



Data Protection Notice for Social Media

This Data Protection Notice informs you about our treatment of personal data when using and visiting our profiles/ pages on social media platforms.

We refer to the EU General Data Protection Regulation (“GDPR”), when describing the processing of personal data, but because we operate globally, other relevant data protection legislation can apply. When reading this Data Protection Notice, please note that the reference to the GDPR only applies when it is applicable.

1. Name and contact details of the controller and the data protection officer

The data controller for processing the personal data in relating to our profiles on social media platforms is Roland Berger Holding GmbH & Co. KGaA, Sederanger 1, 80538 Munich, Germany or one of its subsidiaries (hereinafter “Roland Berger”, “we”, “us” or “our”). The addresses and names of our subsidiaries can be found [here](#).

The data protection officer can be contacted at the following email address: dataprotection@rolandberger.com.

When you visit our profiles on social media platforms, your personal data is collected, used and stored not only by us, but also by the social media providers. The aforementioned processing might occur even if you do not have a profile on the respective social media platforms yourself.. The individual data processing operations and their scope differ depending on social media providers and they are not necessarily traceable for us. For details on the collection and storage of your personal data as well as the type, scope and purpose of its use by the social media providers, please refer to the data protection declarations of the respective social media provider listed below.

2. Processing of personal data as well as nature and scope of processing

We maintain publicly accessible profiles in various social media platforms. Your visit to these profiles triggers a large number of data processing operations. Below, we provide you with an overview of which of your personal data we collect, use and store when you visit our profiles.

We may process one or more of the following categories of your personal data:

- Communication data (e.g. your name, contact details, profile information)
- IP address
- Any other information you choose to share with us
- Interactions with our social media platforms and their statistical evaluation via the analysis services of the respective social media providers (e.g. visits to our profiles on social media platforms, the age/occupation groups of our visitors, the viewing time of our videos and how often the videos were played)

We may process the personal data for one or more of the following purposes:

- Respond to your inquiries and comments
- Communication with visitors
- Improve our services and social media presence
- Conduct marketing and promotional activities
- Comply with legal obligations

We may process your personal data based on one or more of the following legal grounds:

- Your consent (Art. 6 para. 1 lit. a) GDPR), which you can withdraw at any time
- Our legitimate interests (Art. 6 para. 1 lit. f) GDPR) in maintaining and improving our social media presence
- Compliance with legal obligations (Art. 6 para. 1 lit. c) GDPR)

If you use our profiles on social media platforms to get in touch with us (e.g. by creating your own posts, responding to one of our posts or by sending us private messages), the data you provide us with is processed by us exclusively for the purpose of being able to contact you. The legal basis for data collection is therefore Art.6 para.1 lit. a) and b) GDPR.

If you comment on, share, or otherwise react to any of the posts on our page on social media platforms, we process personal data. This includes your social network user data (in particular, username, profile URL, profile picture), the content of the comments you leave, and the related metadata (especially the time when you posted the respective comment). If you also "like" our page by clicking the "Like" button, we process this information as well. Your data remains accessible to us via the page until the respective user's account or only the relevant data itself, such as the individual comment, is deleted.

3. Facebook

The Roland Berger Facebook fan pages are managed by Meta Platforms Ireland Limited; 4 Grand Canal Square; Grand Canal Harbour; Dublin 2, Ireland ("Meta"). When visiting our Facebook fan pages, Meta processes the personal data of visitors and is responsible for the services, structuring, functionality, and data processing on its platforms. More information can be found in Meta's Privacy Policy here: https://www.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0 .

As the operator of a Facebook fan page, we can only view information stored in your public Facebook profile if you have one and are logged in when accessing our fan page. Meta uses cookies stored on your device during your visit, even if you do not have a Facebook profile or are not logged in. These cookies help Meta create user profiles based on preferences and interests and show customized advertising. Cookies remain on your device until deleted.

Together with Meta, we are responsible for the collection (but not the further processing) of data from visitors to our Facebook fan pages. This data includes information about the types of content that users view or interact with, or actions they take (see "What information do we collect?" in <https://www.facebook.com/privacy/policy/>), as well as information about the devices used by users (e.g., IP addresses, operating system, browser type, language settings, cookie data).

Meta provides statistical evaluations called page insights, based on anonymized and aggregated data, which help us assess the quality and content of our Facebook fan page, enabling us to gain insights into how people interact with their pages and associated content.

