users)
- Daily, Weekly and 28 days total check-ins at our place using mobile devices (total count and unique users)
- Daily, Weekly and 28 days number of times a video has been viewed due to organic reach (Total Count)
- Daily, Weekly and 28 days number of times a promoted video has been viewed for more than 3 seconds (Total Count)
- Daily, Weekly and 28 days number of times the video has been viewed for at least 30s by organic reach (Total Count)
- Daily, Weekly and 28 days number of times Page's video was viewed for 30 seconds or viewed to the end, whichever came first, after a paid promotion (total count)
- Daily, Weekly and 28 days total number of times videos have been viewed for more than 3 seconds. (Total Count)
- Daily, Weekly and 28 days number of times an auto-played video has been viewed for more than 3 seconds (Total Count)
- Daily, Weekly and 28 days number of times a video has been viewed after the user clicked play (Total Count)
- Daily, Weekly and 28 days number of times the video has been seen outside the first play (Total Count)
- Daily, Weekly and 28 days metric showing video played for unique people for more than 3 seconds aggregated at the Page level (unique users)
- Daily, Weekly and 28 days total number of times page's videos was viewed for at least 30 seconds. (Total Count)
- Daily, Weekly and 28 days number of times our Page's video started automatically playing and people viewed it for 30 seconds or to the end, whichever came first (total count)
- Daily, Weekly and 28 days number of times a video has been viewed for at least 30s after the user clicked play (Total Count)

- Daily, Weekly and 28 days number of times a video has been viewed for at least 30s outside the first play (Total Count)
- Daily, Weekly and 28 days metric showing videos played for unique people for at least 30 seconds aggregated at the page level (Unique Users)
- Daily and Weekly number of clicks on our Page's contact info and call-to-action button.
- Daily and Weekly total Get Directions click count per Page (total count and unique users)
- Daily and Weekly total phone call click count per Page (total count and unique users)
- Daily and Weekly total website click count per Page (total count and unique users)

***Please note that the cookies that allows Facebook to provide us these statistics are installed by the Social Media in your device when you access to any Facebook fan page, no matter whether you have a Facebook user account or not. Therefore it is essential that you pay attention to Facebook policy on Cookies before accepting them  
You can delete the cookies that Facebook installs in your device by using the options available in your browser.***

If by mean of this Fan Page we would organize any event (e.g. contest, draws, etc.), we would provide a Privacy Policy tailored for such event, informing you how we would collect, use and process your data for those purposes, and for how long.

The processing of your personal information for the purposes referred above requires that you provide your consent to Facebook T&C and Privacy Policy, and/or its policy on the use of Cookies and similar devices. Without that consent, we will not be able to interact with you in this Social media, and Facebook will not be entitled to use its Cookies and similar tools in your devices.

#### **4. Who will have access to your personal data?**

We will ensure that your personal data is processed in a manner that is compatible with the purposes indicated above.

We won't share nor disclose your personal information to any third parties, except to Public authorities if it is lawfully required, or to meet any legal obligation, including to the relevant ombudsman or Data Privacy authorities if you make a complaint about our processing activities. However you must remember that Facebook has access to it, and we recommend you to take the necessary steps to be aware of Facebook processing activities, their purposes and the rights you have to this Social Media.

## 5. Where will my personal data be processed?

As stated in Section 3 above, we don't store any of your personal data, we only operate your personal information in the way described in that section and section 4.

Personal Data processed by Facebook are subject to Facebook T&C and its privacy policy. We recommend you read carefully those T&C. You may have consented the processing of your personal information out of the EEA, even in countries not providing adequate level of protection. Since the EU General Data Privacy Regulation became applicable the 25<sup>th</sup> of May 2018, Facebook is also subject to the new European Rules and has to provide complete, transparent and understandable information on the processing of your data.

## 6. What are your rights in respect of your personal data?

Where permitted by applicable law or regulation, you have the right to:

- Access your personal data held about you and to learn the origin of the data, the purposes and ends of the processing, the details of the data controller(s), the data processor(s) and the parties to whom the data may be disclosed;
- Withdraw your consent at any time where your personal data is processed with your consent;
- Update or correct your personal data so that it is always accurate;
- Delete your personal data from our records if it is no longer needed for the purposes indicated above;
- Restrict the processing of your personal data in certain circumstances, for example where you have contested the accuracy of your personal data, for the period enabling us to verify its accuracy;
- Obtain your personal data in an electronic format for you or for your new provider; and
- File a complaint with us and/or the relevant data protection authority.

However, please note the only processing activities that **Allianz Partners SAS** carries out with your personal data are those described in sections 3 and 4, and **our capability to attend these rights is limited to that scope**. You have however the right to exercise these rights to Facebook by the means made available by the Social Media and informed in its T&C and Privacy Policy, and Facebook Policy on cookies

In regard to the processing activities carried out by **Allianz Partners SAS** and described in Sections 3 and 4, you may exercise these rights by contacting us as detailed in section 9 below providing your name, email address, identification, and purpose of your request. You can also delete the cookies that Facebook stores in your device by using the setting options available in your browsing software.

## 7. How can you object to the processing of your personal data?

Where permitted by applicable law or regulation, and subject to the requirements set up by those rules, you have the right to object to us processing your personal data, or tell us to stop processing it. Once you have informed us of this request, we shall no longer process your personal data unless permitted by applicable laws and regulations.

You may exercise this right in the same manner as for your other rights indicated in section 6 above.

## 8. How long do we keep your personal data?

Your personal information (comments, sharing, likes,...) are subject to Facebook's Terms and Conditions and Policies on Privacy and Cookies. Please read them carefully to be fully aware of them.

Remember that you can delete, or edit any comment you make or any post you may publish by using Facebook's functionalities, and that Cookies administered by Facebook can be also deleted by using the setting options of your browsing software. You can also download the information that Facebook stores about you [here](#)

The reports we received are on the basis of aggregated data (no personal information), and are not subject to the requirement to determine a retention period.

## 9. How can you contact us?

If you have any queries about how we use your personal data, you can contact us by email or post as follows:

### **Allianz Partners SAS**

Data Protection Officer

Email: [AzPSAS.privacy@allianz.com](mailto:AzPSAS.privacy@allianz.com)

## 10. How often do we update this privacy notice?

We regularly review this privacy notice. We will ensure the most recent version is available on this page and we will tell you directly when there's an important change that may impact you. This privacy notice was last updated on **23th July 2018**.