

Specific Information on the Processing of Your Personal Data During Your Visit to our Company Page on Instagram

Here, we provide additional information on the processing of your personal data by Meta Platforms Ireland Ltd. (Meta) and us, Johann Froescheis Lyra-Bleistift-Fabrik GmbH & Co.KG, when you access our company page on Instagram (Instagram fan page).

1. Responsibilities for Personal Data Processing

The Johann Froescheis Lyra-Bleistift-Fabrik GmbH & Co.KG has no control over the processing of your personal data on Instagram.

The operator responsible for Instagram is:

Meta Platforms Ireland Ltd.
4 Grand Canal Square
Grand Canal Harbour
Dublin 2
Ireland

In particular, Meta is solely responsible for the processing of personal data on Instagram and, in this context, for the obligations to provide information according to Art. 13, 14 GDPR and the rights of data subjects (especially Art. 15 - 22 GDPR).

Meta's privacy information can be found here:

<https://privacycenter.instagram.com/policy>.

Furthermore, we are responsible:

Johann Froescheis Lyra-Bleistift-Fabrik GmbH & Co.KG
Willstätterstr. 54 - 56
90449 Nürnberg
Phone: +49 911 6805 0
E-Mail: info@lyra.de
Website: <https://www.lyra.de/>

General Partner with Unlimited Liability:

Lyra-Bleistift-Fabrik Verwaltungs-GmbH
Willstätterstr. 54 - 56
90449 Nürnberg
Managing Directors:
Eric André Buée
Ergin Köprülü
Tobias Florian Raum
Massimo Candela
Luca Pelosin
Further contact details as above.

2. For Questions on Data Protection, Our Data Protection Officer is Available

For matters under Meta's responsibility, use Instagram's contact form:

https://privacycenter.instagram.com/policy/?section_id=13-HowToContactMeta

For matters under our responsibility, please contact us:

Johann Froescheis Lyra-Bleistift-Fabrik GmbH & Co.KG

Data Protection Officer

Willstätterstr. 54 - 56

90449 Nürnberg

E-Mail: datenschutz@lyra.de

3. Our Use of the Instagram Fan Page

We use the Instagram fan page for advertising purposes according to Art. 6 para. 1 lit. f GDPR.

The data provided to us by Meta via Instagram is anonymized; we cannot establish any personal reference. In our view, this does not constitute personal data. Anonymization is the responsibility of Meta. We do not have access to the original personal data used by Meta as the basis for anonymization.

You can contact us by phone, email, mail, and fax. You can also contact us via Instagram. In this case, the processing of your personal data by us is also within the scope of Art. 6 para. 1 lit. f GDPR.

All information and communication options we offer on Instagram are also available on our website at <http://www.lyra.de>. A visit to Instagram is therefore not necessary. We use Instagram to communicate our information to a larger audience.

Meta also processes your personal data under their responsibility. For more information, please refer to:

<https://privacycenter.instagram.com/policy>

4. Your Obligation to Provide Us with Personal Data

If we act on your behalf (e.g., upon your request), we can only do so if you provide all the necessary personal data. If you do not wish to do this, we may not be able to act for you. In some cases, there may also be a legal obligation to provide us with your personal data; we will inform you separately in such cases.

5. These are the Sources from which We Obtain Personal Data

We process personal data that we receive from you (e.g., by email). In addition, if permitted, as part of an existing or impending business relationship, we process personal

data obtained from public sources (e.g., debtor directories (credit data), company websites (contact data)) or other sources (e.g., credit agencies (credit data)). We will be happy to provide you with more detailed information on this in a specific individual case.

6. Your Rights in Case of Processing for Which We Are Responsible

If you would like to know what personal data we have stored about you, we will tell you because you have a right of access by the data subject according to Art. 15 GDPR in conjunction with § 34 BDSG.

If you inform us that personal data is incorrect, we must correct it. You have a right to rectification according to Art. 16 GDPR.

You have a right to erasure of your personal data according to Art. 17 GDPR in conjunction with § 35 BDSG.

In rare cases (e.g., when it is unclear whether personal data is correct or incorrect or when we would like to delete your personal data but you do not want us to) you can demand the restriction of the processing of your personal data. You have a right to restriction of processing your personal data according to Art. 18 GDPR.

You have a right to object according to Art. 21 GDPR.

A consent you have given to the processing of your personal data can be revoked at any time with effect for the future.

If you do not wish to receive direct advertising from us, you can object to this at any time and we will no longer use your personal data for direct advertising in the future.

If you object to the processing of your personal data, this does not affect the legality of the processing based on your consent until the objection.

You have a right to data portability according to Art. 20 GDPR.

If you wish to exercise your rights, it is usually free of charge. Contact us in such a case.

If you have a complaint or question about data protection under our responsibility, please contact us (above point 1) or our data protection officer (above point 2). For all other matters related to Instagram, please contact Meta (above point 1). You also have the right to lodge a complaint with a supervisory authority.

7. Recipients to Whom We Pass on Your Personal Data

We use your personal data within Johann Froescheis Lyra-Bleistift-Fabrik GmbH & Co.KG to fulfill our contractual or legal obligations.

If necessary and permitted, or legally required, we pass on your personal data to third parties or processors. Processors process personal data on our behalf and exclusively according to our specifications. Third parties or processors include, for example, authorities, IT companies (e.g., for operating our website), credit agencies (for credit checks), or collection agencies.

Find out how Meta uses your personal data here:

<https://privacycenter.instagram.com/policy>

8. We Store Your Personal Data for the Shortest Possible Time

We store your personal data as long as necessary to fulfill our contractual obligations or a legal obligation. Your personal data will then be deleted as soon as we no longer need them and no law requires us to continue storing them. Your personal data will not be deleted as long as they are needed to enforce, exercise or defend legal claims. Legal retention periods, e.g., from commercial or tax law (usually 6 or 10 years), remain unaffected.

9. We do not transfer your data to countries outside the EU or to international organizations. We do not engage in any processing based on automated decision-making. Profiling (the automated processing aimed at evaluating certain personal aspects) is not conducted by us.

To what extent Meta transfers your data to countries outside the EU, to international organizations, conducts processing based on automated decision-making, or employs profiling (the automated processing aimed at evaluating certain personal aspects), you can learn from Meta here:

<https://privacycenter.instagram.com/policy>

In case of ambiguities or doubts, the German version of this document is legally binding.