We have entered into a special agreement with Meta (https://www.facebook.com/legal/terms/page_controller_addendum), which specifically regulates the security measures Meta must observe and in which Meta agrees to fulfill the rights of affected individuals (i.e., users can, for example, direct inquiries or deletion requests directly to Meta). The rights of users (particularly the right to information, deletion, objection, and complaint to the competent supervisory authority) are not restricted by the agreements with Meta. Further information can be found here: https://www.facebook.com/legal/terms/page_controller_addendum .

The joint responsibility is limited to the collection and transmission of data to Meta Platforms Ireland Limited, a company based in the EU. The further processing of the data is solely the responsibility of Meta Platforms Ireland Limited, which particularly includes the transmission of data to the parent company Meta Platforms, Inc. in the USA.

4. Instagram

The Roland Berger Instagram pages are managed by Meta Platforms Ireland Limited; 4 Grand Canal Square; Grand Canal Harbour, Dublin 2, Ireland ("Meta"). When visiting our Instagram pages, Meta processes personal data of the visitor. Meta provides the services on its platforms and is responsible for their structuring, functionality and for the processing of personal data there. For more information, please see Meta's privacy policy: <https://privacycenter.instagram.com/policy/>.

Meta provides us with statistical evaluations via so-called page insights. These statistical evaluations are based on aggregated data and are therefore anonymized data for Roland Berger, which we ourselves cannot trace back to individual users. This data helps us to evaluate the quality and content of our Instagram page. Meta has committed to Roland Berger to primarily fulfill your rights under the GDPR and to provide the main information of our agreement. You can find more information about this and about page insights here: https://www.facebook.com/legal/terms/information_about_page_insights_data.

5. LinkedIn

The Roland Berger LinkedIn pages are managed by LinkedIn Ireland Unlimited Company; Wilton Place; Dublin 2, Ireland ("LinkedIn"). When visiting our RB LinkedIn pages, LinkedIn processes personal data of the visitor. LinkedIn provides the services on its platforms and is responsible for their structuring, functionality and for the processing of personal data there. For more information, please see LinkedIn's privacy policy: <https://www.linkedin.com/legal/privacy-policy>.

Together with LinkedIn Ireland Unlimited Company, we are responsible for the collection (but not the further processing) of data from visitors, which is used for the creation of "Page Insights" (statistics) of our LinkedIn profiles. This data includes information about the types of content that users view or interact with, or actions they take, as well as information about the devices used by users (e.g., IP addresses, operating system, browser type, language settings, cookie data) and details from users' profiles, such as job function, country, industry, hierarchy level, company size, and employment status. Privacy information regarding the processing of user data by LinkedIn can be found in LinkedIn's privacy policy: <https://www.linkedin.com/legal/privacy-policy>.

These statistical evaluations are based on aggregated data and are therefore anonymized data for Roland Berger, which we ourselves cannot trace back to individual users. This data helps us to evaluate the quality and content of our LinkedIn pages.

We have entered into a special agreement with LinkedIn Ireland ("Page Insights Joint Controller Addendum (the 'Addendum')"), which specifically regulates the security measures LinkedIn must observe and in which LinkedIn agrees to fulfill the rights of affected individuals (i.e., users can, for example, direct inquiries or deletion requests directly to LinkedIn). The rights of users (particularly the right to information, deletion, objection, and complaint to the competent supervisory authority) are not restricted by the agreements with LinkedIn. LinkedIn has committed to Roland Berger to primarily fulfill your rights under the GDPR and to provide the main information of our agreement. You can find more information about this and about Page-Analytics-Data here: <https://legal.linkedin.com/pages-joint-controller-addendum>.

The joint responsibility is limited to the collection of data by and transmission to LinkedIn, a company based in the EU. The further processing of the data is solely the responsibility of LinkedIn, which particularly includes the transmission of data to the parent company LinkedIn Corporation in the USA.

6. Pinterest

The Roland Berger Pinterest pages are managed by Pinterest Europe Ltd. Palmerston House, 2nd Floor Fenian Street Dublin 2, Irland ("Pinterest"). When visiting our RB Pinterest page, Pinterest collects personal data of the users. Pinterest processes users' personal data according to its privacy policy (<https://policy.pinterest.com/en/privacy-policy>) We have no influence over the type or scope of this data processing.

We only receive personal data when you interact with our account, for example by liking, sharing, or commenting. In such cases, your username and profile picture, for instance, become visible to us. Please do not share any sensitive information, such as health data. We use this interaction data solely to manage and optimize our Pinterest presence and to respond to your messages and comments. Pinterest also provides us with anonymous usage statistics, which we use to analyze and improve our content.

7. Stepstone

The Roland Berger Stepstone pages are managed by The Stepstone Group Deutschland GmbH, Völklinger Straße 1, 40219 Düsseldorf, Germany ("Stepstone"). When visiting our RB Stepstone page, Stepstone collects personal data of the users. Stepstone processes users' personal data according to its privacy policy (<https://www.stepstone.de/e-recruiting/en/legal/privacy-policy/>). We manage our on StepStone account to post job offers and interact with candidates; information you provide to us via the platform is processed both by us and by StepStone. We have no control over how StepStone handles the personal data it collects, and their privacy policy applies. You may exercise your data protection rights with either us or StepStone.

8. TikTok

The Roland Berger TikTok pages are managed by TikTok Technology Limited, The Sorting Office, Ropemaker Place, Dublin 2, Dublin, D02 HD23, Ireland ("TikTok"). When visiting our page on TikTok (i.e. our User Profile), TikTok collects personal data of the users. Information about the data collection and further processing by TikTok can be found in TikTok's privacy policy <https://www.tiktok.com/legal/page/eea/privacy-policy/en>.

Roland Berger has no influence on what user data TikTok collects. Roland Berger also has no access to the personalized collected data or your profile data. Roland Berger can only see the public information of your profile and you decide in your TikTok settings what exactly this data is. In addition, you have the option in your TikTok settings to actively hide your "Likes" or to no longer follow the Roland Berger TikTok Page. Then your profile will no longer appear in the list of followers of our TikTok Page.

Roland Berger receives anonymous statistics from TikTok regarding the use and usage of the TikTok Page. The following information is provided here, for example:

- Followers: number of people who follow Roland Berger - including growth and development over a defined time frame.
- Reach: number of people who see a specific post. Number of interactions on a post. This can be used, for example, to determine which content is better received by the community than others.
- Ad performance: how many people saw an ad.
- Demographics: average age of visitors, gender, location, language.

We use these statistics, from which we cannot draw any conclusions about individual followers, to constantly improve our online offering on TikTok and to better respond to the interests of our followers. We cannot link the statistical data with the profile data of our followers. You can decide via your TikTok settings in which form targeted advertising will be shown to you. Roland Berger will display ads for events, jobs and employer branding. TikTok's "Ads and Your Data"

<https://www.tiktok.com/privacy/ads-and-your-data/en> guide gives you an overview of how your personal data is processed in connection with Ads.

Roland Berger receives personal data through TikTok when you actively share it with us via a personal message or comment on our TikTok Page (User Profile).

For the use of various TikTok services, we have concluded several data protection agreements with TikTok Ireland and TikTok United Kingdom (Joint Controller Agreement (<https://www.tiktok.com/legal/page/global/tiktok-analytics-joint-controller-addendum/en>) and Data Processing Agreement).

9. WhatsApp channel "Roland Berger Career"

The Roland Berger WhatsApp Channel "Roland Berger Career" is managed by WhatsApp Ireland Limited, Merrion Road, Dublin 4, D04 X2K5 Ireland ("WhatsApp"). On our channel you will find tips and information about the application process at the Roland Berger Group.

We do not process your personal data. However, if you have stored your first and last name or a photo as a display image in your WhatsApp profile, this personal data can be viewed by us. We do not (further) process this data. We cannot access your telephone number.

You can object to the data processing within the WhatsApp channel at any time by selecting "No longer subscribe" in the channel info.

Further Information on the handling of your personal data can be found in the following privacy notice: <https://www.whatsapp.com/legal/channels-privacy-policy-eea?lang=en>.

10. X (formerly Twitter)

The Roland Berger X pages (formerly Twitter) are managed by X Corp.; One Cumberland Place; Fenian Street; Dublin 2; D02 AX07; Ireland ("X"). When visiting our Roland Berger X page, X processes personal data of the visitor. X provides the services on its platforms and is responsible for their structuring, functionality and for the processing of personal data there. For more information, please see X's privacy policy: <https://x.com/en/privacy>.

X provides us with statistical evaluations via so-called analytics data. These statistical evaluations are based on aggregated data and are therefore anonymized data for Roland Berger, which we ourselves cannot trace back to individual users. This data helps us to evaluate the quality and content of our X page.

11. Xing

The Roland Berger Xing pages are managed by von New Work SE; Dammtorstraße 30; 20354 Hamburg; Germany ("Xing"). When visiting our Roland Berger Xing pages, Xing processes personal data of the visitor.

Xing provides the services on its platforms and is responsible for their structuring, functionality and for the processing of personal data there. For more information, please see Xing's privacy policy: <https://privacy.xing.com/en/privacy-policy>.

Xing provides us with statistical evaluations via so-called page insights. These statistical evaluations are based on aggregated data and are therefore anonymized data for Roland Berger, which we ourselves cannot trace back to individual users. This data helps us to evaluate the quality and content of our Xing pages.

12. Youtube

The Roland Berger YouTube pages are managed by Google Ireland Limited; Gordon House; Barrow Street; Dublin 4, Ireland ("Youtube").

When visiting our Roland Berger YouTube channels, YouTube processes personal data of the visitor. YouTube provides the services on its platforms and is responsible for their structuring, functionality and for the processing of personal data there. For more information, please see YouTube's privacy policy: <https://policies.google.com/privacy?hl=en&gl=de>.

YouTube provides us with statistical evaluations via so-called analytics data. These statistical evaluations are based on aggregated data and are therefore anonymized data for Roland Berger, which we ourselves cannot trace back to individual users. This data helps us to evaluate the quality and content of our YouTube channels.

13. Retention period

In general, we delete personal data as soon as it is no longer necessary for the purposes for which it was initially collected or processed, unless we are required by law or another permissible reason to retain the data.

14. Transfer of personal data

External service providers on behalf of Roland Berger

Insofar as service providers are involved in the processing of personal data on behalf of Roland Berger or otherwise and may come into contact with your personal data, this will only happen after the prior conclusion of a so-called data processing agreement according to Art. 28 GDPR, which obliges the service providers to process personal data only according to Roland Berger's instructions and to treat them confidentially. This includes, for example, email, hosting and cloud service providers as well as providers of software and other tools that Roland Berger uses for its own business purposes.

Intra-group sharing

Within the Roland Berger group's organization, there is a need to exchange personal data on an intra-group basis as controller to controller or joint controllers. For example, we may forward requests from visitors of our social media platforms to affiliated group companies insofar as this is necessary to provide you with the right contact person. See the list of the group companies here: <https://rb.digital/RBGroupOrganization>.

Sending data to other third parties

As a fundamental rule, Roland Berger does not disclose, transfer, sell or otherwise market personal data to other third parties, such as other companies or organizations, without your express consent, unless disclosure of such data is necessary to fulfill contractual obligations, disclosure is covered by legitimate interests of Roland Berger or if Roland Berger is obliged to do so by law or by an official or court order.

Transfer of data to countries outside the EU/EEA

If necessary, your personal data will be transferred to and processed in other countries outside the EU/EEA where the laws and regulations governing the processing of personal data are less stringent. In such cases, the data transfer will only take place under the guarantee of an appropriate level of data protection within the meaning of Art. 44 et seq. GDPR, e.g. by applying an adequacy decision or concluding the EU standard contractual clauses, which can be viewed and downloaded here: https://commission.europa.eu/publications/publications-standard-contractual-clauses-sccs_en.

15. Data subject's rights

You have the right of access under Article 15 GDPR, the right to rectification (Article 16 GDPR), the right to erasure (Article 17 GDPR), the right to restriction of processing (Article 18 GDPR), the right to object (Article 21 GDPR) and the right to data portability (Article 20 GDPR). In addition, there is a right to raise complaints with a data protection supervisory authority (Article

77 GDPR). Consent obtained by data subjects for the processing of personal data can be withdrawn at any time towards the controller. It should be noted, however, that the withdrawal will only take effect in the future. Processing before the withdrawal is therefore not affected by a withdrawal.

16. Am I obliged to provide data?

You are not obliged to provide us with your personal data. However, this may be necessary for individual functionalities of our profiles on social media platforms. These functionalities are not available to you, or only to a limited extent, if you do not provide us with your personal data.

We would like to inform you that visiting our profiles on social media platforms and utilizing their functions is at your own risk. This applies particularly to the use of interactive functions (e.g., commenting, sharing, rating).

17. Updates to this Data Protection Notice

This Data Protection Notice is regularly reviewed and updated. We therefore reserve the right to amend it from time to time and to make changes in the collection, processing, or use of your data. The most current version of this Data Protection Notice is always available at:

https://www.rolandberger.com/publications/publication_pdf/Roland-Berger_Data-protection-notice_Social-media.pdf

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